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ABSTRACTS & PROCEEDINGS
Edited by Zișan Yardım Kılıçkan
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9. Current Debates in Social Sciences
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[ABSTRACTS & PROCEEDINGS]

Edited by
Zişan Yardım Kılıçaslan

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ABSTRACTS
INVITED SPEAKER

Wage and Employment Within The Framework of Global Trends
Küresel Eğilimler Çerçevesinde Ücret ve İstihdam

Türkçe

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Inclusive and well-functioning labor markets are at the heart of the ILO’s task of promoting decent work and social justice. In fact, paid work is the main source of income for the vast majority of households in the world. "A good organization of work can consolidate the fundamental principles of equality, democracy, sustainability and social cohesion" is the idea launched at the 100th anniversary of the ILO and reinforced by the publication of a report entitled "Work for a brighter future". The context of the report is to shape the future of human-centered work. In this context, the report calls for a human-centered program, emphasizing the potential of labor market institutions, and underlines the urgency of investing in neglected sectors of the economy. Another simultaneously published report is on “The global wage” highlights the inequalities of wages between women and men. The emphasis is put out on the gender issues in the labour market. This article assesses "the future of work" and "inequality of wages" from these two reports published in 2019 on the occasion of the 100th anniversary of the ILO. As a result, there is a need to focus on equality, sustainability and participation in the presentation and analysis of labor market trends. Because it brings together the governments, employers and workers of the world and also because of its mandate, the ILO is well suited to act as a guide on this journey. The issues matter to people everywhere. If we are able to come up with good answers, we will help to open up extraordinary new vistas for coming generations at work.

Key Words: Global trends, wage, employment.

Field: LABOUR ECONOMICS & INDUSTRIAL RELATIONS / ÇALIŞMA EKONOMİSİ VE ENDÜSTRİYEL İLİŞKİLER
Burials are the most common archaeological contexts, which were discovered as untouched and nondisturbed at the excavations. For this reason, burials provide detailed information about the burial customs, burial rituals, and most importantly belief systems of ancient human societies. Therefore, the examination of the graves gives us to some extent important data about their living and experiences. From this point of view, our inception is a burial pit uncovered at the site of Kavuşan Höyük in Diyarbakır, in the south-eastern Turkey with a minimum of 21 turtles, tortoises and terrapins together with two human skeletons dating to the 6th century BC; some burials including turtles dated to c. 10,000 BC at Körtik Tepe again in the same region and as well as other turtle burials belonging to different periods in world show that the turtles and/or tortoises have a symbolic role ongoing thousands years in terms of rituals and beliefs. In addition to being an animal used for nutrition and therapeutic purposes, since it is perceived as an animal that brings luck, keep away from evil and most importantly represents a long life, turtle occurs as a symbol that accompanies not only in the burials during the journey to Underworld but also during the daily life. However, we all well know that turtle shells are hanged on the walls of many houses, especially the door entrances in order to expel the evil spirit in Anatolia. The fact in hanging turtle shells is to protect “the hanging thing” or prevent them from being killed by setting up a symbolic meaning between death and the turtle shell. This is in fact a continuation of beliefs that the vital essence of life is gathered in bones and hoped that turtles will protect against sudden deaths, misfortunes or weaknesses of life. Initially sanctioned, which lasts for generations at least 12 thousand years that is known substantially by archaeological data; a practice in different regions and in different periods almost without any changes, without ever being asked “why” and perhaps without making any sense at all for new generations can be performed while today it may continue only as a “current debate” topic.
Assessment of Social Value Gain in Terms of Demographic Characteristics for Children Aged 5 Years

English

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It is only through the children that they can understand the society they live in, by adopting the norms and values of the community they live in. Social values such as love, respect, cooperation, responsibility and courtesy are important in terms of social integration as well as in terms of social cohesion and in order for children to have healthy social relations. This research was conducted to investigate the relationship between the social values children in the preschool period where the values are built and the demographic characteristics of family and children. For this reason, the screening model which is one of the descriptive research methods were used in the research, was carried out with 51 students and 5 group of age students from five schools affiliated to the Ministry of National Education and Culture of TRNC 2015/16 and their parents. Personal Information Form and the Scale for Preschool Social Values Acquisition (SPSSVA) was used as data collection tool in the research. As a result of the analyzes made, it is shown that the values acquisition levels of the participating children did not differ according to the parental age, educational status, family economic income level and birth respectively. However, it was determined a significant difference on the level of child rearing that the number of siblings and the age of starting to the preschool education system to be made. It has been found that some values of children who are siblings and who start preschool education at an earlier age have a higher value acquisition level than single-child and later-education children.

Field: PSYCHOLOGY / PSİKOLOJİ
Postmodern Family Therapies in Social Work Practices

English

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Postmodernism as a thought style refers to differentiation from past and past dominant values. In current process, postmodernism defines a new social-cultural structure that differs from the past. In this sense, cultural transformation, which is called postmodernism, means a turning point and points to a change of age (Spencer & Pahl, 2006). There is change according to postmodernism both in terms of practice and theory in social work with effect of globalization. Postmodern thought suggests that social workers should learn to deal with increasingly transformed and complex aspects of social services (Payne, & Askeland, 2016). One of the most important systems where social workers work in practice is the family system. In the postmodern period, the definition and structure of traditional family has also changed. In this context, postmodern family structures emerged. For example, single-parent families, same sex couples, no-married living partners are frequently encountered systems nowadays. This situation not only changed the definition of family but also changed the functions of the family. According to Kiran (2015) various bureaucratic organization units have taken over most of the functions of the family with effect of postmodernism. Families have transferred their functions to institutions except love and giving birth. Today, social workers have an important role in many dimensions from clinic to field in interviews with families. Social workers benefit from some of the therapies and techniques of their own field information and other human professions when they work with families. In the study, the following therapies and techniques, which are shown among postmodern family therapies, will be discussed from a social work perspective: narrative therapy, solution-oriented short-term therapy and feminist therapy.

Field: PSYCHOLOGY / PSIKOLOJİ
Globalization and Poverty

Globalization refers to the phenomenon of increased capital and labor mobility and integration of related policies across the globe. Therefore, during the process of globalization, unprecedented developments such as a much higher international trade level and the increased power of financial capital have played a central role in political, economical, and social developments. Despite observing its outcomes for almost half a century, the effects of globalization are still highly debated. In this study, the relationship between poverty and globalization is discussed.

Literature on this subject is rich with, often contradictory, results. On one hand, some authors claim that globalization decreases poverty, for example, through increasing growth rate. On the other hand, others claim a much more complicated relationship, for instance, paying special attention to complementary policies through which globalization affect poverty. Finally, some claim that globalization may affect social spending, therefore poverty may rise. The goal of this study is to look at this relationship from another perspective. A brief definition of globalization and an outline of its history is given first. Through this, the important processes that characterize globalization and its possible relationships with poverty dynamics is identified. Then an econometric analysis is performed on data made up of countries from different income groups and levels of development. Our analysis yields a complicated picture where different sub-processes of globalization have a varied relation to poverty dynamics. Based on the analysis, it is discussed whether globalization processes are indeed, as some claim, primary factors in poverty dynamics. It is concluded by discussing the implications of our findings and posing new questions for future research.

Field: ECONOMICS / İKTİSAT
Emerging Private Education in Turkey: Determinants of School Choice via Household’s Characteristics

Human capital is one of the crucial factors for growth and development. From this point of view, having equal educational opportunities should be ensured by governments. However, in most of the developing countries like Turkey, having equal educational opportunities seems as a phantasy. In this manner, the main aim of this study is to try to find out the determinants of school choices in Turkey and secondly to analyze if there are any gender differences or not. This choice is probably related to household’s choice, it is not a child’s choice. We use the youth survey conducted in Turkey in 2011 for 2366 youth in 35 selected provinces. The descriptive statistics of the sample is also presented to see the main picture of Turkey. Controlling the household characteristics such as father’s labor market situation, education, household’s income, household’s religious values, living areas and region, our first findings shows that for the case of males household income does not have an impact on being in a private education. However, it does have a significant effect for females. Interestingly, most of the regions do not have an impact on being in a private school. However, being in Aegean region does have a negative effect on being in a private school for males. Generally, for boys, it can be said that private school choice does not depend controlled variables. It means that households prefer sending their boys to private schools whatever their situation and whatever their characteristics. On the other hand, for girls there are many factors that can affect on choosing private schools.

Field: ECONOMETERICS /EKONOMETRİ
Transformation of Poverty From Social Work Perspective: 
United States of America and Turkey Samples

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In general explanation, poverty is associated with the ability to meet the needs for a minimum level of living. Since the historical period, individuals and groups who cannot meet their basic needs such as food, clothing and shelter have been accepted as poor. However, today poverty is not only defined as the inability to meet basic needs. The concept of human poverty, expressed in the Human Development Report published by the United Nations Development Program, is one of the concepts that express transformation. For example, according to this concept, the necessity of having some economic, social and cultural opportunities to meet the basic needs besides the financial opportunities for human development and human life is mentioned (UNDP, 1997). Poverty is not only a problem experienced by the underdeveloped regions of the world, but also has become an important problem of developing countries and even developed countries. (Arpacıoğlu ve Yıldırım, 2011). There are different aspects of poverty which touch different parts of society in one of developed countries such as United States and one of emerging economies such as Turkey. The following reasons are shown as the causes of poverty; race, age, area of residence, country of origin, family structure, gender, genetic causes, psychological reasons (Popple & Leighninger, 2011). Social work has a special place and importance among the occupations working on poverty. In the historical development of profession, poverty has been one of the subjects most interested in since the first years (Onat, 2006). In this study, the transformation of the poverty in the United States and Turkey was investigated from the perspective of social work. The aim of this study is to highlight the aspects of poverty in the social system of both countries at different economic levels, including the deprivations in basic areas such as education and health.

Field: DEVELOPMENT STUDIES & DEVELOPMENT ECONOMICS / KALKINMA ÇALIŞMALARI VE KALKINMA EKONOMİSİ
The Relationship between Current Account Balance-Economic Growth in Caucasus and Central Asian Countries
Kafkasya ve Merkezi Asya Ülkelerinde Cari İşlemler Dengesi-Ekonomik Büyüme İlişkisi

Türkçe

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The purpose of this study the relationship between current account balance with economic growth, is to analyze empirically by taking into account the panel data methods of the cross section dependency in Caucasus and Central Asian countries (Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan and Turkey). In this study, which used the annual data of 1997 and 2017 period, the cross section dependency of the variables and the panel was determined first. The panel unit root test, which takes into consideration the cross sectional dependency, found that the variables were stationary in the first order I (1) and that the cointegration coefficients were heterogeneous. According to the panel cointegration analysis, it was determined that the cointegration relationship will be found in the panel and the variables will move together in the long term. According to panel VECM Granger causality analysis, the long-term current account deficit is the reason for the economic growth. According to the results of the empirical analysis, the current account deficit affects the economic growth positively and significantly. Since the economies of developing countries have a fragile structure, while the current account balance is a factor that increases the economic growth in the long term, it is a mechanism that can lead the countries to serious economic crises without attention. In order to make economic growth sustainable in the developing 5 Caucasus and Central Asian countries, policy makers need to produce and implement policies that pay attention to the current account balance.

Field: ECONOMICS / İKTİSAT
Dental Caries in Sradon Population

Dental anthropology studies in biological anthropology have an important place in determining the lifestyles, social and cultural structures, paleoecologies and paleodiets of ancient populations. Dental caries, which are formed by bacterial fermentation of carbohydrates that occur during the grinding of the nutrients that are among the main duties of the teeth, are among the dental pathologies that best reveal the nutritional structure. The aim of the study was to determine the frequency of dental caries in the Spradon Antique City, which was discovered during the excavations carried out by the Istanbul Archaeological Museum in 2011 and dated to the Late Roman Period. In addition, the incidence of dental caries in the population will be evaluated in terms of age, gender and the region where the caries occur. As a result of the examinations, the tooth decay rate of the population was found to be 12.9%. This rate is 15.6% for female, 13.22% in male subjects; 6.38% of adolescents; no tooth decay was observed in infants. In isolated teeth, tooth decay was found as 13.42%. When the areas where dental caries occur were examined, caries formation was the most common occlusal area with 27.5%. Pulpa caries in the teeth was 2.4% in female, 1.68% in male subjects and 1.06% in infants. In terms of age, the rate of caries was 37.5% and the most common in advanced adult cases was caries, 14.9% in young adults and 6.86% in middle adults. The prevalence of dental caries in the Spradon population is 12.9%, indicating that the population has a carbohydrate-based diet. The tooth decay rate of the Spradon community is higher than that of other contemporary societies when compared with the old Anatolian populations.

Field: ANTHROPOLOGY ANTROPOLOJİ
National Identity, Education And Democracy In 21st Century
21. Yüzyılda Ulus Kimliği, Eğitim ve Demokrasi

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During 20th century, most nation-states have had social engineering projects for creating modern homogeneous entity. For homogenizing the population and turn individuals into citizens, nation-states have used coercive power like migration and population exchange. However, some institutions like education are served more effectively than coercive techniques to make the people learn and internalize national identity. One of the most important tools of the state to disseminate the new national identity is formal education. Education enables the state to offer the population a sense of belonging to the newly created nation. This ideological function of education gives governments an effective device to reproduce their hegemony over the society. This study aims to draw a theoretical framework about the relationship between nation-building process and education by following the works and concepts of modernist thinkers like Gellner, Hobsbawm, Anderson who focus on nationalism and also thinkers like Gramsci and Althusser who focus on the concept of hegemony. As an institution, where nationalist discourse is reproduced and national identity is internalized through socialization, schools are important place to understand not only the “ideal” citizenship profile of a nation-state, but also the “others” of the specific governments. Considering that the democracy in 21st century is more about the perception and rights of “others”, this study also aims to make some remarks about the relationship between education and democracy in 21st century.

Keywords: nationalism; hegemony; social engineering; educational ideology; rights of others

Field: POLITICAL SCIENCES / SİYASET BİLİİMİ
Discussion of Practices of Crime Within Sub-Culture Theories
Alt-Kültür Teorileri Çerçevesinde Suç Pratiğini Tartışmak

Türkçe

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The concept of sub-culture refers to the social values and norms of a particular group separated from society. Sub-cultural groups differ from the dominant cultural structure due to ecological, class inequalities, ethnic and cultural elements. Some sub-cultural groups may also differ in terms of deviations and criminal practices. Sub-cultural theories are important in terms of understanding how individuals practice crime by legitimizing this behavior within their own value systems. This article deals with theories about various sub-cultural groups that play a role in criminal practice. These theories, arguing that crime is produced by social groups and learned within this group and transformed into a cultural way of behaving, are separated from each other in terms of the criteria they focus on. It is possible to categorize these theories in a variety of ways, such as reactive-oriented, social value-oriented and social context-oriented. Each of them is different in the ways in which criminal sub-cultural groups explain their reasons for behavior. On the other hand, we can say that all theories are close to each other in terms of collective crime practice and acquisition of this practice during the social learning process. While these theories are discussed in a comparative way, they also discuss their adequacy in explaining various sub-cultural groups in Turkey.

Keywords: Subculture, Crime, Sociology of Crime, Legitimacy, Identity

Field: CULTURAL STUDIES / KÜLTÜREL ÇALIŞMALAR
The Concept of Justice in the Works of John Locke and John Rawls

John Locke ve John Rawls’un Kuramlarında Adalet Düşüncesi

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The subject of this presentation is the concept of justice in the works of John Locke and John Rawls. Locke is a 17th century thinker, who is among the founding fathers of liberal thought, and Rawls is often regarded as the foremost representative of liberalism in the 20th century. The three centuries gap separating the two thinkers makes temporality and historicity an important dimension of a comparative endeavor. Locke conceptualizes the body politic as the outcome of consent by free and equal individuals, and social contract as an instance of rational choice. This idea can, broadly, be paraphrased in terms of equality in liberty; a formulations setting the foundations of the idea of justice within the horizon of cultural modernity. Rawls, on the other hand, revitalizes and reconstructs aspects of the contractual tradition in the historical and intellectual context of the 20th century. In this presentation I analyze Locke’s and Rawls’s conceptions of justice in relation the historical settings contextualizing their works. For this purpose, I identify select common subareas making-up their ideas of justice, and clarify existing similarities and differences between the respective conceptual frameworks. Finally, I adopt an approach inspired by Gadamer’s “fusion of horizons” with a view to render the thinkers’ works as instances of a developing and changing liberal tradition, and seek an answer to the question of the contemporaneity of Locke. The subareas I will focus on are: individual liberties, private property, the relationship between law and politics, and political virtues.

Key words: John Locke, John Rawls, liberalism, liberal conception of justice, social contract, individual rights, political virtues.

Field: POLITICAL SCIENCES / SIYASET BİLİİMİ
Culture-Based Social Inequality and Education  
Kültür Temelli Sosyal Eşitsizlik ve Eğitim

Social inclusion is a process that aims to raise the life standards and life satisfaction of individuals belonging to the groups at risk of the society and provides the necessary resources and opportunities for their participation in economic and social life. Equality is expressed as a legal norm in the social dimension which expresses the ability of the society to have access to resources and opportunities in a fair manner in line with the needs of each individual in society. With the postmodern period, it is known that individual diversity increases in social sense. People with individual diversity such as physical, mental, gender, sexual orientation, race, ethnic origin, belief and / or cultural differences due to differences in access to resources and opportunities are exposed to some inequalities. This situation raises some situations in which individuals are prevented from accessing their basic rights due to their differentiating aspects from the dominant society. One of these basic rights areas is education. Some individuals are exposed to a number of inequalities due to their cultural differences in the point of access to education in different parts of the world. In this context, the main focus of this study is to examine whether education models with cultural-based social inequality and cultural competence are an effective method for eliminating existing social inequality and providing in social cohesion. In this context, social equality, education equality, cultural diversity, social inclusion and inclusive education concepts are discussed within the framework of international literature. It also focuses on debates on the possibilities of inclusive cultural competence and social inclusion, and it is mentioned that educational models should be emphasized.

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Field: CULTURAL STUDIES / KÜLTÜREL ÇALIŞMALAR
This study, has been needed on account of not having a bet addiction scale and the lack of research about this subject. The aim of study is to evaluate the validity and reliability scale of bet addiction. Method: 78.7% of men and 22.3% of women, including 202 people totally, have attended the study. In this study, the Bet Addiction Scale with demographics form has been applied to participants, asked for her sex, educational level and income status. The Bet Addiction Scale including 20 questions consists of single factural model. Data Analysis has been made by means of the program of SPSS 11.5. In consequence of the data, Kasier, Meyer, Olkin and Baelel Tests are used for its validily and Cronbach Alpha Correlation Coefficient and split-half reliability Coefficient are used for its reliability. Findigs: The Cronbach Alpha Correlation Coefficient and showing the reliability of Bet Addiction Scale is evaluated as 0.966. Results: The Bet Addiction Scale is valid and reliable enough to evaluate the bet addiction. Keywords: Betting addiction, scale development, validity, reliability.
Peacebuilding and Reconciliation in Brcko District: Fostering the Culture of Collective Amnesia?

English

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This paper will examine the process of reconciliation in Brcko District, Bosnia and Herzegovina as an important dimension of the peace process. In line with the local turn in peacebuilding, this paper will claim that the internationally imposed reforms disregarded the role of the local actors and consequently achieved merely cosmetic reconciliation that lacked the strength and the appeal to genuinely transform the inter-community relations in the post-conflict environment. The lack of reflection on the war period and the failure to acknowledge their suffering led the local actors to feel alienated from the peace process and interpret reconciliation efforts as internationally promoted collective amnesia.

Field: INTERNATIONAL RELATIONS / ULUSLARARASI İLİŞKİLER
Problems of Objection Process in Academic Incentive
Akademik Teşvikte İtiraz Süreci ve Sorunlar

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One of the most common problems in Turkish academic incentive is the objection process. Because the objection is only made to the “academic incentive regulation, supervision and objection commission” established at the University. Since the same commission is involved in both evaluation and audit and objection processes, both the prosecutor and the judge are involved. This situation is contrary to the separation of powers, as well as the absence of another council to appeal to the decisions also leads to other problems. In this study, the process of Appeal in academic incentive is considered as a whole and the problems are discussed.

Field: PUBLIC MANAGEMENT / KAMU YÖNETİMİ
Challenges facing young African scientists in their research careers: A qualitative exploratory study

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The Difficulties Faced By The Foreign Hearing-İmpaired As They Learn Turkish
İşitme Engelli Yabancıların Türkçe Öğrenirken Karşılaştığı Zorluklar

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THE DIFFICULTIES FACED BY THE FOREIGN HEARING-IMPAIRED AS THEY LEARN TURKISH

Abstract
In this work, what kind of difficulties do foreign hearing-impaired students face and what tracks they can follow to cope with such difficulties were examined. Difficulties faced by the language-learning students: grammar, learning vocabulary, word pronunciation. In the study, students were asked to write a piece of writing about any subject, the writings were then collected and their features were examined, and the place where most mistakes occurred was determined. While doing the studies, observations about which language family did the student’s language come from and the faces of similarity between the student’s language and Turkish language were taken into consideration. Besides, hardships students faced as being foreigners and hearing-impaired were referred to as well. Social environment, the size of the place they stay at, where the place is located, the number of people around, what friends they have around and their friends’ perspective on foreigners and hearing-impaired people, the way their teachers taught lessons and how teachers approached the students; all of these things’ effects on learning Turkish were examined. The student’s level at language learning and the hardships he/she came across were studied as the geographic place from which the student came from, the student’s economic status, family and social experience, and how close is the student’s mother language to Turkish in terms of language families were examined. While doing the study, face-to-face interviews were made with the students during various time intervals and voice records of the interviews were kept. The students were observed during classes for a duration of two weeks. The students’ class performance, student-teacher relationship, and the students’ relationship with their friends were all observed; furthermore, the contribution of these factors on the student’s Turkish learning experience was examined.

Key Words: hearing-impaired foreign

Field: EDUCATION / EĞİTİM BİLİMLERİ
The Psycho-Political Economy of New Media: Psychoanalysis and Social Media

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In the context of the political economy of media approach, new media emerges as an anomaly. The challenge here is stemmed entirely from new media itself, or from the ambiguity of ontological status of new media. Both cyberspace itself and objects that exist in such space are not concrete or material. In other words, new media environment itself, the commodity produced here and the labor that produces these commodities are not concrete/material, whereas profits produced in new media or the accumulation of capital generated in new media as a means of production is concrete. On the other hand, the capitalists, which holds the ownership of means of mental production, does not pay to the producer, i.e. the user, for the profit obtained with the produced commodity. The paradox here becomes even more pronounced in terms of the users, or the "prosumers". Researches show that users who produce content as commodity do not regard the time they spend as working hour, so they normalize such a non-payment condition. The critical question to ask is then: What are the reasons that lead users to produce commodities in a non-payment form? The main purpose of the paper is to open this paradox up for discussion and to attempt giving proper answers by integrating the conceptualizations used by psychoanalysis about the construction of both “subject” and “intersubjectivity” into the discussion. In this context, for example, it will be argued that the concept of sublimation in psychoanalysis is highly functional in order to consistently explain the troll identity as a phenomenon that occurs in Twitter. As another case, a relation between the mechanism of misrecognition that provides the emergence of the ego in Lacan’s Mirror Stage and selfies shared in Instagram will be discussed.

Field: MEDIA STUDIES / MEDYA ÇALIŞMALARI
An Analysis of the Representations of the Discussions on Akkuyu Nuclear Power Plant in Turkish and North Cypriot Online News Media
Türkiye ve Kuzey Kıbrıs’taki Online Haber Medyasında Akkuyu Nükleer Santralı Tartışmaları Üzerine Bir Analiz

Türkçe

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Kaynakça

Field: PUBLIC RELATION & COMMUNICATION STUDIES / HALKLA İLİŞKİLER VE İLETİŞİM ÇALIŞMALARI
Phenomenon of internal displacement has been defined as one of the form of forced migration, which signifies the process of people have to leave their habitats, as a result of man-made reasons such as armed conflict and environment of violence or as a result of natural reasons such as earthquake and flood. It is possible to claim that those who had been displaced by such reasons not only lost their habitats but also are detached from means of production and livelihoods. Because of the fact that, it is observed that displaced labor are seen as cheap labor in the labor market and they constitute the majority of the informal sectors and thus exposed to the most severe conditions of exploitation of the labor market. Within this context, this study aims to analyze the displacement process which took place in Diyarbakır during 2015-2016 period, when thousands of people had to leave their habitats and means of production and livelihoods as a result of the armed conflict. Accordingly, the aim of this study could give an insight to the effects of this displacement on the labor market, through the findings collected by in-depth interviews conducted with people from Diyarbakır after the conflict.

Key Words: Internal Displacement, Labor Market, Turkey

Field: LABOUR ECONOMICS & INDUSTRIAL RELATIONS / ÇALIŞMA EKONOMİSİ VE ENDÜSTRİYEL İLİŞKİLER
Overview of Flat-Rate Taxes: Review of Hall-Rabushka Flat Rate Tax Model
Düz Oranlı Vergilere Bakış: Hall-Rabushka Düz Oranlı Vergi Modelinin İncelenmesi

Türkçe

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The flat-rate tax system is the tax system in which a single rate is applied to corporate and individual incomes, regardless income group, incapacitate double taxation. The flat-rate tax system is one of the most appropriate tax systems to eliminate the many disadvantaged conditions and features of the progressive tax system. Progressive tax system to give exemptions and exceptions, very far from simplicity, administrative and taxpayer compliance costs on the basis of too high, fail to provide justice, causes tax evasion activities because of motive avoid the progressive tax rates, and most importantly, the fact that it causes double taxation by taxes capital gains as well as personal income- corporate income resulted in a desire for system by the citizens of the country to provide these features. In this study, firstly, the concept of flat-rate tax has been mentioned and then Hall-Rabushka flat-rate tax system model which is the first scientific study in this field, was examined. Afterwards, before the country practices, advantages of flat-rate tax system against progressive tax system has been examined. Finally, the success or failure of these reforms have been evaluated based on the reform practices of the sample countries, which form the basis of the study.

Field: PUBLIC FINANCE / MALİYE
Criteria of Infringement Detection In the Comparative Study of Iranian Law (Interpretation of claims)

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A patent infringement is discovered if the actions taken within the scope and scope of the patent are invented; this is based on the interpretation of the documents and the patent plate. Whenever actions are beyond the scope of the certificate, the infringement will not be the standard time for the infringement of the patent, the time of publication of the testimony and documents of the invention. There are also different ways of detecting and determining infringements of national laws. There are rules in some countries, infringements of the types of infringements are inherent and the infringement of equivalents or infringements in the form of equivalent doctrine infringement and invention of affiliation infringement and supplemental inventions imminent infringement. Legislators and judges of Iran have also taken note of the criteria for detecting infringement.

Field: LAW / HUKUK


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Does Being a Member of Global Alliances Affect the Financial Performance of Airlines?

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Field: FINANCE / FİNANS
Narrative as the Strategic Part of War: The Case of Afghanistan
Savaşın Stratejik Parçası Anlatı: Afganistan Örneği

Türkçe

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Narrative is story systems about the meaning that actors give to themselves and others. Narratives are successful if they create influence and sometimes force society to change. However, two basic conditions can be mentioned for this to happen. The first condition is the consistency of the stories described. The other condition is that people are not only listeners of the stories told but also respond to their wishes to be an active participant. From this point of view, the relationship between war and narrative is more complex. Narratives have always been part of wars. However, the value of the narrative in wars that have changed since the last quarter of the 20th century has strengthened. Since the war coming out of being a phenomenon not only belonging to a state a long time ago, the narrative is been used such by new actors such as terrorist organizations and resistance groups. This situation made the narrative part of the strategy, which is an advantage frame in the acquisition of wars, naturally and inevitably, and brought a new dimension to the strategy relationship with the war under the title of strategic narrative. The stories told in the wars enable people to put the events into a frame and meet their possible answers. They often need values, interests and prejudices to be effective. It gives people the framework they need to understand the use of military power and makes them part of the stories. In other words, the strategic narrative becomes a resource for political actors to achieve the legitimacy they need when they achieve their political goals. In 2006, the US military’s commander in Afghanistan, General David Petraeus, aimed at creating a narrative that was simple, understandable but responsive to the questions of the local population. The Taliban, on the other hand, went to the operation area with their own narrative against the US and other NATO forces. Therefore, the war in Afghanistan has become a battle of narratives. The war in Afghanistan is capable of understanding the place of strategic narrative in today’s wars. A debate on this point through the war in Afghanistan is necessary in terms of looking at the narrative as one of the changing strategic elements in the wars.

Field: POLITICAL SCIENCES / SİYASET BİLİMİ
Framing Terrorism: News Coverage of Christchurch Mosques Attacks in British Media

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Many of the violent and terrorist attacks are recognized with its media coverage. Most of the studies show that the societies perceive the attacks from the point of view of the media outlets. There is a direct relationship between the framing of the news and the perception of the society. The way a terrorist act is framed can influence the recognition of public. Framing involves selecting particular aspects and angles of reality and privileging them in the description, the definition, the interpretation and the moral evaluation of the subject being covered. How to formulate and frame the news is important not only for influencing the perception of the public, but also to present objective news to the public. Objectivity is one of the main issues of the news media which is considered to be the hallmark of “good journalism”. It is one of the most important criteria to test the reliability of the news. Although most of the scholars argue that objectivity in news is a myth, formulating and framing the news is an important sign that shows the intention and the independence of the journalist. Especially during the first moments of a terrorist act, the news media is often the first source of information for citizens. During these moments, framing the news is much more crucial. Even a few words are enough to set up a frame that can influence the public. This study examines the news coverage of British media during the first moments of the terrorist attacks at two mosques in Christchurch, New Zealand and questions the editorial choices of British newspapers. A discourse analysis was conducted on news coverage of the Christchurch Mosques across the British daily newspapers.
News Production Process and Gatekeeping
Haber Üretim Süreçleri ve Eşik Bekçiliği

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Although the term “news” is generally perceived as the events or the speeches occurring in the world, it is not possible to categorize all events or speeches as news. Media professionals called “Gate-Keepers” are the ones who decide whether the events, speeches have news value or not. After evaluating the “newsworthiness” of the stories, the “Gate-Keepers” decide which stories to be publicized through the news. This study tries to present a literature review on the “Gate Keeping Theory” and asks the question: In what circumstances do journalists attribute news value to the news stories. Focusing on the factors affecting the decision-making process of journalists, this study gives an idea of how the news industry works and the limitations of journalists, and also underlines the concept of the news value.

Field: MEDIA STUDIES / MEDYA ÇALIŞMALARı
The Shadow Economy: The Case of Greece and Germany
Kayıt Dışı Ekonomi: Yunanistan ve Almanya Örneği

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The shadow economy consist of the total legal and illegal activities that are recorded as intentional and involuntary. This fact has taken into consideration that the shadow economy is related not only with developing countries but also developed countries. In the paper, the subject of shadow economy in respect of Greece and Germany that are characterized as developed countries and the members of European Union discussed in the case of literature review. In this context, a number of proposals presented for elimination of informality or at least reduction of it in the special cases of Greece and Germany, by assessing the causes, dimensions and effects of the shadow economy in Greece and Germany. The fact that the shadow economy is still on the agenda all around the world, its negative impacts on the nations, economies, and it has not been prevented for many years increase the importance of the issue.

Field: PUBLIC FINANCE / MALİYE
Cultural Nostalgia in Corporate Image Advertising: Ziraat Bank 155th year Ads Example
Kurum İmajı Reklamlarında Kültürel Nostalji: Ziraat Bankası 155.yılı Reklamı Örneği

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The consumer, whose economic and emotional side is handled together and delivered to the individual satisfaction, has never been able to get rid of the uneasiness since he was deprived of the possibility to share this sense of satisfaction and the values to be embraced. Today’s unhappiness and the future concerns, the expression of the past values of nostalgia to get rid of the consumer trying to get rid of this satisfaction is defined as 3.0; has been a participatory and collaborative marketing approach based on generating and transmitting value. Advertising is an important integrated marketing communication element that contributes to short and long term sales promotion activities. In the historical process of advertising, the brand has contributed to the activities of the modern era such as products, services and services in the minds of potential target groups. In the postmodern structure of the consumer society, the fact that brand-individual communication is not just a sales activity, advertising evolution continues as an element of postmodern marketing communication, because the perspective of individuals to brands, products and services requires an emotional connection. In this study, the commercial film which was established during the Ottoman Empire period and which is now one of the important actors of public banking, is being published for the 155th anniversary of Ziraat Bank. Advertising work attracts attention with its nostalgic references to the 70s, where the sense of unity and togetherness of our society is exhibited in the face of difficulties, rather than the deep-rooted historical background of the institution. The work demonstrating an example of the use of nostalgia in corporate communication also demonstrates how a public institution contributes to the social self-confidence and mood. Although globalization has promised a world without inequalities, it has produced various paradoxes. One of them is the socio-cultural paradox. Nostalgia is a product of the socio-cultural paradox. The socio-cultural paradox stems from the strengthening of traditional culture, despite the creation of a universal culture. This paradox damages personal and social relations and increases the need of people to connect with the past, to objects, spaces and symbols that overlap with what they know. In this study, firstly the concepts of corporate communication and nostalgia will be examined, the advertisement film will be analyzed in semiotics and the target audience views will be examined and the use of nostalgia in corporate communication will be evaluated.

Field: PUBLIC RELATION & COMMUNICATION STUDIES / HALKLA İLİŞKİLER VE İLETİŞİM ÇALIŞMALARI
(How) Can We Travel with the Vocabulary of Democracy to Non-Western Contexts?: Methodological Approaches to Travelling Issue, Informal Institutions, and Democracy

English

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Sartori draws our attention to the “travelling problem” of comparative politics in an era of vast expansion of politics and the increasing diversity of political systems. He suggests that in their attempt to grasp how concepts of democracy travel the wider world, Western scholars would be inclined to use their vocabulary of politics based on millennia long experience. This paper asks whether and how concepts of democracy can travel in non-Western contexts. Firstly, it questions the very nature of concepts such as the “West” and the “non-West”. It traces the estrangement of the non-Western democratic experience from the West back to differentiation, professionalization, and institutionalization of social science disciplines in the 19th century. Secondly, it discusses how positivist and interpretivist methodologies approach travelling issue. For positivists, concepts have core attributes and clear boundaries. We would commit ‘conceptual stretching’ when we apply a concept to new cases (or when we let concepts travel) despite core attributes of that concept do not fit the new case. For interpretivists, concepts consist of attributes that are characterized by resemblance. If we have no clear boundaries, there is nothing to be stretched. Interpretivist “concept elucidation” investigates how concepts help constitute social reality and how they reflect relations of power. Lastly, this paper suggests that concepts of democracy are vernacularized through informal institutions. It approaches to travelling issue by examining the possibility of a constructive dialogue between positivist and interpretivist methodologies. Instead of focusing on democracy per se, -as positivist “concept reconstruction” indicates – it shifts attention to the components of democracy at the indicator level to understand how concepts are adapted in non-Western contexts. As interpretivist “concept elucidation” advocates, it elaborates on the “non-Western” experience by elucidating informal institutions ranging from Sub-Saharan Africa to Taiwan. However, some informal institutions will be translated and not elucidated.

Field: POLITICAL SCIENCES / SIYASET BİLİMİ
Notwithstanding that enfranchisement of women in Turkey was given to women for local elections in 1930 and for general election in 1934, women could not reach to the required level of equal participation to politics in terms of active participation. The low level of participation of women in politics at the local and national level is not from the reluctance of women to enter into politics, but rather from the male-stream political culture and the masculine structure of political parties as an extension. There are no special measures to encourage women’s participation in the charter of the majority of political parties. This is due to the fact that such special measures are not based directly on the Constitution and are not stipulated in the Political Parties and Election Law but left to arbitrary treatments. The election of women to parliament or local governments depends entirely on the will of the party authorities to nominate women and to present them in the top of the list. A balanced representation of women in political decision-making and public administration processes is an important requisite of democracy and is vital for the quality of public administration. The involvement of more women in competent positions enables a more effective solution to the problems and needs of women citizens. In this context, this study focuses on how the representation shows a distribution geographically over data on women’s representation in Turkey through the provincial and district level. Within the scope of this study; in 2009 and 2014 local elections and in the 2011 and 2015 general elections, data of mayors, provincial councilors, municipal councilors and MPs and data on population, education levels, net migration rate and velocity, birth and marriage rates of provinces were obtained and this data set is mapped in computer environment by using Geographical Information Systems. Rates of women candidates and elected women in abovementioned elections were evaluated firstly at the provincial level, then at level of districts. The findings show that, except for the present geographical regions and NUTS regions; women rates constitute regions in certain areas. Demographic and geographic data, which can be effective in the formation of these regions, are compared through the analyses in the Geographical Information System program and maps have been produced for the variables that are effective in the representation of women. Since this study contains findings about a new regionalization / geographical marking in representation of women, it is an important study in terms of the disciplines related to the subject.

Keywords: representation of women, geographic-political zoning, geographical information systems.

Field: GENDER & WOMAN STUDIES / TOPLUMSAL CİNSİYET VE KADIN ÇALIŞMALARI
Representation of Women in Politics: Political Parties and Independents
Siyasette Kadın Temsiliyeti: Siyasi Partiler ve Bağımsızlar

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Article 83 of the Law on Political Parties states that "political parties cannot act against the principle that everyone is equal before the law regardless of language, race, color, sex, political opinion, philosophical belief, religion, sect and similar reasons". This article is based on Article 10 of the Constitution which provides equality of everyone before the law. In parallel, in the Beijing Action Platform that has been accepted in the World Women’s Conference IV to which Turkey is also included, it was stated that "obstacles to women's equal participation in private and public life can be eliminated through women’s participation in political decision-making positions and mechanisms”. Despite these binding factors, sense of politics in Turkey causes political roles and participation of women to be limited with majorly as voters. Even, there is no obligation in the Law on Political Parties for the parties to nominate women candidates. It was observed that whether the year, the province or the name of the party changes, the names of many candidates repeated; almost the same names have been observed in the process of continuous nomination. In addition to the fact that politicians are the same, other important factors of why women remain as voters in politics are; grand parties generally elect men for membership of general provincial councils while small scale parties try to elect women and those parties which are accepted to participate in elections do not present women and/or men candidates in each province and town, in other words those are the areas to which political parties do not show interest in. In this context, this study examined the number of parties and independent candidates who were elected in the 2009 and 2014 local elections and in the 2011 and 2015 general elections. In the study process, SPSS; ArcGIS programs were used for analyzing the data regarding electoral period. This study reveals the fact that the reason why some of the parties do not nominate any candidates for some provinces and districts could be explained by NUTS 1 and NUTS 2 Regions (Classification of Statistical Region Units) and in parallel, it also reveals how to prevent the active participation of women in politics in these provinces and districts where women are not nominated and also the status of independent candidates. The results contribute to gender mainstreaming studies by associating the total population of provinces and districts with and without candidate nominations to the female population and to the ratio of participation of women in business life.

Keywords: women, gender mainstreaming, politics.

Field: GENDER & WOMAN STUDIES / TOPLUMSAL CİNSİYET VE KADIN ÇALIŞMALARI
The Effect of Social Media on Political Participation Practices:
Reaction Vote as An Emerging Political Participation Form
Sosyal Medyanın Siyasal Katınlık Pratiklerine Etkisi:
Yeni Bir Siyasal Katılım Biçimi Olarak Tepki Oyu Verme

Türkçe

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The 2000s, known as the Millennium Age, have been the years in which technological developments began to be felt and implemented in every aspect of human life. In the new digital world order, by means of digital information storage systems called cloud system, it has become very easy to reach information. With the developments in information and communication technologies, individuals now use social networks to access information and news, and create their own content over social networks and share them with other internet users. This content can be related to the social life of the individual as well as the views. Each individual who adds content in these networks has enabled the establishment of a culture of democracy and the feeling of being free. An ordinary individual who cannot have an impact on society with his / her thoughts and ideas and beliefs in real life can create public opinion in a short time thanks to social networks. With the realization of this feature of social networks, ordinary individuals share their views with direct or indirect messages that reflect their political views and enter into a desire to create public opinion. It is seen that humorous elements are constantly used in the subject of these shares to influence one’s political attitude. Humor appears to be an effective way of expressing and influencing by changing the dimensions with the increase of technological developments. Humor has been a critical language throughout history. The language of opposition and criticism is sometimes used as a means of political propaganda to influence people’s political orientation. While the basic element of traditional political participation is seen as the electoral tendency to vote by voting, in the new political participation, the individual wants to have an influence on those who do not vote or act by reaction. When the political power is not sufficient to realize the demands at the expected level, or when the political power is alienated from the demands of the social strata, the citizens resort to different forms of political expression. In response to those who will create political power, the reaction votes given to the individuals in the political power are the act of political participation in the political life as a form of political participation. The aim of the article is to give the votes of the independent candidate who is not elected to be elected in the 2018 North Cyprus General Elections, using the cartoonish humorous local language, with the election campaign carried out on Facebook through social media platform Facebook, how to persuade.

Field: PUBLIC RELATION & COMMUNICATION STUDIES / HALKLA İLİŞKİLER VE İLETİŞİM ÇALIŞMALARI
Social And Emotional Learning Skills Of Doctors In Health Communication
Sağlık İletişiminde Doktorların Sosyal ve Duygusal Öğrenme Becerileri

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Health communication is a concept that gets serious amount of attention with increasing necessity to create proper communication between doctors and patients, also the relatives of patients as well. Effective doctor-patient communication is a central function in building a treatment based doctor-patient relationship. This is important in the delivery of high-quality health care. Much patient dissatisfaction and many complaints are due to breakdown in the doctor-patient relationship. However, many doctors tend to overestimate their ability in communication. Health communication has the same process as interpersonal communication which requires at least two people. Face to face communication is the main way of communication in health issues. Communication partners in health communication are doctors and patients. As the number of people involved in communication increases, communication based problems are inevitable. Indeed, doctors can not have extra time and effort to understand and satisfy patients’ needs because they also manage the concerns of the patients’ relatives. Doctors who are not aware of the emotional state of the patient and the patient relatives are usually in conflict and even challenging discussion. Unless communication can not be initiated correctly, it is difficult to improve communication quality in the continuing processes. Doctors should use social and emotional skills to involve the patient in the most appropriate and effective treatment process, to deal with problems that may occur at certain points, and not to compromise on their character and personality while performing all these. These skills include basic interpersonal communication, problem solving, managing with stress and increasing self-value skills. Doctors who are both physically and cognitively dealing with the current density need to look at communication strategies at times when they are stressed. Their Professional or medical knowledge sometimes are not enough. They need to use their social skills which learned and still developing during their working experiences. Doctors need to feel happy and hopeful in their busy and exhausting working routine, to communicate effectively and correctly, to get quick solutions to possible problems and to manage the stress which is a part of life. Social and emotional learning skills have positive influence in health communication. It is essential to study communication and emotional level of doctors. Effective communication can be established by using social and emotional learning skills.

Field: PUBLIC RELATION & COMMUNICATION STUDIES / HALKLA İLİŞKİLER VE İLETİŞİM ÇALIŞMALARI
The Effect of Digital Content Marketing Applications on Perceived Quality
Dijital İçerik Pazarlaması Uygulamalarının Algılanan Kalite Üzerinde Etkisi

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Abstract
Creating a content that will interest the consumers and sharing this information with them is a very old marketing activity. One of the most important reasons why content marketing is now one of the new marketing trends is the fact that consumers rely on content sharing for the product they perceive, although they do not trust the copy of each other’s written and visual advertising campaigns. Another important reason is the development of technology and content marketing to have a digital nature and more effective use. The aim of the study is to determine whether digital content marketing practices have an impact on perceived quality. In this context, the relationship between variables were tested by using purposive sampling method on a sample group consisting of consumers who shop from e-commerce sites. Within the scope of the study, descriptive statistics were given, factor analysis was performed, and correlation and multiple linear regression analyzes were performed in order to measure the relationship and effect level between digital content marketing sub-variables and perceived quality. As a result of the research, it was found that there was a significant relationship between cognitive awareness and perceived quality as well as between attitudinal awareness and perceived quality. In other words, applications of both dimensions of digital content marketing affect consumers’ perceptions of quality. In this direction, digital content marketing applications over the internet will enable consumers to reach information faster and cost-free and will positively affect the quality perception of consumers.

Keywords: Digital Content Marketing, E-Commerce, Perceived Quality

Field: MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI
Role of Relationship Marketing Practices on Online Corporate Reputation:  
A Research on Bank Customers  
İlişkisel Pazarlama Uygulamalarının Online Kurumsal İtibar Algısı Üzerindeki Rolü:  
Banka Müşterileri Üzerine Bir Araştırma

English

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To create awareness on consumers in today’s competitive environment, to strengthen the perceptions of quality and to create loyalty are among the most important goals of the institutions. This will only be possible through proper communication strategies between the customers and the organization. For this reason, managers strive for creative solutions for the establishment and development of this relationship between consumers and businesses. It is also a necessity for the bank managers to understand their customers’ wishes and establish long-term relationships with them. Otherwise, it is highly likely that customers will turn to competitors. It is important that the relationship between customers and business is based on social, economic and structural bonds. Because a relationship to be established by taking into consideration these three factors between the institution and the customers makes the business indispensable and motivates them. The aim of the research is to determine whether relational marketing practices have an impact on customers’ online corporate reputation perception. In this context, the relationship between variables was investigated by using purposeful sampling method on a sample group consisting of consumers purhasing services from banks operating in Konya city center. Within the scope of the analysis, descriptive statistics were given, factor analysis was performed and correlation and multiple linear regression analyzes were performed in order to measure the relationship and the effect level between the relationship marketing sub-variables and online corporate reputation perception. As a result of the analysis, while the economic and social bonds dimensions did not significantly affect the perception of online reputation, it was observed that the dimension of the structural bonds significantly affected the perception of online reputation. In other words, only applications related to the structural bonds dimension of relationship marketing affect the perceptions of consumers about online corporate reputation.

Keywords: Relationship Marketing, Online Corporate Reputation, Banking

Field: MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI
Ads using the personal information of consumers are becoming increasingly popular. These ads, which have different forms, are used on various platforms and are mostly preferred by the advertisers. Because personalized advertisements reach the person who needs it directly, they reach consumers who are more interested by eliminating those who are not likely to buy and not interested. Social network sites are quite convenient sources for ads based on collecting and processing of personal information, which becomes a very convenient media for personalized advertisements when the interest of people on social media is included. Since social media has become the most popular communication channel especially for young people, it is preferred in the study to apply questionnaires to students in communication faculty. In this context, it was tried to determine the opinions of the young people about the personalized advertisements they see on Facebook.

Key Words: Personalized Advertising, Social Media, Privacy

Field: MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI
New Reforms In Tax Auditing

English

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In order to be able to realize public expenditures that is one of the most important fiscal policies, government has to have finance resources. Although government has many finance resource, tax incomes form the most important one among these. In this context, taxable incomes declared by taxpayers have a great importance, whether or not how much taxable incomes declared suit to the reality makes an effective tax audit obligatory. In other word, tax audit has an important potential about increasing tax incomes. In this direction, through centers for risk-based analysis started to be newly established in our country, effectiveness in tax audit will be increased. In this study, with moving from the concepts of effectiveness in tax audit and tax deficit, the troubles faced in tax audit in Turkey and those necessary to be done to remove these troubles, relationship between tax incomes and tax audit, and importance of risk analysis as a new reform in tax audit are evaluated.

Field: PUBLIC FINANCE / MALİYE
Classification of Personal Care Problems in Children Caused by Motor and Physical Obstacles Using Data Mining Methods

Motor ve Fiziksel Engellerin Sebep Olduğu Çocuklardaki Kişisel Bakım Problemlerinin Veri Madenciliği Yöntemleri Kullanılarak Sınıflandırılması

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Diagnosis and classification of personal care problems is an important problem in the health care system of unusual children. Because the classification of personal care issues is a time-consuming process and requires specialist occupational therapists, an expert system for classifying these problems can be used to efficiently reduce cost and time. Expert systems; express the systems based on artificial intelligence methods that are capable of learning, inference and estimation. A standard data set plays an important role in the teaching phase to set up an expert system and teach it to the system. In this study, a dataset named SCADI from UCI was used. SCADI is a conceptual structure based on ICF-CY (International Classification of Functioning, Disability and Health-Child and Youth) published by World Health Organization. As far as is known, SCADI; This is the first standard set of data received by the ICF-CY, which takes into account personal care activities. In this study, three different data mining methods were used to classify the self-care problems of children with physical and motor failure to demonstrate the applicability of the SCADI dataset in expert systems. The classification studies were carried out on WEKA and MATLAB software platforms. As an evaluation criterion, experimental comparisons were made using sensitivity, specificity and accuracy values. Methods for evaluating the results in an objective manner were subjected to tests with a different number of iterations. As a result of experimental studies, the most successful method, Bagged tree, has achieved a 93% accuracy.

Field: BUSINESS STUDIES / İŞLETME BİLİMLERİ
The Paleodemographic Structure of The OM 5 Chamber Tomb Population of Parion
Parion Oda Mezar 5 İskeletlerinin Paleodemografik Yapısı

Parion Antique City is located near Kemer Village in Biga district of Çanakkale province. Anthropological excavations were carried out in 2018 in the chamber tomb of the ancient city. The chamber tomb where the skeletons were found is dated to the Roman period. A total of 33 skeletons were found in the chamber tomb which is named OM 5. In the distribution of 33 skeleton samples, 13 male, 13 female, 5 children and 2 babies were identified. The average age of women who can be determined by anthropological analyzes is 33.5 years. OM 5 chamber tomb was higher in male subjects compared to women in average age and was calculated as 39.2 years. In addition, the average age of all adult individuals was found to be 38.4 years for the general population. This average age provides values close to other contemporary societies. However, the average age difference between male and female individuals is slightly higher compared to other populations. It is thought that this is due to the social status in the society. Within the OM 5 chamber tomb population, the age range with the highest mortality is in the 40-45 age range.

Field: ANTHROPOLOGY ANTROPOLOJİ

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Rhomboid Fossa In The Tios Population
Tios Toplumunda Rhomboid Fossa

Türkçe

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The ancient city of Tios, known to be founded in the 7th century BC, is located within the boundaries of the town of Filyos in the Çaycuma district of Zonguldak province. Excavations at the Tios Ancient City stand out as the first and only excavation excavated in the Black Sea region. Anthropological studies were conducted on the human skeleton remains from the ancient city of Tios in 2010-2012. One of these studies is the study of Rhomboid Fossa. By using the clavicle, some information about the age and gender of the individual can be revealed. By using the clavicle, some information about the age and gender of the individual can be revealed. However, some pathological formations such as Rhomboid Fossa can also be detected on the clavicle bone. This formation, which is generally thought to be due to intensive labor force, is important in order to obtain more information on the communities belonging to the previous periods. Rhomboid Fossa also provides important information as a sign of inter-gender differentiation depending on the work sharing within the population. The aim of the study was to determine the prevalence of Rhomboid Fossa among the sexes in the Tios population and to compare the Tios population with other modern Anatolian populations. Rhomboid Fossa examination was performed on 20 left clavicles and 24 right clavicles. 10 clavicles and 6 right clavicles Rhomboid Fossa were observed on these clavicles. Rhomboid Fossa gave different values in terms of size and depth.

Field: ANTHROPOLOGY ANTROPOLOJÎ
"The Revolt" as a Sales Method
Satış Yöntemi Olarak "İyan"

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What is the most effective ad in the world? Terrorism. Terrorist attacks, make it possible to settled on the agenda of billions of people via media news without paying a penny to the media. On the other hand, the movements that the states declare as anarchist or terrorist can sometimes be an innocent protest movement. From capitalism to neo-liberalism, brands have been very successful in creating consumer culture. In this evolution, while the state structures were changing their shell, they moved away from the concept of social state and adopted the liberal state understanding. This evolution prepared the way for individuals to adopt the concept of in “you are as much as you consume”. Here, before the concept of protest, it is necessary to look at the concept of consumption culture. Nowadays, any protest against the culture of consumption can be defined from the context of terrorist action. In this study which will look at how what we call protest comes out, the conditions that make up it are examined on the basis of consumer culture. With this examination, it is aimed to produce the system itself again, in a way that will open the way for each movement that we face as an action. In this study, brand protest comparisons are discussed in terms of consumer culture, protest, sales and marketing techniques, capitalism, liberalism and neo-liberalism.

Field: PUBLIC RELATION & COMMUNICATION STUDIES / HALKLA İLİŞKİLER VE İLETİŞİM ÇALIŞMALARI
Flow of Interpersonal Information in Technology Age, A Podcasting Example: ‘Medyapod’

Teknoloji Çağında Kişilerarası Bilgi Akışı, Bir Podcasting Örneği: ‘Medyapod’

English

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Field: PUBLIC RELATION & COMMUNICATION STUDIES / HALKLA İLİŞKİLER VE İLETİŞİM ÇALIŞMALARI
Evaluation Of On-The-Job Training Programs As A Short-Term Employment Tool
Kısa Süreli Bir İş Edinme Aracı Olarak İşbaşı Eğitim Programlarının Değerlendirilmesi

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On-the-job training programs have been initiated nationwide in line with the Active Labor Force Regulation. The aim of the programs is to get vocational experience of unemployed people registered with İşKUR, to see the practice in the professions where they have theoretical education and to ensure their adaptation to the working environment. The main objective of the program is to increase the employability of these people by providing them with professional experience and work experience without having professional experience or work experience. However, it is seen that most of the institutions and organizations employed in this context consider this process as a short-term job, not as a tool of professional learning. This situation raises the issue of whether and how the on-the-job training programs in the budget have been used in terms of public finance and cause controversy. In this study, due to the financial aspects of the on-the-job training programs, the story of turning into a short-term acquisition tool will be handled with a critical view.

Field: PUBLIC FINANCE / MALİYE
The Situation of Parks in Gender and Space Analysis: Investigation of the Safe Detection of the Izmit Parks from the Female Students of Kocaeli University
Toplumsal Cinsiyet ve Mekan Çözümlemesinde Parkların Durumu: İzmit Parklarının Güvenli Algılanmasının Kocaeli Üniversitesi Kadın Öğrencileri Üzerinden İncelenmesi

Türkçe

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The public spaces in the urbanization process and in the development of the cities are the cities that make the cities urban. People constantly try to live in cities in the form of a hustle and bustle, which affects them both physically and spiritually. People want to get rid of the stress of the city with various cultural and social activities, and most importantly, with the public open-green areas to meet the natural environment, green areas and fresh air needs which are not much in the cities. One of the public spaces that best meets this need is the urban parks. In this sense, urban parks are open to the common use of all people living in the city, like all other public spaces in the city. However, the long-standing public sphere-male, private space-woman match as a result of these areas are often dominated by men to establish a structure that limits the use of women in these areas. This limitation is further strengthened by secure detection and non-perception of the public sphere. Therefore, women do not feel safe when using the parking spaces at the time of day and alone. One of the factors that determine the perception of being safe is the lighting of that area. The more light illuminated by a place, the more confident it is. However, light pollution, which is an environmental problem, arises as a result of excessive and incorrect use of lighting. In this study, the factors that determine the safe perception of parks by women, especially light pollution, will be tried to be determined by evaluating the results of the survey conducted with Kocaeli University female students and these findings will be discussed.

Field: GENDER & WOMAN STUDIES / TOPLUMSAL CİNSİYET VE KADIN ÇALIŞMALARI
Severance Pay in Press Labour Law/Basin İş Hukukunda Kıdem Tazminatı

The labor relations between journalists and their employers are regulated by the Regulation of the Employee-Employer Relations in Press numbered 5953 which is termed as Press Labor Law in practise. The subject matter of this study is recission of the labor contract by the employer and journalist's right of severance pay within the scope of Press Labour Law article 6th- regarding this topic, the subjects about the results of recission, when the journalist gain right of severance pay, how the severance pay calculated, period of notice and how to make payment were discussed. The aforesaid subjects are tried to analyze in consideration of the similarities and differences of Labor Law numbered 4857 and Press Labor Law, The Supreme Court decisions about problems in practise and doctrinal discussions.

Field: LAW / HUKUK
International Energy Investments and Political Risk

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As of early 2019, 24% of all cases registered under the ICSID Convention pertain to oil, gas and mining sectors with an additional 17% pertaining to electricity, power and other branches of the energy sector. Taking the amounts involved and the dispute numbers into account, it is incontrovertible that energy investment arbitrations constitute a significant portion of the investment arbitration portfolio. One of the main underlying causes of this high dispute rate in the energy industry is closely related to the sector’s heavy affiliation with the governments in many countries. Since the energy industry is socially sensitive and considered strategically important for states from economic, security, and geopolitical aspects, it is highly regulated and under close scrutiny of the host states. This feature of the energy industry, when combined with its complex, long-term, and capital-intensive characteristics, render such investments wide open to political risk and regulatory changes. While direct expropriations were more of a concern in the past, this concern has now shifted towards regulatory interventions. Political risks are considered one of the most significant threats against their investments by foreign investors. This is a type of risk where investors cannot directly interfere in to prevent it from materializing. Rather, it mostly hinges upon the unilateral and arbitrary acts of host states, to which investors are only exposed as passive recipients. Host states might introduce new measures on the constitutional, legislative, or regulatory levels which in turn might affect the investment detrimentally. Firstly, this paper will discuss the relationship between international energy investments and political risks. Then, the stability concept as a protection mechanism against political risks will be analysed in-depth. Lastly, the changing role of the stability concept will be presented.
Financial Sustainability And Evaluation In Municipalities In Turkey
Türkiye’de Belediyelerde Mali Sürekliylebilirlik Ve Değerlendirmesi

Türkçe

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The rapid growth of cities, the increase in the use of technology in services, the expectation of the citizens from the local administrations more than before, cause a high level of increase in municipal expenditures. In municipal revenues in Turkey, besides the central government income and shares it has a lower amount of revenues from these shares. In addition, municipalities are obliged to borrow when expenditure is more than income. However, due to the rapid increase in expenditures, there is a certain increase in borrowing. This situation reminds that the borrowing cannot be made continuously and unlimited. The table shows that in order to continue fiscal sustainability in municipalities, expenditure should be controlled rather than increasing revenues. In other words, spending on productive areas, effective implementation and high-quality presentations, will contribute to the financial sustainability across all maturities. For this reason, the text points to the importance of many problems such as the deterioration of budget balances of municipalities, the inability to pay debts on time and the disruption of local services. In this sense; which are important in ensuring financial sustainability indicators in Turkey in municipalities budget balance will examine and revenue and expenditure of municipalities will review. Then, budgetary items will be examined in order to ensure fiscal sustainability in municipalities and various suggestions will be made to ensure improvements in financial management and study will be completed.

Keywords: Municipality, budget, income, expenditure, financial sustainability.

Field: PUBLIC FINANCE / MALİYE
The Effect Of Paternalist Leadership On The Employees’ Anti-Productivity Behaviour And Organizational Citizenship Behaviours

Paternalist Liderliğin Çalışanların Üretken Karşıtı İş Davranışları Ve Örgütsel Vatandaşlık Davranışlarına Etkisi

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Abstract Employees must be mobilized by a leader in order for the entity to maintain and compete. Paternalism, based on protection and help elements, refers to qualified, fatherly people who know the best for the employee when combined with leadership. The authority of the paternalist leader and the employee within the family environment is expected to perform his / her work with devotion. However, the failure of the paternalist leader to provide an environment of trust can lead to employees developing non-productive behaviors. Employees to act in a conscious and planned way to harm their colleagues or the aims and targets of the organization, is called unproductive behavior. According to Foldes (2006)the essential non-productive behaviors can be considered as information, resource and time abuse, absenteeism, discrimination, alienation, mobbing, poor quality of work, social pressure, physical-verbal assault and distrust. On the other hand, organizational citizenship is the voluntary behaviour of employees in order to fulfill their business functions. In this context, the authoritarian-benevolent and moral dimension of paternalist leadership can effect the role-surplus behaviour of employees. The aim of the research was to examine the effect of paternalist leadership on workers’ anti-productivity behaviours and organizational citizenship behaviours. Therefore 150 employees of a manufacturing company where located in the Eastern Black Sea Region constitute the research sample. As a result of the survey method, it is expected that paternalist leadership will reduce the employees’ anti-productive behaviours and increase their organizational citizenship behaviours. Key Words: Paternalist Leadership, Leadership, Paternalism, Productivity.
A Research on the Real Estate Implementations Process within the Scope of the Resolution Activities of the Savings Deposit Insurance Fund

Tasarruf Mevduatı Sigorta Fonunun Çözümleme Faaliyetleri Kapsamında Gayrimenkul Uygulama Sürecine Yönelik Bir Araştırma

Türkçe

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In 1983, the Savings Deposit Insurance Fund (SDIF) was founded for the purpose of insuring deposits in banks within the Central Bank of Republic of Turkey. In 1994, with the authorization of strengthening and restructuring the financial structure of the banks, the SDIF undertook both task of the deposit insurance and the resolution of problem banks. Between the mid-1990s and the beginning of the 2000s, when the banking crisis broke out in the Turkish economy, 25 banks were transferred to the SDIF for the resolution. In the resolution of these banks, the SDIF has played an important role in the financial sector, especially in the banking sector. The SDIF uses public resources to fulfill its responsibilities related to deposit insurance and bank resolution activities. The activities of recovering the public resources used in this content are carried out by the SDIF in various ways. The collections obtained as a result of recovery activities are very important in terms of reducing the financial burden of the banking crises on the public sector. One of the mentioned recovery activities is related to the real estate implementations of the SDIF that are related to the problem banks. As of December 31, 2017, the collections made by the SDIF have reached approximately 22 billion USD (SDIF, 2018). As a result of the real estate implementations of the SDIF, a total of 2.6 billion USD was collected. It can be concluded from these numbers that the SDIF obtained 12% of the total collections from real estate implementations. For this reason, it can be said that the collections provided from real estate implementations have an important place in the total collection made by the SDIF. This study explains the SDIF’s resolutions activities and real estate implementations that occupy an important place among bank resolutions activities. In the research section of the study, semi-structured interview will be conducted with various expert personnel from the SDIF’s departments performing real estate implementations. The data to be obtained as a result of this technique will be analyzed by the researchers by content analysis method. The findings of the study are important in terms of understanding the real estate implementations, identifying the deficiencies or points that can be improved and finding out suggestions to improve the real estate implementations. In addition, this research aims to contribute to the money market literature through increasing the effectiveness of the SDIF’s real estate applications and identifying the findings that will contribute to the recovery of public resources transferred to troubled banks.

Keywords: The Savings Deposit Insurance Fund, Bank Resolution, Real Estate Resolution, Banking Crises

Field: FINANCE / FİNANS
In this study have been examined living conditions of seasonal agricultural workers. Research was carried out agricultural hazelnuts workers in Ordu. The research data were compared with the previous studies. In the region has workes domestic workers, Georgian workers and seasonal migrant agricultural workers. However, domestic workers and seasonal migrant agricultural workers were included in this study. As a result of the study, it was determined that seasonal migrant agricultural workers were more disadvantaged in terms of living conditions than domestic workers. On the other hand, there is no good difference in the problems of seasonal migrant agricultural workers compared to previous years. In addition, child labor remains an important problem in the region. Keywords: "Seasonal agricultural labor, hazelnut farming, seasonal migrant agricultural workers ".

Field: LABOUR ECONOMICS & INDUSTRIAL RELATIONS / ÇALIŞMA EKONOMİSİ VE ENDÜSTRİYEL İLİŞKİLER

58
Turkey’s Sufficiency In Terms Of International And National Organizations
In The Ecological Globalization Process
Ekolojik Küreselleşme Sürecinde Uluslararası Ve Ulusal Örgütlenmeler Açısından
Türkiye’nin Yeterliği

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The concept of globalization, which emerged with the changing world in the 20th century, brought along many economic, social and technological developments. However, these developments; has caused many ecological problems. With globalization, the solution of environmental problems resulting from global human actions such as excessive and unbalanced consumption of resources, decreasing biodiversity, environmental pollution and climate change can be achieved through global human actions such as the alliance of government and non-governmental organizations. However, the ongoing problems revealed that there was not enough solution and / or solutions could not be applied to the developments in the process of globalization of ecology. Therefore, it can be said that many of the global negotiations and the resulting agreements have remained on the paper, there are no implementation mechanisms in the fulfillment of the obligations, in other words, the necessary coordinated actions have not taken place. For all that, the developed countries, which are the main actors of the globalization process, see all these measures as an obstacle to their own development prevents the solutions. In this paper, he effect on the shaping of the developments in the process of globalization, ecological and environmental protection regulations in Turkey were examined. As a result of study; although Turkey have a specific position in the global organization for the solution of environmental problems, it has failed to avoid environmental problems, has not allocated sufficient resources for the necessary investments in protected areas and in fact, it was revealed that the meetings signed at the global level and the contracts signed as a result has not included in the regulations. The study is important in terms of contributing to the environment and ecology studies by making recommendations about the determination of the net strategies and protecting the environment with a common institutional structure in cooperation with the political will, civil society organizations and local people in the solution of environmental problems.

Key words: Ecological Globalization, Global Organizations, Turkey

Field: PLANNING / ŞEHİR PLANLAMA
NEW MEDIA IN THE POSTMODERN SPACE PLANNING: THE CASE OF INSTAGRAM  
POSTMODERN MEKÂN PLANLAMASINDA YENİ MEDYA: INSTAGRAM ÖRNEĞİ

Türkçe

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The concept space that has a significant importance within social sciences has experienced a structural change due to the developed communication and information technologies, and started to gain virtual, digital meanings. In this study, the new meanings and conceptions revealed by the concept new media today regarding the space shall be analyzed based on the different perceptions of the concept space within the course of history, and their reflections shall be addressed from the postmodern perspective. Hence, the concept space and the meanings created around that concept points at a dynamic field. As one of the most important issues in the postmodernism discussions that became intense in 1980s, the space has entered into a formation shaped by social practices. Within that formation, the new media that is a concept allowing construction of the identity socially has emerged. The important issue that must be highlighted here is the fact that the new media environments that penetrated in every field of our everyday life has created new spaces. New media environments such as the Internet, social media, blogs and social networks change both the forms of social relationships and spaces, and in this context, new media turns the society into a network society, and creates important social spaces with these networks. The type of socialization that emerges as a result constructs a new social structure through spaces created in the virtual environment. Social media that is within such a synthetic world is at the heart of this study, and how new spaces formed through Instagram became vague has been analyzed within the postmodern thought. While Instagram itself offers a virtual space, followers are also provided with the general characteristics of some physical spaces. The space that is depicted by the postmodern thinkers as “hyper space” presents in Instangram a variable and ambiguous stance that knows no boundaries. Intertextuality and pluralism are among the techniques that users use for their followers on Instagram, and it gives different periods of time and spaces within a single space.

Field: MEDIA STUDIES / MEDYA ÇALIŞMALARI
An Analysis Of Teacher And Learner Roles
By Audio-Visual Method In Teaching French As A Foreign Language
Yabancı Dil Fransızca Öğretiminde İşitsel-Görsel (Audio-Visuelle) Yönteme Göre Öğretmen Ve Öğrenen Rollerinin İncelenmesi

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Foreign language teaching methods, which have been the subject of discussion for many years in the world, have aroused the interest of teachers and researchers in our country as well. As a result of numerous approaches and research, various methods related to foreign language teaching have been developed, but none has met the expectations of teachers and learners effectively. It is not possible to say that one of them is a good or bad method because of the positive and negative sides of the methods. The success of a method depends on the learner’s ability to achieve his goal. Since the objective of the individual who wishes to learn a foreign language is naturally to speak it, it can be said that the methods used to develop the skills of speaking are the most preferred methods. One of these methods is the audio-visual method. In our study, the characteristics of the audiovisual method, applied for many years especially in the teaching of French in are described in detail as part of a lesson plan. By this lesson our objective is to determine the positive and negative aspects of the method by examining the roles of the teacher and the learner.

Field: EDUCATION / EĞİTİM BİLİMLERİ
Associations Without Legal Personality Within the Scope of Freedom of Association

Örgütlenme Özgürlüğü Kapsamında Tüzel Kişiliği Olmayan Örgütler

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Article 11 of the European Convention on Human Rights, 1950 states that "Everyone has the right to freedom of peaceful assembly and to freedom of association with others, including the right to form and to join trade unions for the protection of his interests". Declaration states that everyone has the freedom of association. Freedom of association can be used in different forms. It can be used for civil, economic, political purposes and in different forms. On the other hand, Turkish Constitution and laws (Turkish Civil Code, Law of Associations and Foundations Law) basically regulates trade unions, political parties, associations and foundations. As a result from Turkish legislation, associations which has a legal personality, they are legal. Turkish legislation must recognize both informal and formal associations or, at a minimum, permit them to operate without this being considered unlawful. This is an important principle that, since groups faced barriers to formally establishing an association should still be free to form or join informal associations and to carry out their activities. Although there are platforms in the law of associations, the necessity for the regulation to be made in a constitutional dimension arises.

Field: LAW / HUKUK
The Globally Integrated Market for Executive Remuneration

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This paper employs an innovative distributional test combining extreme value theory with non-nested model selection tests to provide new and compelling evidence that Australian CEO pay is part of a globally integrated market for executive talent. However, this evidence leaves an anomaly: why is it that some countries (particularly the US) exhibit such a vastly higher average ratio of CEO pay to firm capitalisation? This disparity persists when the typically larger size of American firms is controlled for. A tentative theoretical answer for this putative puzzle is provided via a variant of Gabaix and Landier’s (2008) model of the distribution of remuneration of management talent. Ultimately, it seems that the disparity is the result of country-specific factors that mitigate against the ability of managers to leverage their talents to improve firm valuation. Countries where CEOs are limited in their ability to improve firm value may be suffer from excessively stringent regulatory environments and unliberated labour markets.

Field: FINANCE / FINANS
“Alamanya Türküleri” Ne Dilbilimsel Bir Bakış: Code Switching

Türkiye

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Field: LINGUISTICS / DİL BİLİMLERİ
Türkiye ve Almancada Durum Ya Da Hâl

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Field: LINGUISTICS / DİL BİLİMLERİ
The use of technology in all aspects of life while taking place in all areas of crime and crime perpetrators are also of great importance. Technology and Information show progress in the methods used in the discovery of crime, depending on technological development. The discovery of physical damage suffered by a patient from a glass piece on the offender’s belongings, the determination of the effects of the firearms used in the crime, the discovery of evidence through damaged paper pieces, the discovery of a possible physical appearance from human remains in real life with the 3D resurrecting software, and the visual access to confidential files, a number of new methods and techniques are used, including the discovery of carbon-14 and the rapid and easy comparison of fingerprints on the scene with a comprehensive virtual database, the rapid and reliable identification of disaster victims, and chemical analysis in fire research. In this research, new methods and techniques used in Forensic Sciences and Forensic Anthropology will be examined in detail and the importance of developing common areas of use of these methods will be emphasized.

Keywords: Crime, Forensic Sciences, Forensic Anthropology, Technology, New Methods

Field: ANTHROPOLOGY ANTROPOLOJİ
Evaluation Of 2024 World Humanitarian Programs From The Perspective Of Forensic Sciences
Adli Bilimler Perspektifinden 2024 Dünya İnsani Programlarının Değerlendirilmesi

This study aims to provide an overview of the studies coordinated by the organization of Islamic Cooperation (IIT) statistical, economic, social research and education center (SESRIC) and the statistical division of the United Nations (und). The general statistics programs of the 2030 Agenda for Sustainable Development have been examined. With the 2020 World census program, at least once in the 2015-2024 period of the member states' population and Housing Census and the resolution of the United Nations Economic and Social Council (ECOSOC) has been approved. This decision constituted a long-term programme framework for the planning and implementation of the national census after 2019. The use of electronic data collection technologies for numbers, studies prepared to measure international migration were evaluated in the joint workshop decision and their contents were prepared. The findings on global and regional activities proposed through UNSD and sesric have reported support and investment Studies in order to form an internationally recognized methodological framework for the census and to increase national capacities of countries during the census period. Sersic talked about the unifying effect of geospatial technology scales and field study data on the utilization of modern technologies for these studies. The data collection method will also be very important to ensure the monitoring, control and regulation of cases with rapid acceleration, such as international migration and smuggling. At present, the global database has emerged to be an application that needs to be developed for unhealthy data, inconsistent numbers, inadequate resources and errors in international cooperation. In this study, which is envisaged to be implemented in the context of international law, member states need to use common software instead of different software. The most important reason for the difficulties identified is that countries without or without communication infrastructure are insufficiently deficient to evaluate data transfer mechanisms, especially in war zones. The implementation of the Geographical Information System (GIS) and subsequent surveys have determined that the international identification and recommendations stated in the meetings will be used in calculating national and regional indicators of Sustainable Development Goals (SDG). It is emphasized that eradication of the lack of census data in all development programs on a global scale will prevent the emergence of all other negative indicators. As a result, it is necessary to establish a system that is compatible with technology and era managed from a single center and to make planning coordination programs.

Key words: Forensic Sciences, organization of Islamic Cooperation, United Nations, Population and housing policy, migration

Field: SOCIOLOGY / SOSYOLOJİ
Understanding Impact of Overtourism on Local Residents

English

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Since the beginning of the mass tourism in the 1960s, the number of tourists has overwhelmingly increased in the world. This increase reached 400 million tourists in 1990 and 1,326 million in 2017 in the world. The further growth in tourist numbers is expected to continue in the future as well. With this development, local people started to express their concerns about tourism in many destinations in the world, especially the ones serving the holiday package tours like Mallorca, Ibiza etc. Even these concerns have been raised in the main international cities e.g. New York, Amsterdam, Paris and Venice due to the disproportionately large tourist flows in certain time of the year. Therefore, the issue of crowding or “overcrowding” was recognised by UNWTO in 2017. Within this recognition, the terms of “overtourism” and “tourismphobia” are emerged, which is directly connected to the unsustainable mass tourism. Especially, in the last decade, the evidence of discontent caused by tourism saturation in Europe claims that the issue of “overtourism” sprang in tourist destinations by simply exceeding their carrying capacities (Novy and Colomb, 2016; Seraphin et al., 2018). This new emerging concept of “overtourism” basically emphasizes on the problems that local people daily facing with in their living areas. For example, public spaces in city centres are blocked by the overwhelming increase in the tourist numbers. This situation also increases housing prices (rent) and causes the loss of the purchasing power of the local residents. Further to this, some public spaces are seasonally occupied or rented out for the tourism purposes. Although the tourism industry economically contributes, the local people are equally interested in the quality of their lives (Seraphin et al., 2018). Within this context, this study critically evaluates the views of local people on “overtourism” and some suggestions are offered.

Field: TOURISM / TURİZM
The Importance Of Entrepreneurship Training Activities For Increasing Women Employment In Turkey

English

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Women’s entrepreneurship is important to increase women’s employment. The women’s entrepreneurship training activities to improve women’s entrepreneurship in Turkey has increased in recent years. Through these training programs, women learn better entrepreneurship and develop themselves. Thanks to the training programs, women are more successful in the economy, entrepreneurship activities and the success of women entrepreneurs is increasing. With entrepreneurship training, entrepreneurs learn how to design and implement their business. Women’s entrepreneurship activities contribute to the increase of women’s employment and women gain professional knowledge and experience through entrepreneurship training activities. Women are more economically independent. In this study, the importance of entrepreneurship training activities in increasing women’s employment will be emphasized and various applications will be discussed. Content analysis method was used in the research. While providing information for content analysis, google.com was screened as ‘women’s entrepreneurship training’. The universe of the research consists of resources which are scanned as ‘women’s entrepreneurship training’ on google.com. The sample of the study consists of training activities for the development of women entrepreneurship between 2014-2019. When we look at the studies, entrepreneurship education is becoming more widespread and entrepreneurship awareness is growing, because women are more active in the economy by grasping their work plan and purpose better.

Keywords: Women, entrepreneur, entrepreneurship training, employment.

Field: BUSINESS STUDIES / İŞLETME BİLİMLERİ
İnanç Sistemi Temelinde Gagauzlar'da Ölüm ve Cenaze

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Regardless of what personal development is, the fact of death is the reality in which man is most challenged to cope individually. At this point human; it needs more than ever the elements of faith, which are the most important factors in the formation of sociality and sociality. Communities bring together a common understanding of the phenomenon of death through the beliefs that they bring together in a holistic sense of meaning. Thus, the individual tries to overcome the fear of death by the support of the community he belongs to. Funeral ceremonies turn the components that are the basis of the understanding of death to concrete indicators. We have a chance to determine the beliefs and resources of a society by following the funeral culture. In this study, the death and funeral culture of the Gagauz people, whose roots are based on Central Asia and have a historical background with the Anatolian Seljuks, but developed within the Christian Balkan culture, have been studied. In addition to the literature review, the records of interviews with 7 women living in Gagauz Autonomous Region were used. Özet Kişisel gelişimin hangi noktasında olunursa olunursa ölüm olgusunun olması insanın, bireysel olarak başa çıkmaktan çok zorlandığı gerçeğini noktada insan; toplumsallaşma ve toplumsallığın oluşmasına en önemli etkenlerden olan inanç unsurlarına her zamankinden fazla ihtiyaç duyar. Toplumlar, bütünlükçü bir anlamlı ilişkisi çerçevesinde bir araya getirildiği inanıslar aracılığıyla ölüm olgusuna dair ortak bir kavrayış meydana getirir. Böylece birey, ait hissettği topluluğun desteğiyle ölüm korkusunun üstesinden gelmeye çalışır. Cenaze törenleri ise bir toplumun ölüm olgusuna ilişkili yaratuğu kavrayışa temel olan bileşenleri somut göstergelere dönüştürür. Bir toplumun cenaze kültürüne izleyerek onu meydana getiren inanısları ve kaynaklarını tespit edebilme şansı bulunur. Bu çalışmada, kökleri Orta Asya’ya dayanan, Anadolu Selçukluları’yla tarihsel bir geçmiş olan ancak Hristiyan Balkan kültürü içinde gelişen bir topluluk olarak Gagauzların, ölüm ve cenaze kültürü incelenmiştir. Yöntem olarak literatür taramasının yanı sıra Gagauz Özerk Yeri’nde yaşayan 7 kadınla yapılan görüşmelerin kayıtlardan faydalanılmıştır.
Indigenous Social Entrepreneurship: International NGOs Strategy for Enhancing Poverty Alleviation in Northern Ghana

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This paper discusses poverty alleviation approaches used by international development organizations in northern Ghana and how they influence the narrative of successes or failures of such interventions and ensure its sustainability. Social innovation theories have been used as the theoretical framework for the study. A qualitative case study design has been used to research poverty alleviation projects of Estonian NGO, MTÜ Mondo in rural Northern Ghana. Semi-structured in-depth interviews were conducted with NGO staff and local beneficiaries, mostly women, directly related in the operations. Results show that through NGO support, women in rural Northern Ghana run professional entrepreneurship ventures through the mobilization of local resources. This has changed the poverty situation in these areas over a relatively short period. This paper concludes that “cooperative” innovative social entrepreneurship approaches are sustainable ways to ensure poverty alleviation in Ghana. Also, with little capacity building of indigenous people to add value to their local resources, much impact would be felt in poverty reduction.

Field: SOCIOLOGY / SOSYOLOJİ
Dijitalleşme Sürecinde İnsan Kaynaklarının Dönüşümü: Y, Z Ve Alfa Kuşakları

Türkçe

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Field: BUSINESS STUDIES / İŞLETME BİLİMLERİ
Analysis of a Game Theory: Inheritance And Violence
Bir Oyun Teorisi Analizi: Miras ve Şiddet

Türkçe

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Meeting different disciplines of science on a common ground makes important contributions to the advancement of science. The subject of property is an important issue that flourishes where the law and economy combine. Individuals are engaged in inheritance struggles in order to obtain more rights than the inheritance. In this study, the interaction between two heirs is presented within the framework of signalling game.

Field: ECONOMICS / İKTİSAT
Analysis of a Game Theory: 
The Impact of the Establishment of Kocaeli University on Urban Economic Development
Bir Oyun Teorisi Analizi: 
Kocaeli Üniversitesi’nin Kurulmasının Kentsel Ekonomik Kalkınmaya Olan Etkisi

The effects of universities on the economic development of the cities where they are founded are realized both directly and indirectly. The main purpose of this study is to evaluate the effects of Kocaeli University on the economic development of Kocaeli. For this purpose, the main factors that are effective in the establishment of Kocaeli University are determined. The effects of these factors on the economic development of Kocaeli will be discussed by the evaluation of the conditions immediately after the establishment of Kocaeli University.

Field: ECONOMICS / İKTİSAT
The Measurement of Globalization
Küreselleşmenin Ölçümü

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The phenomenon of globalization, which has become increasingly important with the opening of many countries in the post-1980 period, is a dynamic process involving a very broad range of complex relations on the political, economic, social and cultural basis. Therefore, it is important to define globalization, to determine its indicators and to assess its dimensions. The combined indexes for measuring the economic, social and political dimensions of globalization are ATKearney / Foreign Policy Globalization Index (ATK/FP)KOF Globalization Index (KOF)CSGR Globalization Index (CSGR)Maastricht Globalization Index (MGI) and New Globalization Index (NGI). In this context, the aim of the study is to define and compare these composite indices developed by researchers and international institutions for the measurement of globalization. As a result of this study, the findings obtained indicate that MGI Globalization Index measures the extent of globalization. In addition, the fact that the KOF Globalization Index analyzes the extent of globalization with its de jure and de facto perspective leads to the intense interest of researchers. Keywords: Globalization, Measurement of Globalization, Globalization Indices

Field: ECONOMICS / İKTİSAT
Xenomonetization: Dollarization
Parasallaşmanın Yabancılıması: Dolarizasyon

Türkçe

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Many market economies, which have weak macroeconomic structures, experience the problem of xenomonetization in different forms (usually dollarization and, in recent years, euroization). For this reason, the phenomenon of dollarization is an important problem to solve in micro and macroeconomic levels, especially in developing countries. Dollarization, which refers to a shift from domestic currency to foreign currency, differs and reshapes depending on the fact that domestic residents prefer foreign currency for the three basic functions of money. From this perspective, it seems that dollarization emerges in different forms in each country. Therefore, the existing literature lacks a consensus on this issue. Against this background, the aim of the study is to give a multifaceted definition of dollarization, to explore its advantages and disadvantages, and to determine which dollarization regime has been preferred in selected dollarized economies. The results showed that that partial (de facto) dollarization is generally preferred as the predominant regime in developing countries, while full (de jure) dollarization occurs in least developed countries. Keywords: Xenomonetization, Dollarization, Dollarized Economies

Field: ECONOMICS / İKTİSAT
The Relationship between External Debt and Economic Growth: The Case of Turkey / dış borç ve ekonomik büyümeye ilişkinli: Türkiye örneklemini

The relationship between external debt and economic growth in economic literature is an important issue that has been questioned till the present day especially for developing countries. The underlying reason of preferring external debt by developing countries is the expectation that external debt will have a positive impact on their economies. However, the fact that these countries may not use external sources in a right and efficient way (get into moral hazard) causes problems in debt repayment periods. In other words, the external debt burdens of these countries, which prefer external debt method in order to overcome the savings deficit problems, may not be realized in line with their expectations about their economic growth. There are different approaches to explain the impact of external debt on economic growth. These different approaches can be grouped around three main points of view: the approach defending the negative relationship between external debt and economic growth; the approach defending the positive relationship between external debt and economic growth, and mixed approach that combines both approaches and based on the Laffer curve. In this context, the aim of this study is to analyze the relationship between external debt and economic growth through Solow Growth Model for Turkey, which is trying to solve saving gap problem through external debt as a developing country, by using vector autoregression (VAR) method for the period from 1989 to 2017. The analysis results showed that Turkey’s economic growth is driven by fixed capital investments, while external debt and population growth have a negative effect on economic growth, and population growth increases external debt. In other words, the findings support approaches that suggest that external debt has a negative effect on economic growth. Keywords: External Debt, Economic Growth, Solow Growth Model, VAR, Turkey.

Field: ECONOMICS / İKTİSAT
In the study, the famous economist J.M. Keyne "Investment Multiplier" Moving concept, production in an economy, The relationship between factors such as consumption and confidence environment is examined. Production and consumption are both the cause and the result of economic activities. Nowadays communication technology has evolved. access to information became easy. Now the economic units have all kinds of information about the economic course. In this respect, economic confidence index, consumer confidence index and real sector confidence index are indicators for producers and consumers. Moreover, although full employment conditions are valid in an economy, economic revival is not possible unless confidence is established. This movement is really that desired to study for Turkey's economy. We wanted to emphasize the importance of economic trust. For analysis Testi "Johansen Cointegration Test" used. As a result; line between the real sector and consumer confidence indices and long-term economic confidence index in Turkey are associated. In other words, as economic confidence increases, production increases with multiplier effect.
The Future World: ITER Project
Geleceğin Dünyası: ITER Projesi

Turkish

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Energy is very important for human life. Nowadays, people get the energy they need mainly from fossil fuels. The fact that fossil fuels are depleted and are the natural resources increases their costs every day. Furthermore, the negative effects of fossil fuels on human health and on the environment cause indirect costs. Both the direct and indirect costs of fossil fuels have been discussed. The depletion of fossil fuels and the direct and indirect costs associated with this have led the people to the search for alternative sources. Therefore, a number of countries have tried to reduce the damage to the minimum. In this context, countries such as USA, Russia, EU, China, Japan, South Korea and India have signed a project called International Thermonuclear Experimental Reactor (ITER). A lower cost, environmentally friendly and renewable energy source is targeted with this project. The importance and necessity of the ITER Project was emphasized by presenting the traditional energy production costs. For this purpose, a comparison was made between GDP and energy expenditures in the OECD countries. According to fossil fuels, ITER project will provide a great advantage in terms of cost and environment. Keywords: Renewable Energy, Energy Sector, ITER Project, GDP.

Field: ECONOMICS / İKTİSAT
The Effect of Greed and Consumer Arrogance on Life Satisfaction: The Mediating Role of Materialism

English

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In recent years consumption has begun to be examined as a social process that satisfies the psychological needs such as creating and presenting the self, identifying the status or social class, building relationships with others, influencing people in the environment or admiring oneself and proving themselves. In this context greed, materialism, and arrogance are considered as dark personality trait of consumers’ which in turn effect their life satisfaction. While materialism and greed decrease life satisfaction, consumer arrogance has mixed effects on life satisfaction with a positive or a negative direction. This study aims to examine the mediating role of materialism on the effect of greed and consumer arrogance on life satisfaction. A data were collected from 500 households who live in Antakya/Turkey by using area sampling method and face to face interview technique. The hypotheses of the study were tested with path analysis. The results of the analyses show that materialism has an inconsistent mediated effect on the relationship between greed and life satisfaction. Within this inconsistent mediation model while the direct effect of greed on life satisfaction is positive, the mediated effect of materialism turns this sign into negative. Similarly, materialism has an inconsistent mediated effect on the relationship between consumer arrogance and life satisfaction. Therefore, materialism not only reduced life satisfaction, but also caused other negative personality traits effect to be negative. Also, it was found that age has a positive effect on consumer arrogance, whereas a negative effect on greed and materialism. These findings have been discussed and suggestions are provided for future research.

Field: MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI
Teaching Turkish as a Foreign Language – English Learners Challenges

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English language speakers face linguistic challenges when learning Turkish as a foreign language. This study considers the challenges English language speakers experience as they learn Turkish. These challenges differ between learners when learning in a cultural context in Turkey or learning outside of Turkey. The purpose of this study is to identify these challenges and to propose learning supports to this target group. The study considers the linguistic differences between English and Turkish language and identifies where difficulties arise. The study which is based on in-class observations of learners and data analysis of learners written materials, uses a descriptive approach to identify and illustrate learner challenges and associated needs. Firstly, the study basically describes the Turkish language from a morphological, syntax and semantical perspective. Using examples, the study illustrates learner difficulties. The study then sets out learners needs and how these may be fulfilled by both learners and their teachers. Turkish, language-culture, teaching, foreign language learning

Field: EDUCATION / EĞİTİM BİLİİM
Increasing of Interpersonal Communication and No Mobile Phone Phobia (Nomophobia) In The Digital World

Along with the spread of virtual communication, there can be seen some changes in the form of interpersonal communication. At this point, instead of face-to-face communication, virtual communication has started to be preferred, virtual communication has increased the amount of communication between people thanks to its specification that people can use it at any time and anywhere. Increasing the amount of communication, constantly reaching out to other people and communicating with them, has also created a new fear (phobia). When there is no mobile device, the fear of getting out of contact/communication (nomophobia) has begun to influence people. In other words, nomophobia refers to the fear, and anxiety that experienced by individuals being deprived of interpersonal communication as a result of their lack of access to these devices (smartphones, tablets, pocket computers, etc.) (Sirakaya, 2018). As a result of the researches about how modern communication tools create good and bad effects on people’s lives, it has been determined that virtual communication has effects on feelings and habits in a good and bad sense. While good aspects focus on ease, comfort, and availability, bad aspects are expressed as addiction, fear and anxiety as a result of not using these devices (King et al. 2013). These devices, which allow people to communicate with each other without interruption, make them dependent on other individuals, so they can not live without mobile phones. In this study, the interpersonal communication of individuals that they create by using their mobile devices, the positive and negative effects of interpersonal communication,
and the nomophobia developed in this direction will be examined. In this context, it is aimed to explain the relationship between the establishment of interpersonal communication by using mobile devices and the effects on this communication and nomophobia by using face-to-face interview method with 10 people who will be determined by snowball sampling method from graduate students.

Keywords: Nomophobia, Interpersonal Communication, Smart Phone.

Introduction

With the rapid development of information and communication technologies, the forms of communication among people have also changed. Nowadays, when face to face communication is gradually decreasing, people realize their needs such as phone calls and messaging via smart phones with advanced features that combine with internet applications such as e-mail, social media and location based services. Every moment of our lives is now dependent on digital. There are many reasons that have made us dependent on mobile devices in daily life, such as the ability to use, SMS or e-mail instead of mail, the possibility of providing a video call with a single click when you miss a person who live away, or getting acquainted with new ones with a single keystroke, following almost all social media channels and creating social identity, speaking through mobile devices, chat, apart from the game and business tracking, shopping, photo / camera, etc. (Polat, 2017, p.165). These mobile devices, which enable people to connect with each other at the touch of a finger, cause them to feel ‘Alone and Uninhabited’. Instead of establishing a ‘Healthy Relationship’, the family relationships of people who choose to use mobile phones continuously can be damaged. Because these smartphones prevent direct face-to-face communication between people and do not provide eye contact (Rengaswamy, 2019, p.93).

As specifications stated the above, the use of smartphones increases and people experience intense anxiety and distress when they cannot use them (Yıldırım & Correia, 2015, p.136). Mobile phone use is part of everyday life and is one of the most popular devices to communicate with others. (Clayton, Leshner, & Almond, 2015, p.119). According to a report by We are Social in January 2019, mobile phone usage worldwide reached 5.1 billion people. It is not surprising that the mobile application market is growing rapidly if 5.5 billion smart phones are used in the world today (“Global Digital 2019 reports,” 2019). Another report belongs to Deloitte which is a consultancy company operated a “Global Mobile User Survey”on 6 continents; to this research, including Turkey, 53 thousand 150 people from 33 countries have participated. In the research which provides important data about where the mobile devices usage’s point has come; the number of users looking at the smartphone in a day, Turkey exceeds the European 1.5 times average 48 with an average 78, according to the results of the study conducted two years ago, this period decreased by 2 minutes, the result that reached showed the phone screen has been checked in every 13 minutes during the awake period (“Global Mobile Users Research” 2018). In this case, it is deduced that people have become increasingly dependent on their smart phones.

Interpersonal Communication and Nomophobia

Technology has changed our daily activities and behaviors to a great extent (Argumosa-Villar, Boada-Grau, & Vigil-Colet, 2017, p.127). With this change, the usage of the smartphone also has changed the way of access to information and information sharing (Ahmed ve arkadaşlar, 2019, p.77). The dizzying development of technology has made communication easier, but has also created new problems. The most pressing ones are physical or health, psychological and social problems and one of the psychological problems is called nomophobia (Özdemir, Çakır, & Hussain, 2018, p.1519). Although nomophobia is a concept close to addiction / addiction
problems, it is dealt with in the scope of phobias and is associated with irrelevant fears and negative mental and physical situations created by these fears. (Erdem ve arkadaşları, 2016, p.924). Mobile devices that allow people to communicate with each other continuously, make them addict, so individuals cannot live without mobile phones. The adoption of smartphone usage has reached saturation level and has played a role in the dependence of people with its complex functionalities and designs (Leung, 2008, p.93-94). This addiction led to the term nomophobia, which was defined as fear of leaving home without a cell phone (Aguijera-Manrique ve arkadaşları, 2018, p.2).

Today, smart phones have become an important part of techno-culture, especially among the young population whose primary need is socializing, interpersonal interaction and being liked. Research shows that nomophobia is rising worldwide and that more and more people are afraid of losing or not being able to use their mobile devices (Muralidhar et al., 2017, p.1047). Individuals who exhibit nomophobic behavior, when they forget to take their mobile phones with them, worry when the battery is discharged or without mains and although this is not included in the field of clinical psychology, there are studies on nomophobia (Gezgin, Çakır, & Yıldırım, 2018, p.215; Gezgin et al., 2018, p.359).

In today’s technological world, borders are now blurred. People have had the opportunity to communicate with their relatives on the other side of the world or other people they have never met before. Of course, technological developments and its technological products the ones that create these opportunities. Thanks to computers, tablets and smartphones, interpersonal communication has become timeless and non-spatial. People no longer have to come together to communicate. However, although these technological developments have increased the number of interpersonal communication globally, it is undeniable that they have brought along some disadvantages. Even if they start to communicate interpersonal communication with increasing numbers of people by providing daily communication thanks to the smart phones that individuals can carry with them constantly, they cannot benefit from the positive aspects of face-to-face communication. Interpersonal communication is an social sciences discipline that included in sociology, psychology, social psychology and communication. As a fundamental perspective, interpersonal communication is a process that two people exchange meanings between them (Gürüz&Temel Eğilmi, 2008, pp.49-50). The interpersonal communication elements have been transferred to the virtual environment along with the smartphones. Smartphone users send messages via phones, external factors such as internet outages create noise, applications such as Instagram and Wattpad are form communication channels. Nomophobia is called discomfort or anxiety caused by inability to use a smartphone (King et al., 2013, p.141).

Nomophobia, which is considered to be the emotion-state disorder of the 21st Century (Chico, Maldonado, & Moreno, 2018, p.117-118) is a modern-era phobia and a by-product of interaction between people and new technologies (King, Valenca, & Nardi, 2010, p.52).

Nomophobia is a new phenomenon and has not been studied much and is trying to be understood and there are very few studies on this subject (Arpaci, 2019, p.97). Studies which had done have revealed the presence of nomophobia (Gutiérrez-Puertas et al., 2019, p.80). The English equivalent of “nomophobia”, which is derived from the abbreviation no mobile phone phobia is “fear of staying without smartphone (Erdem, Türen, & Kalkın, 2017, p.3). The term was first used in a study conducted by the Post Administration in England to investigate concerns of mobile phone users in 2008 and in this study which conducted on more than 2,100 people, 53% of the individuals had shown a finding of nomophobia anxiety (Izzamuddin et al., 2017, p.7612). In other words, when the concept is considered in broader terms, nomophobia can be defined as the state of fear that people live

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1. Berkshire (United Kingdom), February 16, 2012: Nomofobi, first described in 2008 (the fear of breaking away from a mobile phone connection, is reported to have increased sharply in the UK. In a survey of 1000 people using OnePoll, two thirds of the respondents appeared to be living without a cell phone or fear of losing their phone. The study was sponsored by SecurEnvoy.
far away from the mobile devices (smart phones, tablets, pocket computers, etc.), or can not reach them and as a result of this being not able to have interpersonal communication (Sırakaya, 2018, p.715 ). Nomophobia is considered to be the technological development of virtual communication and a disorder of the modern world arising from these developments (Olivencia-Carrión et al., 2018, p. 5). According to the research conducted by King et al. (2013, p.140) on the communication of individuals in 2010, it has been seen that modern devices which are produced as a result of technological developments contribute to the formation of feelings, symptoms and habits in the “good and bad” sense. While some of the good aspects are easiness, comfort and convenience, the bad aspects are addiction, fear and anxiety that arise as a result of not using these devices. According to Bragazzi & Del Puente, individuals with a nomophobia status show the following characteristics (2014, pp.156-157):

- Regularly using a mobile phone and spend a lot of time using the phone, have one or more devices and always carry a charger;
- Feeling anxious or tense when lose the phone, if it is not close or disconnected, have finished charging and trying to avoid as far as possible from places and situations where the use of the device is prohibited (such as public transport, restaurants, theaters and airports);
- Always checking whether the phone screen has a message or a call (a habit called “message ringtone”by David Laramie);
- Always keeping the phone switched on (24 hours a day);
- Prefer to communicate through new technology tools instead of face-to-face communication;
- It is considered as people who are exposed to debt or a large cost for using the phone.

If an individual’s frequency of nomophobic behavior increases, this situation adversely affects academic performance, motivation levels in the learning process and relationships with family and peers (Durak, 2018, p.2). In addition, more and more people spend time on such activities in the work environment, neglecting their work-related duties and relationships with colleagues, so it leads to the being unemployment and the separation of employees from work (Cho & Lee, 2016, p.129; Aşık, 2018, p.26).

Research on the relationship between increasing interpersonal communication and nomophobia through smartphones

The purpose of the research is to understand the relation between nomophobia and interpersonal communication. Through the research, it is aimed to evaluate the usage of the smart phone of people and their usage for interpersonal communication purposes in terms of nomophobia. In this direction, research questions can be expressed as follows (Yıldırım, 2014, pp.85-86):

RQ1: What is the relation between nomophobia and interpersonal communication?

RQ2: How is the nomophobia formed in the interpersonal communication process?

For this purpose, semi-structured interviewing was chosen as a research method. Most questions in an in-depth interview are open-ended, allowing the interviewees to decide if they want to give a short or long answer. The researcher is an active listener, encouraging the interviewees to give their account by using reflective listening, follow-up questions and probes (Broneus, 2011, p.130). The commonly understood and most basic purpose of in-depth interviewing is, indeed, to obtain rich data that will add to our understanding of a context, case, or phenomenon (Minikel-Lacocque, 2018, p.1). The pattern of research is Phenomenology. This pattern is about phenomena that people are aware of them but they do not have information in-depth. For this purposes, the content analysis has been done for clarify the themes of phenomenon (Yıldırım&Simşek, 2013, pp.78-81). In-depth interviewing has been conducted with 10 students who are studying at Ph.D. or master degree in
Communication Faculty of Ege University. The participants consist of 4 female and 6 male students. The mean age of 10 participants was 27.4 years; range 23-40 years. Participants were chosen by using snowball sampling method. They were participated to research voluntarily. The approximate duration of interviews was 30 minutes. The semi-structured in-depth interview guide was formed in the direction of “Exploring the dimensions of nomophobia: Developing and validating a questionnaire using mixed methods research” study’s Appendix C section (Yildirim, 2014).

Results of Research
The categories which are generated in the direction of the data that obtained as a result of the investigation; The usage aim, The meaning of smart phone, The worries of self or others, The effects of the smart phone. According to the investigation questions five basic themes are formed among the answers:

- **The frequency of checking smart phone:** As a result of the Digital World, individuals are now carrying their smartphone almost always with them. This situation has gradually begun to make them can not live a life without a telephone. Some of the answers of the participants who stated that they usually check their phones very often during the day are as follows: “I know I wake up at night and look at it, and I won’t be able to give it a time frequency…” (Female Participant-E.) “Thirty minutes… I look at it whenever it comes to my mind…” (Male Participant-O.) “Very often, I mean, when I wake up in the morning, first I look at the phone, so it’s like my window to be aware of the world. News, agenda, my friends, what they have done, the situation of it in my life is important because I’ve followed everything from there.” (Female Participant-M.)

- **The usage aim of smart phone:** Smartphones which respond to almost all of our communication needs at every moment of our lives, have been stated as a facilitating device for the lives of participants in many different subjects, especially in terms of their interpersonal communication needs. In this respect, some of the research participants gave the following answers: “For communication and research purposes. Communication as follows, not emergency communication, so what are you doing, how are you, daily conversation, what the close friends of mine have done, what or talk to my boyfriend… How is going on or something like… not for information purposes, such as a daily chat. …” (Female Participant-E.) “Discussing with family, in-group communication, for interviewing and talking, social media purposes, who did what, who has visited today where… at the most of the times for social media usage briefly.” (Female Participant-N.) “I can provide my interpersonal communication here, respond to my messages, respond to messages by using social media, I try to use it actively and try to respond to everyone. (Male Participant-T.)

- **The meaning of smart phone:** Smartphones, which are integrated in our lives as a result of technological developments, have become an indispensable part of everyday life for individuals and even a part of many of them. Almost all of the participants stated that they could not think of a life without it. It was seen that they could not understand or accept the idea of not having a phone or forgetting at home. Some of their answers during the interview are as follows: “It sounds more like a daily routine than a need. Who shared what on social media? I have no fear what I missed. I follow a site more, a technological site, I follow the news from there and I wonder what happened.” (Female Participant-E.)

“I think as necessity and necessity, because of the purpose of communication and also some other operations are easier to do here, for example, you can do the same operation with the phone instead of carrying a camera. (Male Participant-O.) “I mean, like a limb, wherever I go it is with me… So this will be very extreme, but sometimes I
take a break even when taking a shower and I can press the home button and see what has appeared on the screen. (Female Participant-E.)

- **The worries of self or others:** Nowadays, the use of smart phones is increasing and the use of these devices causes various psychological and physiological results. In this case, families or friends may occasionally ask individuals to reduce their use of these devices. However, they are experiencing various concerns if they are without telephones as a result of their excessive commitment to their phones. In this sense, some of the responses of the research participants are as follows: “I mean, I am anxious in its absence, I am looking for it on me. I ask where it is.” (Female Participant-E.)

  "In particular, my father warns me that my eyes can be distorted, because I can use it even while I am sleeping…” (Female Participant-M.)

  “When I don’t have a phone, I feel like I’m disconnected from the world, and I feel like I’m not going to hear from anyone, I feel like I’m living in a cave.” (Female Participant-N.)

- **The effects of the smart phone:** There are both positive and negative aspects of smartphones that especially in the interpersonal communication process, there can be seen the effects of it in every moment of their lives. Smart phones, which perform instant communication, enable research on any subject, and even provide information about the health status of individuals, can make individuals addicted with overuse. In this context, some of the answers given by the participants are as follows: “I’m always late to go everywhere. I’m responding to incoming messages, which makes me late. I mean, even when I run to the bus, I turn around and look at the phone. It can do things like distraction, affect my communication, messages coming in succession, and this affects my communication with the other person, I can break away from that conversation at that moment.(Female Participant-E.)

  “It takes my time. You’re shrinking by people, here’s the last seen, like the blue tick of I can get messages from a person to the degree of heresy. For example, someone found my home from Google maps and threw me a photo of it, someone who sent me messages like you would marry me…(Male Participant-H.)

  “I think the interpersonal interaction in the sense of communication has finished because of it. Apart from the real reaction to the other person, different answers can be given through emojis.” (Male Participant-O.)

**Conclusion**

Smartphones, a product of technological developments, are becoming increasingly indispensable in individuals’ lives. As a result of the research conducted with semi-structured in-depth interviews with the participants in order to make sense of the relationship between interpersonal communication and Nomophobia, It has been found out that individuals mostly communicate with their families, friends or working groups through their smart phones. Participants who do not deny the benefits of face-to-face communication prefer to communicate via smart phone because they are timeless and non-spatial. To be able to reach the information they want on any subject or in the context of interpersonal communication with their phones, cause them to be positioned in the center of their lives. As a result of this situation, their families or relatives can criticize excessive phone use and worries about their health. Participant of the research stated that as being the most important negative aspect of smartphones is “wasting time”, but they also stated that they could not think of a life without it.

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Bir İletişim Engeli Olarak Stereotipler: Geleneksel Peri Masallarında Cinsiyet Stereotiplerinin Sunumunun Niteliksel Bir Analizi

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Anahtar Kelimeler: Kişilerarası İletişim, Stereotipler, Cinsiyet Stereotipleri, Peri Masalları

Streotypes As a Communication Barrier A Qualitative Analysis of the Presentation of Gender Stereotypes in the Traditional Fairy Tales

The stereotype is a constant sociological and psychological impression of a group of people provides the opportunity to make short descriptions and evaluations in interpersonal relations (Devito, 2004). Lipmann (1922), defines the concept of stereotype as “images or pictures in our head” and provides the creation of images and pictures of people/groups. Thus, stereotypes define the characteristics of a person or people, and also creates a presentation for the society. This definition determines the expectations of the society from the person and the changing of these makes people scared. It can also cause concern that people who do not comply with the definitions identified within the framework of the stereotypes or who are
not familiar with are not be approved/are not to be accepted. At this point, Kasner (2004) identifies the concept of gender stereotypes in terms of personality characteristics, physical characteristics, occupation, skills, lifestyle and so on which are related to man or woman. Lazar (1993) states that fairy tales are one of the best learning methods for children, and also he points to the children can accept stereotypes related to gender as indicated in these tales. Fairy Tales is a kind of tool that vitalizes and draws a picture for the discovery of how the gender will be understood. Through these pictures, children perceive both society and gender roles. Gender is a kind of social contract that is made psychologically in terms of being a girl and a boy at the level of social differences. Holbek (1987) states that fairy tales symbolically convey emotional impressions about the occasions of the real World and phenomenon but in essence, they do not exactly explain the real world. He points out that a fictional world can cause problems in real life relationships/communication. The gender stereotypes which are mentioned or pointed in fairy tales serve the normalization of these stereotypes, so they can be perceived by children as a normal, usual/common, correct. Often, children may adopt a typical pattern of behavior related to being male and female, thus leading to the development of inappropriate ideas/perceptions or prejudices. In this study, gender-based stereotypes are considered as communication obstacles and it is pointed out how these stereotypes formed/have been formed since childhood. In this context, 10 of the traditional fairy tales are analyzed by using content and discourse analysis methods and it is clarified that how the gender-based stereotypes are conveyed in tales.

Keywords: Interpersonal Communication, Stereotypes, Gender Stereotypes, Fairy Tales.

Introduction
Gender related learning is conveyed by the dynamics in daily life and this transfer is done in childhood. The process of learning the concept of gender (gender roles and gender stereotypes etc.) is realized through games and fairy tales. Fairy tales are a very important means of transmission that enables children to become active in the World which is told by their parents. In addition to this, Fairy tales have a feature that tells to the children what is accepted/not accepted in life, what should be and what the expectations are. At this point, children learn and reinforce the basic moral values (good, bad, beautiful, ugly, etc.) related to life with these tales.

The knowledge of stereotypic gender is transmitted through the linguistic process. At this point, the characteristics of women and men, occupations, expectations in everyday life, the position in society, the evaluations of other people and so on. Information is given in the fiction of the tale. The gender stereotype conveys information that children face in their daily lives. Therefore, it is considered as a part of the socialization process. However, it may also cause children to feel compelled and prejudiced based on gender. Although fairy tales differ from country to country, from generation to generation, it is seen that the classic fairy tales that almost all children listen to/read is common in all countries. In this sense, this study examines the gender stereotype and how it is transmitted to children through fairy tales.

Literature Review
When gender studies are examined, it is seen that there is a difference between sex “and” gender “concepts. The concept of sex is used in terms of biological and the concept of gender is used to express sociological characteristics (Rubin, 1975). The concept of gender refers to attitudes and values that enable individuals to be seen and evaluated in social and cultural categories on the basis of biological differences (Goodman, 1996). World Health Organization (2013) defines gender concept as “the socially constructed roles, behaviours, activities and attributes that a given society considers appropriate for men and women”. Stereotype refers to the sociological and psychological invariable impressions of a group of people (Devito, 1995). In order to understand others,
individuals can be categorized into specific categories, evaluating them according to specific meanings, providing a more consistent and stable definition (Lipmann, 1993). Gender is the most fundamental feature for perceiving other people. Children perceive gender as the most basic clue when evaluating people. In this respect, they use the information based on the category with the relevant situation (Bennett et al., 2000; Castillo-Mayen, and Montes-Berges, 2014). In this context, gender-based stereotypes cover all the issues shared about what we should think and behave about women and men, and convey the facts or essence to us. However, while creating a perception based on differences between men and women, a key is given to people for perceiving themselves and others. Understanding of both cognitive and motivational functions due to gender stereotype is differentiated. It is structured on the basis of male and female communications and values, there is a perception that they are completely different (Ellemers, 2018). Gender stereotypes enable children to perceive men as task-oriented and women as social-oriented. In this context, it creates the result of defining men as determined, self-confident, enterprising and women as moderate and caring (Kite et al., 2008). Fairy tales also known as Fairy stories or folk tales (Wondrous tales) (fairy tales). In general, fairy tales tell people that there can always be something magical and that everything can change and return, and that disadvantaged people will have better results in the future and usually ends with a happy ending (O’Sullivan, 2010; Baldick, 2008). In this sense, fairy tales have a very important place in the life of children, to perceive the real world and to gain basic values. Since children perceive the values transferred in fairy tales as correct and necessary, they think that their own behavior and attitudes in the real world should be appropriate with the tales (Toomeos-Orglaan, 2013). Fairy tales also allow the construction of the relationship between their daughter and mother on the basis of gender. It is easier for girls to adopt gender-based values of femininity and motherhood by internalizing this function (Wilkinson, 2008).

In fairy tales, thanks to the features, preferences, likes, etc. of the main and auxiliary characters, gender factors are transmitted to children by means of many factors and a picture is drawn about how children should be. At this point, while women are always shown to be beautiful, beautiful women are good and they are loved message is also transmitted. At the same time, the male character who takes on the role of saving the beautiful girls in fairy tales and the characteristics which a man should possess, and the position of the hero is pointed out (Neikirk, 2009). When stereotypes in fairy tales are based on gender, it enables people to perceive quickly, it is useful for people to know how to behave in unknown situations. However, because of individuals must remain or be prosecuted on the basis of these categories that based on gender stereotypes and situations in which the expectations from themselves and others are formed only within this framework and therefore they experience inequality, they are expressed as a damaging factor in their social relations (Ellemers, 2018). The gender-based stereotypes of fairy tales show the roles and responsibilities of women and men. In these stereotypes, while the place of the woman is defined as the home, especially the kitchen in the suppressed position, the place of the man presented as the workplace and at the strong position (Zipes, 1983). At this point, the most important thing is that after reading the tales over and over again, stereotypes are accepted by the children, when these features are not available, they can lead to negative perceptions that they are not appropriate or true, that they think they will not be appreciated by society (Pinsent, 1997). However, gender stereotypes affect children’s perceptions and behaviors in social groups. Gender-based beliefs and attitudes towards gender-based identity development and this may lead to the development of discrimination by evaluating people according to the categories of women and men (Castillo-Mayen and Montes-Berges, 2014).

Research: A Qualitative Analysis of the Presentation of Gender Stereotypes in Traditional Fairy Tales
Research Method
Classical World Fairy Tales are important in terms of providing a view or perspective about the world from the early stages of children’s lives. These small individuals acquire a number of important information or tips about
friendship, the concept of good or bad, ugly or beautiful from their surroundings, their families, and of course the books they have read. The aim of this study is to reveal the gender stereotyping in classical World fairy tales which contribute to the personality development of children and to define the meanings they transfer. While the universe of the research is the World Classic Fairy Tales, the sample consists of seven fairy tales selected from the nine fairy tales listed in the “Most Popular Fairy Tales in list published by the Reader Diggest family magazine. These seven fairy tales were chosen according to the purpose sampling method and were included in the study, provided that they contain gender stereotyping. According to purposive sampling method the sample should be compatible with the researcher’s survey. The purpose sampling is actually used synonymously with the qualitative research method (Palys, 2008, p.697). In this sampling method, the people or objects of the research should be chosen from the most suitable ones with the research. While selecting the sample for research, it is emphasized on the importance of purpose and convenience as well as criteria and ease (Aziz, 2008, 55). For the purpose of this study, the following questions will be searched and the results of the research will be analyzed:

- How are gender-based stereotypes (males and females) presented in fairy tales?
- Are the men and women presented equally?
- How are male and female roles presented in fairy tales?
- In fairy tales, is the woman perceived appropriately in her real-world position?
- In fairy tales, is the male perceived appropriately in the real world position?

In this study, qualitative research methods are used. The main aim of the qualitative research is to present a descriptive and realistic picture to the reader on the subject researched (Yıldırım & Şimşek, 2013, 54). The data obtained within the scope of the qualitative analysis of “The Presentation of Gender Stereotypes in Traditional Fairy Tales” were analyzed by using content analysis and discourse analysis techniques. Content analysis can be defined as a set of methodological tools and techniques applied to a variety of discourses. In this process, a kind of reading is made. The reading that is mentioned is based on the analysis of determined examples of discourse (Bilgin, 2014, p.1) The concept of discourse is defined as, style of expression, and talking style (Doğan, 2003, 1199). According to Van Dijk, context is a subjective interpretation that occurs in the minds of individuals (Çomu & Halaiqa, 2014, 46). While creating the themes of the research, the themes of Fair Gender Stereotypes in Fantasy Fairy Tales: Cinderella “were used and adapted to the study (Shaban, 2017).

Analysis of the Traditional Fairy Tales

1. Cinderella Tale Stereotyping Analysis: Cinderella (Sinderella) is undoubtedly one of the most popular and popular fairy tales worldwide. This tale is about two thousand years old and hence there are several versions. The earliest versions were written in Chinese and Sanskrit (Veselá, 2014). These various versions generally consist of the same main theme. Cinderella (Sinderella) is very beautiful but it is powerless and weak. Her stepmother and stepsisters always behave badly against Cinderella in the fairy tale. Therefore, these characters are portrayed in an ugly and bully manner. The prince is portrayed as a handsome and powerful man with all authority. The step sisters are depicted in the fairy tale as ugly and uncouth. Therefore, according to the tale only beautiful women can be cultured. In this case, the perceptions of children will be shaped, that those who are not beautiful will be rude and uncouth. In terms of gender stereotyping, the most powerful and all-encompassing prince is created in the mind of the reader. The prince, the male character of the tale, can marry everyone if he chooses. In terms of the relationship between men and women, the message of “the man can choose and the woman can be selected” is conveyed.
2. Beauty and Beast Tale Stereotyping Analysis: The prince character of the tale was transformed into an ugly creature by the magician because of being selfish. Therefore, selfish men are perceived as ugly or "the perception that this is not a good habit" is transmitted to the reader of the tale. Gaston who falls in love with Bella, is opposed to the education of women. According to him, women should not read, they should marry and work for the needs of her house and her husband's needs. Therefore, this character stereotypes women. Children who are readers or listeners of fairy tales, based on this stereotyping, think that girls do not have a right to read or do not need such an effort. In another version of the Beauty and Beast fairy tale, Bella has two sisters. The other two sisters are arrogant, selfish and greedy. Bella, whose name means "Beautiful" is a very beautiful girl who is both good-natured and warm-hearted. In this sense, similar to Cinderella, the perception of the "beautiful people can be beautiful" reflected in the reader.

3. Sleeping Beauty Tale Stereotyping Analysis: The wicked fairy is referred to as “Black”. Therefore, in children’s minds, there is a relationship between “black and evil”. They may cause negative attitudes towards these people. Beautiful fairy with good heart, said to beautiful princess that “When needle to your hand, please do not die, just fall into a deep sleep, and wake up with a kiss of the handsome prince”. The message that the men, who are princes, should be “handsome in order to save the princess. The princes (men) are stereotyped as "handsome" in fairy tales. It is also stated that women always need a man to get rid of difficulties. Children’s perceptions and expectations about people’s external appearances are depicted and being handsome / beautiful is conveyed as a requirement.

4. Little Red Riding Hood Tale Stereotyping Analysis: There was once a little girl. Her mother bought her a cape with a red hood. The girl loved this cape and wore it wherever she went. That’s why everyone calls her as Little Red Riding Hood. One day her grandmother became ill and the Red Riding Hood set out for delivering her mother’s scones to her grandmother. The stereotype of the mother is stereotyped as the woman who cooks and cares for other people in this tale of world classics. The male hunter character is the savior of the Grandmother and the Little Red Riding Hood who have been tricked by the wicked wolf. When the tale is examined from this perspective, men are stereotyped as savior of women. Women are also often referred to as those who can be deceived, can not see the risks and cannot protect themselves.

5. Hansel ve Gretel Tale Stereotyping Analysis: This tale of world classics tells the story of a woodcutter and his family (Özdemir, 2006). The poor family has decided to leave their children in the forest. One of the children who heard the conversation was Gretel crying, the boy points to the girl not to worry and he will find a cure. Girls are stereotyped as fragile and sensitive, while boys are shown in a form that protects them. In the later part of the tale, the male character Hansel is portrayed in a leader and guiding manner, thus stereotyping men. At this point, success, ambition, competition attributed to men and soft, gentle and fragile qualities attributed to women are strengthened.

6. Snow White And Seven Dwarf Tale Stereotyping Analysis: To be happy, the beautiful queen wished to have a daughter who was beautiful, white as the snow, as delicate as cotton, her eyes were even brighter than jewelry her lip was red and heart full of joy and happiness. These depictions portray a picture of the ideal and beautiful woman

\(^4\)http://www.masaloku.com/kirmizi-baslikli-kiz.htm Retrieved from 20.03.2019
in the mind of children. There is also stereotyping in such a way that stepmom can be malicious and thoughtful in the fairy tale. The princess who escaped from her stepmother and entered the house of seven dwarves and she decided to gather the clutter of the house. Therefore, women stereotypes as the person who collects the mess, makes food and cleanses the house. Male characters “The Seven Dwarf” are built in the minds of children as who cause clutter and do not clean. According to the Fairy Tale, the princess’s salvation depends on a prince to come and kiss her, women’s liberation is based on the role of men, and women are stereotyped as weak and incapacitated. They go and work in the forest, and they make money for home. It is stated in the tale that snow white is said to awaken the dwarves by kissing them one by one. In this respect, the stereotypes of women are reflected in a way of loving and maternity.

7.Rapunzel® Tale Stereotyping Analysis: Rapunzel The fairy tale begins with the story of a couple who don’t have children. Events continue with the woman learns that she is pregnant. According to the fairy tale, the couple’s everyday life as a routine goes on as happy that the man to go to work, and the woman stays at home to deal with household chores. Hence, men are stereotyped by working actively in business, while women are stereotyped as being responsible for housework, cooking food and characterizing her husband at home. The witch took their baby from them and closed them in a tower because they took them from the lettuce in the witch’s garden. One day a prince heard the voice of a Prince Rapunzel. Then, according to the tale “very handsome and charismatic” prince, proposed marriage to Rapunzel. the girl immediately accepted her offer. In this context, a marriage proposal can only come from men and handsome and charismatic people can be prince.

Conclusion
Fairy tales are not just a tool for children to develop and enjoy the imagination. Fairy tales have a decisive role in the transfer of social and cultural values to children. Fairy tales, the importance of behaving according to norms in social life and what values should be adopted, accepted, and so on. It provides the transmission of many information. Traditional world classics seven fairy tales involving gender stereotypes that is selected among the nine fiction stories of Diggst family magazine as” The Most Popular Fairy Tales of All Time’. These seven fables; Cinderella, Beautiful and Ugly, Sleeping Beauty, Little Red Riding Hood, Hansel and Gretel, Snow White and Seven Dwarfs and Rapunzel. The common point of these tales is the presence of magical powers in all of them. Apart from two of the tales (Fine and Ugly and Rapunzel), male characters are stereotyped as the savior of women. Women are generally weak, helpless and in need of men to be saved. The female figure, built in the minds of children, is a stereotype interested in housework, cooking and waiting for her husband at home. In addition, all princesses are beautiful and all princes are portrayed as handsome. The assumption that “beautiful is good, ugly is bad” is conveyed to readers through fairy tales. While the end of all the tales examined ended with a happy ending, in five of them the prince character proposed marriage to the female character. In this respect, while the male is stereotyped in a dominant position, the woman is chosen more than the right to choose.

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McDonaldization of the Presentation of Self: A Critic On Celebrities’ Instagram Accounts

Azra Nazlı (Ege University)

Abstract
The American sociologist George Ritzer has focused on the irrationality of rational systems in his book The McDonaldization of Society (1993), highlighting the effects of rationalization principles (productivity, calculability, predictability, and control) on both production and consumption tools, as well as on the producers and consumers who briefly shed light on the impact on the socio-economic structure of modern life. In this context, today’s human interactions shaped by social media criticized with Ritzer’s McDonaldization principles, which is far more than the ritual of modern eating. With this study, the rationality principles laid out in Ritzer’s book categorized and evaluated with the social media interactions in the context of the Ritzer’s irrationality of rationality criticism that mentioned in the same book. As for bringing understanding for the motives of people’s usage of social media, Erving Goffman’s view from The Presentation of Self in Everyday Life (1956) book is based on. His dramaturgical approach on people’s presentation of the self on the human interaction process can be shed light on social media based standardized self-image. For understanding the presentation of self-image on the McDonaldization principles, a list of most followed Instagram accounts (April, 2019) is chosen. The most followed five official celebrity Instagram accounts are studied with semiotic analysis.

Key Words: McDonaldization, presentation of self, social media.

Presentation of Self with the Rationalization Principles by Celebrities via Social Media
Electronic communication (EC) has established a new range of frames of interaction with a developing etiquette. Although apparently more limited and less rich than interactions in which the participants are physically present, it also provides new problems and new opportunities in the presentation of self (Miller, 1995). In this study, it is aimed to understand George Ritzer’s McDonaldization principles on social media based self-presentation with the semiotic approach. The semiotic approach treats communication not as a process, but as the creation of meaning. Semiotics accepts that the receiver or reader plays an active role. Semiology, instead of the term receiver, prefers the term reader because the term reader refers to a much more important activity and, moreover, reading is something that is learned, it is determined by the cultural experience of the reader (Fiske, 2011: 121,123).

In this study, it is aimed to interpret the most followed five celebrities' Instagram photos (April, 2019) with Goffman’s self-presentation views via the semiotic approach of Roland Barthes. As Parsa and Parsa put it, Barthes considers the phenomenon around him as the indicator systems, focused on how these systems make sense and how they can be interpreted. According to him, the first function of the indicators is to create meaning. The signifier indicates the denotation, and the connotation can be distinguished as the differences between the indicator
and its cultural connotations. Primary, there is a denotation, and the secondary is connotation. Connotation also has the dimensions of associations and myths (Parsa & Parsa, 2012: 57).

**Picture 1. A Sequence From Cristiano Ronaldo’s Instagram Account**

![Image of Cristiano Ronaldo's Instagram Account](https://www.instagram.com/cristiano/)

**Table 1. Semiotic Analysis of Cristiano Ronaldo’s Instagram Account**

<table>
<thead>
<tr>
<th>Denotations</th>
<th>Connotations</th>
<th>Instruments of Self-Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A family poses with Christmas accessories</td>
<td>Tradition</td>
<td>Team</td>
</tr>
<tr>
<td>A man and boy gives a pose in front of a portrait of the man</td>
<td>Nobility</td>
<td>Team</td>
</tr>
<tr>
<td>A football player hits the ball in an artistic form</td>
<td>Dedication</td>
<td>Performance</td>
</tr>
<tr>
<td>Two football players motivating each other</td>
<td>Teamwork</td>
<td>Team</td>
</tr>
<tr>
<td>A man does fitness</td>
<td>Dedication</td>
<td>Performance (Product-Service)</td>
</tr>
<tr>
<td>An avatar of a football player shoots the ball</td>
<td>Commodification (Product-Service)</td>
<td>Front</td>
</tr>
</tbody>
</table>

Considering the shares of the famous football player Cristiano Ronaldo, sporting achievements, family, luxury consumer products and product advertisements stand out at his Instagram account. His sporting activities, family relations, travels, teammates, and business initiatives mostly shape the life that Ronaldo reflects on his followers. Above is an image collage of a selected six picture from Cristiano Ronaldo’s Instagram account. Looking at these pictures, Cristiano Ronaldo’s relationship with his family, his closeness with his son, his sporting competence, his adaptation to team dynamics, his reputation with the sport stand out. From a semiotic point of view, the emphasis of tradition is on the first picture. We see the photo frame of the family celebrating Christmas, a tradition of Christianity, with colors and textures. In terms of the presentation of self, there is a team concept in this picture.
According to Goffman (2016: 105), teams are a set of individuals who need close cooperation to maintain the projected situation. Looking at the second picture, nobility stands out as a connotation. Cristiano Ronaldo, who poses before his self-portrait, also strengthens the impact of the message by including his son in this nobility frame. In the third and fifth pictures, dedication can be interpreted as a connotation. Dedication to physical development points to the concept of performance in terms of self-presentation. In the fourth picture, where teamwork can be interpreted as connotation, body movements that symbolize teamwork are common in general use. Looking at the sixth picture, we see a commodification. Cristiano Ronaldo reflects himself, as the front is the commodification through his avatar. Front is a football player who has become the object of consumption in this picture.

Table 2. Semiotic Analysis of Ariana Grande’s Instagram Account

<table>
<thead>
<tr>
<th>Denotations</th>
<th>Connotations</th>
<th>Instruments of Self-Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A woman poses with the luxury clothes</td>
<td>Wealth-Induced Elitism</td>
<td>Front</td>
</tr>
<tr>
<td>An alerted dog behind an empty suitcase</td>
<td>Travel and Nostalgia</td>
<td>Front</td>
</tr>
<tr>
<td>A group of people poses through their reflection in the mirror</td>
<td>Group Conformity</td>
<td>Team</td>
</tr>
<tr>
<td>A woman in front of the microphone makes a childish face expression</td>
<td>Fame-Induced Elitism</td>
<td>Front</td>
</tr>
<tr>
<td>A woman poses in front of a music team</td>
<td>Talent</td>
<td>Performance</td>
</tr>
<tr>
<td>Woman gives a feminine pose in a space-themed collage</td>
<td>Fame-Induced Elitism</td>
<td>Front</td>
</tr>
</tbody>
</table>

Source: https://www.instagram.com/arianagrande/?hl=tr
Famous singer Ariana Grande often seen with musical events and journeys, her relationship with her friends and her pets. Ariana Grande presents her followers with her images. Looking at the photo collage above, Ariana Grande's presentation of her own image can be seen. In addition, the relationship between her team and the relationship with her pets are another area of self-presentation. Looking at the first picture, we see a woman posing on the camera with luxury clothes. With this image, wealth-induced elitism is exhibited. When we switch to the second picture, we can see an open suitcase and a dog. Through this picture, travel and nostalgia are emphasized. These elements can be considered as front components serving the self-presentation of Ariana Grande. The fourth and sixth pictures are discussed as the front. In the fourth picture, Ariana Grande gave a presentation with a childish face expression. In the sixth picture, she expressed a feminine exposure with a collage picture and expressed it with the images that she identified with. In these two pictures, fame-induced elitism is prominent. As Aydın (2018: 45) states, fame is the individuality experienced at the highest level. In modern society, images of fame are effective in the process of social and personal identity formation. In the fifth picture, we see a visual that connotation to Ariana Grande’s musical talent. Here it is seen that the singer performed the self-presentation via performance.

**Picture 3. A Sequence From Selena Gomez’s Instagram Account**

Source: [https://www.instagram.com/selenagomez/?hl=tr](https://www.instagram.com/selenagomez/?hl=tr)
Table 3. Semiotic Analysis of Selena Gomez’s Instagram Account

<table>
<thead>
<tr>
<th>Denotations</th>
<th>Connotations</th>
<th>Instruments of Self-Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three women pose to stand out their bags</td>
<td>Group Conformity (Product-Service)</td>
<td>Team</td>
</tr>
<tr>
<td>Woman interact interestingly with a girl on stage</td>
<td>Social Responsibility</td>
<td>Performance</td>
</tr>
<tr>
<td>Woman in front of a classic car stands out her bag</td>
<td>Wealth-Induced Elitism (Product-Service)</td>
<td>Front</td>
</tr>
<tr>
<td>A group of young people hugged each other and poses to the camera making the victory sign</td>
<td>Group Conformity</td>
<td>Team</td>
</tr>
<tr>
<td>A woman exhibiting sports outfits with a relaxed pose inside a golf car</td>
<td>Wealth-Induced Elitism (Product-Service)</td>
<td>Front</td>
</tr>
<tr>
<td>Woman looking beyond and laughing with a cross-shaped necklace and with her romantic style dress</td>
<td>Femininity and Christianity</td>
<td>Front</td>
</tr>
</tbody>
</table>

Famous singer Selena Gomez shares her daily life, her musical works, and her relationships with her friends and her collaborations with companies through her social media account. Selena Gomez shares her everyday life and her musical works with her followers. When we look at the first and fourth picture, we see group conformity. The team dynamics are seen in these two pictures. Looking at the second picture, it is seen that Selena Gomez displayed charity efforts to her followers. With this behavior, Selena Gomez performs. When we look at the third and fifth picture, we see wealth-induced elitism. In both pictures, Selena Gomez is on the front. In the third and fifth pictures, the product-service was introduced. As Baudrillard (2017: 109) puts it, it is necessary to see that consumption is not regulated around individuals and needs whose personal needs are subsequently indexed in a group context according to a prestige or compromise demand. First of all, there is a structural differentiation logic that produces individuals as personalized. So individuals are different from each other, but this difference is appropriate to a code and general patterns in which the individuals compromise even when disassociating themselves. Looking at the sixth picture, Selena Gomez appears to exhibit femininity with her clothes and poses. Considered from a symbolic point of view, the symbol of Christianity by Selena Gomez as a means of self-presentation.
Picture 4. A Sequence From Dwayne Johnson’s Instagram Account

Source: https://www.instagram.com/therock/

Table 4. Semiotic Analysis of Dwayne Johnson’s Instagram Account

<table>
<thead>
<tr>
<th>Denotations</th>
<th>Connotations</th>
<th>Instruments of Self-Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Man interested to a girl's singing</td>
<td>Social Responsibility</td>
<td>Performance</td>
</tr>
<tr>
<td>A man hugs two girls in front of a Christmas tree</td>
<td>Traditions</td>
<td>Team</td>
</tr>
<tr>
<td>A man does bodybuilding practices accompanied by a recording cameraman</td>
<td>Dedication</td>
<td>Performance</td>
</tr>
<tr>
<td>A focused man practices bodybuilding activities accompanied by a camera</td>
<td>Dedication</td>
<td>Performance</td>
</tr>
<tr>
<td>Man points out his own photo in magazine cover photo</td>
<td>Multinationality (Product-Service)</td>
<td>Front</td>
</tr>
<tr>
<td>Surprised children with happiness for their received gifts</td>
<td>Social Responsibility</td>
<td>Performance</td>
</tr>
</tbody>
</table>

Professional wrestler Dwayne Johnson shares his sporting activities, film projects, personal achievements and initiatives from his social media account. Dwayne Johnson performs his self-presentation with his performances in general, displays his body image through physical strength and effort. Looking at the first, third, fourth and sixth pictures, Dwayne Johnson can be seen as presenting his self with a performance component of self-presentation. The first and sixth pictures are evaluated as connotation in the context of social responsibility. Looking at the second picture, Dwayne Johnson exhibits himself with his daughters, representing a traditional and special day, and presents his self with a team component. Looking at the third and fourth picture, dedication to physical development is evaluated in the context of connotation. In the fifth picture, it is seen that Dwayne Johnson’s self-presentation is carried out by his own reputation. As Debord (2010: 39) puts it, the spectacle presents itself as an indisputable and inaccessible colossal affirmation. What seems good is the principle of what
appears to be the best thing. In principle, the demanded attitude is passive acceptance and the fact that there is no one responding to its occurrence and its monopoly on appearance has already achieved. In the fifth picture, Dwayne Johnson displayed his own recognition with the international dimension.

**Picture 5. A Sequence From Kim Kardashian West’s Instagram Account**

![Sequence From Kim Kardashian West’s Instagram Account](https://www.instagram.com/kimkardashian/)

**Table 5. Semiotic Analysis of Kim Kardashian West’s Instagram Account**

<table>
<thead>
<tr>
<th>Denotations</th>
<th>Connotations</th>
<th>Instruments of Self-Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smiling kid and a calm woman</td>
<td>Motherhood</td>
<td>Team</td>
</tr>
<tr>
<td>Female body shaped perfume bottle and red lipstick with the picture of a woman on the package</td>
<td>Commodification (Product-Service)</td>
<td>Front</td>
</tr>
<tr>
<td>A woman exhibiting a confident stance with a tight dress</td>
<td>Wealth-Induced Elitism</td>
<td>Front</td>
</tr>
<tr>
<td>Two women pose in black and décolleté dresses</td>
<td>Interpersonal Conformity</td>
<td>Team</td>
</tr>
<tr>
<td>A man eating food from a bowl in the kitchen and a woman watching him interestedly</td>
<td>Interpersonal Conformity</td>
<td>Team</td>
</tr>
<tr>
<td>A woman poses in a revealing and a man poses with a tuxedo</td>
<td>Wealth-Indicated Elitism</td>
<td>Team</td>
</tr>
</tbody>
</table>

While the Reality TV personality Kim Kardashian West presents to herself to her followers from her social media account, she creates expressions through her own body, glamorous consumption symbols, family, her initiatives and her luxury life. From a semiotic point of view, Kim Kardashian West’s first picture is interpreted as a connotation of motherhood. Looking at the second picture, commodification is interpreted. Kim Kardashian West transforms her image into an object of consumption by displaying the symbols of her body through an object of consumption. According to Featherstone (2013: 61), in the consumer society, it is noticeable that various...
individuals classify the social world into categories. In this sense, reputation economics based on limited commodities that require considerable time, money and knowledge to be acquired and appropriately used maintains existence within the consumer culture. Through the third and sixth pictures, wealth is seen as elitism connotation. In the third and sixth pictures, Kim Kardashian West presents herself with items representing luxury life. The fourth and fifth picture shows that Kim Kardashian West presents herself with the dynamics of a team. In these two pictures, Kim Kardashian West exhibits interpersonal conformity. In the fourth picture, she exhibits herself through her harmonious style and in the fifth picture, with the help of her partner; she presents self-presentation with the conformity of compatible manner.

**As a Result: Enchanting a Disenchanted World**

George Ritzer described the irrationality of rationality as the paradoxical outcome of his rationalistic efforts. For him, rationalization is a phenomenon that leads to inefficiency, uncalculability, loss of control. So these systems serve to deny basic humanity. In other words, they dehumanize. This dehumanization effect is also related to another characteristic of the irrationality of rationalization. It is the principle of rationality to the disenchantment of the society they dominate (Ritzer, 2016: 151).

How does social media still continue to enchanting in a world where all the mystery is gone? Although the rationalized systems lead to deterioration of enchantment, that systems also create paradoxical and simultaneous new types of enchantment. This disenchanted structure creates another kind of enchantment. Disenchanted structures do not destroy fantasies, but instead of old fantasies, replaced by more contemporary ones (Ritzer, 2016:160-161).

**Table 6. Ritzer’s Irrationality of Rationalization Argument Interpreted to Social Media Based Interactions**

<table>
<thead>
<tr>
<th>Rationalization Principles on Social Media</th>
<th>Irrationality of Rationalization on Social Media Based Presentation of Self</th>
</tr>
</thead>
<tbody>
<tr>
<td>Efficiency: The global impact on the followers via one medium.</td>
<td>Inefficiency: The superficiality of the message on the axis of communicative noise in social media.</td>
</tr>
<tr>
<td>Calculability: The computable effect on the followers via interaction.</td>
<td>Incalculability: The main effect of the message gained only with the lack of feedback.</td>
</tr>
<tr>
<td>Predictability: The determinate format for the use of followers.</td>
<td>Unpredictability: The possibility that the masses interpret the message outside the aimed context.</td>
</tr>
<tr>
<td>Control: The owner of the account determines the supervision.</td>
<td>Loss of Control: The social media platforms itself controls the users of the media.</td>
</tr>
</tbody>
</table>

In her article, Bakardjieva (2014) argues that with social media based interactions, McDonaldization through domains of the social and cultural world stretching beyond production and consumption and reaching into the subtle workings of sociality and subjectivity. With social media based self-presentation, efficiency turns inefficient self-presentation on the communication clutter. Secondly, calculability turns out incalculability of meaningful feedbacks that is an important part of communication to gain circularity. Third, as it seems that social media allows users to get predicted results from their virtual interactions but there is a possibility that the followers interpret the user’s main context of their messages. And with the social media accounts, users seem to have control of their accounts and shares of their pages but with the impact of social media in all areas of life, it seems that social media
platforms and the changing habits of consumption of recreational life depend more and more based on social media based visibility it is predictable that the social media itself increasingly occupies users lifestyles and habits.

Bibliography

Social and Emotional Learning Skills of Doctors in Health Communication

Miray Beşbudak (Ege University)

Abstract:
Health communication is a concept that gets a serious amount of attention with increasing necessity to create proper communication between doctors and patients, also the relatives of patients as well. Effective doctor-patient communication is necessary for treatment design based doctor-patient relationship. Unless, the quality of health service can effect negatively. Much patient dissatisfaction and many complaints are due to a breakdown in the doctor-patient relationship. However, many doctors tend to overestimate their ability in communication. Health communication has the same process as interpersonal communication which requires at least two people. Face to face communication is the main way of communication in health issues. Communication partners in health communication are doctors and patients. As the number of people involved in communication increases, communication-based problems are inevitable. Indeed, doctors cannot have extra time and effort to understand and satisfy patients’ needs because they also manage the concerns of the patients’ relatives. Doctors who are not aware of the emotional state of the patient and the patient relatives are usually in conflict and even challenging discussion. Unless communication cannot be initiated correctly, it is difficult to improve communication quality in the continuing processes. Doctors should use social and emotional skills to involve the patient in the most appropriate and effective treatment process, to deal with problems that may occur at certain points, and not to compromise on their character and personality while performing all these. These skills include basic interpersonal communication, problem-solving, managing with stress and increasing self-value skills. Doctors who are both physically and cognitively dealing with the current density need to look at communication strategies at times when they are stressed. Their professional or medical knowledge sometimes is not enough. They need to use their social skills which learned and still developing during their working experiences. Doctors need to feel happy and hopeful in their busy and exhausting working routine, to communicate effectively and correctly, to get quick solutions to possible problems and to manage the stress which is a part of life. Social and emotional learning skills have a positive influence on health communication. It is essential to study communication and emotional level of doctors. Effective communication can be established by using social and emotional learning skills.

Keywords: Health communication, social and emotional learning, doctor and patient relationship.

1. Introduction
Communication is a part of people’s lives, especially in social life which refers to the essence of who they are. Information exchange is necessary for daily life, it points a road to follow and reach the target. In this case, a direction map is needed in some cases and the important points of this map are interpersonal interactions. Communication within society is the basis of shared and created meanings, symbols and behaviors. All behavior patterns are shaped by human life experiences and therefore changeable. For this reason, as in all communicative actions, beliefs, attitudes, and attitudes are also observed. Intervention efforts to change behaviors require communication actions, and it is predicted that there is a change in the behavior of individuals who have a certain level of communication skills. By focusing mostly on the transfer function of information exchange, change efforts...
are made possible by communication. Health communication is a strategy used to inform the public about health concerns and to address important health problems in the public health agenda. Health information, health and communication concepts came together and became an interdisciplinary field of study. The use of mass communication, multimedia and other technological innovations to increase the availability of useful health information have increased the importance of the individual and social aspects of health. Since the 19th century, banners on health have been used to educate the public and to persuade them to lead a healthy life with the help of mass communication devices and mostly on the Internet (Robertson, 2008, p.3). The socio-emotional development of an individual or his / her social and emotional well-being is of great importance in terms of maintaining a healthy and happy life. Otherwise, the life quality of individual and the level of satisfaction both from the social environment and from the work environment decreases dramatically. Problems related to the socio-emotional development of the individual reduce the pleasure and desire of the individual to work performance, especially in business life. Social and emotional learning not only improves academic achievement but also increases positive behavior. It improves the attitudes of doctors towards to institution and patients. Also it decreases depression and stress due to working life. With effective social and emotional learning skills, physicians can productively use their communication skills, problem-solving skills, stress management skills, and self-esteem skills. In both personal and professional life, it is possible to increase progress, development and job satisfaction.

2. Health Communication

Health communication is not a concept targeted to healing people when they are sick. It is also a preventing concept too. Sharing information in the field of health affects both the health institutions providing the services, the individuals who are aiming to reach the information, and the health as a service offered to the whole society. In the general sense of health; because of motivating individuals to inform the masses and lead a healthier life, the points that intersect with the communication area arise. Within the scope of health communication, many issues such as giving information about the disease and methods to protection from diseases or ways to reach the health information of the masses. Moreover, effective interpersonal communication, health promotion and public spots, health policy and increasing the possibility of the health of the individuals who have lost their health are also subjects of health communication. The concept of health communication includes the necessary skills and abilities to enable individuals to maintain their lifes, to use these skills effectively in the environments where they communicate, and to provide them with the necessary information, or treatment. Communication process requires sender and receiver as people, message should be encoded to fit proper channel and reach to receiver. In short, process has a logical system. Without the source, it is not possible to have the receiver, the channel without the message, and the sharing without feedback. In some cases, the content of these elements may change, but the location and task do not change. The source may not always be a person, or the receiver may not always make the correct code. As a result, the progress and quality of communication are adversely affected, but the functioning of the process is not affected. As in communication same as health communication, there are elements to start the process and ensure continuity. Health communication includes communication used in the field of healthcare and the provision of health services. Health communication is the form of communication with health-related individuals or related target groups (Okay, 2016, p.11). Health communication is considered as a method to inform people about their health concerns and to update information about how they can manage situations related to health problems. Morely, since it has a socially beneficial structure, the target of sharing information is not only individuals. The use of multimedia, digital platforms, communication tools and other technological innovations to increase the awareness of the specific aspects of personal and social recovery to increase usefulness of health information to the community. Some studies have shown that health communication theories have a directive effect on health promotion, and strengthens their health-related messages. These messages reach the masses via
public spots or information brochures. People seek more information about health problems and encourages others to maintain healthy lifestyles in some situations (Rimal, Lapinksi, 2009, p.247). Health communication combines theory and practice, emphasizes practical processes for understanding communication and human behavior are variable. With this approach, it can be said that public health (diseases and environmental disasters) is investigating human behavior against the possibility of global threats. In the context of interpersonal communication, especially face-to-face communication, the focus is on the difficulty of self-expression because of social-psychological factors. Analyzes of interpersonal communication barriers are largely related to the disruptions in physician-patient communication and focuses on their elimination (Becerikli, 2013, p.26). Face to face communication process mainly includes the emotions of people and thoughts to express a number of obstacles due to transfer rightly to experience the difficulties, misunderstanding and fear. The need for a healthcare provider, in other words a doctor, may cause healthcare professionals to be reluctant for properly communicate about their feelings and thoughts to those of their patients. It is common to use fear element especially in the persuasion process in health communication. Fear motivates people to be more curious about health issues, especially the times that they lost their health. They are eager to get information about the cure or the ones that can cure effectively. For this reason mass media is an important tool of health communication. Since the positive effects of visual elements on people’s perception and attention are known, certain mass media are actively used. In health communication, various message strategies are used in order to enable people to recognize their health risks, to develop their own health, to reach early diagnosis and treatment and to decrease their health risks. These messages are conveyed to the people by using various communication channels mostly the channels that the people who are expected to need information will be exposed to and the channels where the information can reach these people are selected (Çınarlı, 2008, p.144). At this point, the media becomes an effective factor in the health of the people and it is the transfer of information. Nevertheless, the media has a role to transfer all news and health related content to the public.

2.1. Health and Patient Concepts

Being healthy is the most fundamental right of every individual. Moreover, one must be healthy in order to realize other life rights (Çınarlı, 2008, p.5). In order to provide basic rights and needs such as eating, preservation, learning, working and social life, it is necessary not to be sick, well-being and have the physical and spiritual power to meet their needs. Nevertheless, for those who somehow have lost their health status or are aiming to preserve their current situation, the state has obligations under certain laws and provisions. In order to ensure a healthy life, the state’s facilities must fulfill the conditions that will provide medical services and health care to all in case of illness (Kuzu, 1997, p.742). Health communication is carried out within the scope of conducting health campaigns and health education activities throughout the country, but cooperation is very rare in practice (Çınarlı, 2008, p.48). Individuals develop a certain attitude to health-related issues and act towards this attitude throughout their lives. The important thing is that the health needs of individuals should be directed through communication. In short, individuals become needed when they lose their health and tend to change their health behaviors during the treatment process. With more information, they change their attitudes more. At this point, when it is open to change, it should be possible to influence the health communication as it affects all other areas of the present age and the changes in the health field should be allowed. As in all processes involving human beings, change in health is inevitable.

2.2. Health Behaviour Theories and Models

Even in the oldest studies of health and disease cases, it is thought that there is a confusion in explaining the concepts. The emergence of confusion in the diagnosis process, which is based on the declarations of people, is considered as the source of main problems. The fact of treatment to be carried out after the diagnosis will be made emphasizes the importance of the situation. For this reason, in a study conducted by Kasl and Cobb in 1966, three
important issues to clarify the theories of health behavior (Kasl, Cobb, 2013, p.246). These are health behavior, disease behavior, and patient role behavior. Health behavior encompasses all the activities that an individual performs when he/she feels healthy. The purpose of health behavior is not to regain health, but to take measures to protect and not to lose health. Individuals who feel completely healthy take protective action that they can exhibit health behavior unless they show symptoms. This phase is also called the asymptomatic phase. In other words, it is thought that people who have no symptoms are healthy and that their behaviors and attitudes during this period may be considered as health behaviors. Disease behaviors are all activities performed by the individual when he/she perceives himself/herself as a patient. The main aim of the individual is to start the treatment process and to realize the treatment by a person who can find a remedy for the health problem. In other words, the effort of people who feel physically ill and feel mentally sick is the basis of sickness behavior. Patient role behavior is similar to disease behavior, it involves the activities of individuals to regain health. The important thing is that individuals see themselves as patients, may be they are not physically. In reality, these individuals see themselves as patients and show false symptoms due to their role. Health behavior models are guided not only in the present but also in the future health behavior understanding and there will be more studies on this subject. Knowing the models of health behavior and communicating with these models are thought to affect the level of understanding each other and empathy. Behavioral sciences, education, health education, and theoretical studies have clearly revealed three health behavior models that are emphasized most. These models; health belief model, planned behavior theory model, and transtheoretical model. In addition, health behavior interaction model is important because it have similarities from all three and generalize the contents of others. The Health Belief Mode is one of the first models developed and described to use in explaining health behavior (Champion, Skinner, 2008, pp.45-62). The shortest way to raise public awareness is to raise awareness of the individual. The health belief model focuses on two important points while representing health and health behaviors of individuals which are threat perception and behavioral evaluation. Threat perception can be explained as the sensitivity of the individuals towards the disease or health problems and their reactions to the seriousness of the results of the diseases. Behavioral evaluation means having adequate knowledge of the benefits or effectiveness of proposed health behavior, enforcing necessary behaviors by costs or barriers of treatment. In addition, the health belief model suggests that when appropriate beliefs are organized, actions may activate health behavior. This activation is achieved through a wide variety of triggers, including the individual perception of disease-related symptoms, social impact, and health education campaigns. According to the Health Belief Model, it is possible for a person to take action to prevent the disease. It depends on itself (perceived susceptibility) that the results of the disease may be serious (perceived severity) that prudent behavior can effectively prevent the disease (perceived benefit), and that the benefit of reducing risks is greater than the consequences of taking action (Perceived obstacle)(Glanz, Rimmel, 2005, p.47). Planned behavior theory should be considered as an integrated health behavior model. As in other fields and disciplines, the source of behavior in human health is human and behavior. The researches have focused on the causes of these behaviors and they have tried to determine the attitude and behaviors of individuals by trying to decrease the unknown parts. Therefore, the theory or models created as subject to continuous change and development. They argue that individual behaviors are guided by their behavior intentions that are functionally three determinants. These determinants express the individual’s attitude towards behavior, subjective norms and perceived behavioral controls (Ajzen, 1991, p.179). The intent of the behavior is important. The intention is a criteria for health behavior. It represents the motivation of a person in terms of personal determination in terms of his or her own conscious plan or decision to perform certain behaviors. In general, the stronger the person’s intent, the more likely he is to perform the behavior (Conner, Armitage, 1998, p.1430). As in the model of health belief, the theory of planned behavior predicts and attitudes of individuals. When behavior change occurs most frequently, it can be understood that past behaviors, experiences or habits are replaced with new behaviors. The
impact of past behavior on current behavior is of particular interest in the field of health behavior (Sutton, 1994, p.71). It is thought that the model of transtheoretical health behavior originates from a comparative analysis carried out in an effort to integrate the differentiated fields of psychotherapy and behavioral change. When Prochaska and colleagues conducted an analysis of self-modifiers compared to smokers in professional treatments, it revealed the driving force of the model (Prochaska et al., 2006, p.380). Therefore, the transtheoretical model is often compared with the stage of release of harmful habits. As a result, it is necessary to pass through some stages in order to change the behavior. These are; changing levels, changing process, balance of deciding and self-competence. Behavioral change is a process that occurs in a number of stages and over time. The steps are both stable and show continuous improvement with their flexible structures. This is similar to the fact that chronic behavioral risk factors are stable and open to change in the field of health. The Interaction Model of Client Health Behavior (IMCHB) was developed in 1982 by Cox in order to include the individual differences of each patient or individual as a patient in a systematic and comprehensive structure that examines the multiple determinants of health behaviors (Robinson, Thomas, 2004, p.74). The Health Behavior Interaction Model is organized by three main elements. These; individual characteristics are individual - health professional interaction and health outcomes. In order to change the health behaviors of individuals, firstly, an internal set of influences should motivate and increase the desire for change. In order for people to abandon what they are used to (smoking, eating habits, etc.), they need to make some assessments and decide on the most appropriate behavior for their health. Every person responsible with his / her health.


As in all areas of human life, the importance of emotions and their impact on behaviors cannot be denied in the field of health. In many areas of daily life, emotions affect people’s behavior. Recognize and manage their emotions, establish positive relationships within the community, solve problems and fulfill the responsibility of the decisions taken in this process and it will be able to effectively manage the crisis by being calm in the face of challenging situations. Social and emotional learning of people who can use their communication skills effectively to establish the proper usage of interpersonal communication skills acquired through. Social and emotional learning (SEL), is the process of acquiring learning skills, developing positive and constructive behaviors, and regulating social relations. Social and emotional learning skills are recognizing emotions, expressing correctly, managing emotional expressions in the right way, exhibiting encouraging behaviors, establishing positive social relations, managing the decision-making process and taking responsibility for decisions. These skills are used in social life as effective communication methods in the field of health. Health care providers should use their social and emotional learning skills in their relationships with patients and patients’ relatives. In order to acquire these skills, the individual must have competencies which he/she must already have or are ready to develop (Greenberg et al., 2003). Social and emotional learning has to do with emotions. The important thing is people are aware of their own emotions and can effectively express themselves. Furthermore, people while communicating should also be able to realize what emotion they experience or reflect, in other words, to be able to empathize. In particular, the impact of empathic behavior in health institutions is more than in other social settings. Doctors are expected to have improved social and emotional learning skills. It is thought that this learning, which started in childhood, continued especially in the period when they started to encounter people with health problems, and that the experience in the profession affected the learning process. Social and emotional learning skills should be included not only in professional experience but also in medical education. Social and emotional learning is a concept that helps the personal and professional development of health professionals. Social and emotional learning skills; communication skills, problem-solving skills, stress management skills and self-esteem skills. Doctors have to deal with the stress experienced in the field of health, especially in the decision-making process, have to make their choices after a detailed thinking process. Responsible decision making requires learning how to make constructive choices. In
different settings, personal behavior and social interactions lead the learning action. Within the correct patterns of behavior for ethical situations, medical standards, safety concerns, and risk behaviors, physicians should consider the health of themselves and others, and the welfare of the community from a broad perspective. It also develops the ability to develop social and emotional learning skills and sub-dimensions, to predict the consequences of various actions, and to make a realistic assessment of the current situation. For this reason, it is possible for a person who develops social and emotional skills to communicate in quality without having any problems in interpersonal relation. Doctors are constantly making decisions as required by their work. Even though they have the power to intervene in death and survival situations, they may not always be willing to make decisions because they are human beings. In fact, the longer a person conducts an action, the more it starts to appear to be routine. Physicians can change the role of life, the role of decision-making, the role of intervention in a long time, and then they can pass to a pause in their profession, and make decisions independently of their feelings. The doctors need to consider all the details in order to decide on clinical decisions and start the treatment process. Since patients do not have such an obligation, they can move without thinking in some cases. Learning the principles of clinical problem solving for physicians is the best possible way to properly understand the patients they undertake medical care and to share the necessary information accurately and completely (Çam, Tümkaya, 2007, p.97). The pressure of the physician on diagnosis, treatment and drug regulation processes by patients and their relatives increases the level of stress and anger and causes conflicts and problems. In this case, doctors should be able to manage the situation by using their stress management skills. The concept of self-esteem is generally associated with motivation. Self-esteem can be said to be a result of the self-validation process within the groups, taking into consideration the individual and the group around the individual. The responsibilities of the individual in fulfilling the routines of daily life cause many different roles. It is thought that the job satisfaction levels of the doctors who have high self-esteem are high especially in the health institutions and the work performance of the employees who perform themselves can be increased. In a study carried out in private and public hospitals in India (Kanojia, 2016, p.92), contrary to the common perception of the medical profession, self-sacrifice, and social work is necessary for the individual to provide personal motivation. Job satisfaction of doctors is similar to other professions and that situation develops depending on some variables. The proper functioning of a doctor is significantly influential in the performance of health professionals and doctors. Doctors with high motivation do their job well. In doing so, it comes from their perceptions of the need for motivation, satisfaction with their jobs and feeling that satisfaction is an improved feeling. The doctors who specialize in the field feel valuable in health institutions where modern equipment can be used, good working conditions are provided, assistance is given to the possibility of recognition and there is a chance to progress in the profession.

4. Conclusion and Recommendation
As a different and expanded version of communication, health communication has been evaluated through social and emotional learning skills. Although communication skills in the health field are included in medical education as a result of legal sanctions, using communication effectively in practice facilitates both social and professional lifes of doctors. Access to information based on honesty and human expression in the examination and diagnosis process requires verbal and non-verbal items which are used only directly and indirectly affects. In addition to life quality of patients, the quality of communication in the triangle of doctor-patient and patient relatives are important. The common point of people who intervene in processes such as financial support providers, partner stakeholders, professional counselors, and corporate managers same as doctors that they require social skills to improve communication. This shows that social and emotional learning is an increasing value in today’s economy and its importance will continue to increase. Social and emotional learning skills, which are used in the field of education, help personal development in childhood and adolescence, but also in adulthood. Adults who can
personalize learning can interact with each other, use co-operation effectively, establish and maintain interpersonal communication, and thus expand the scope of learning activities. Social and emotional learning enables the establishment of advanced learning environments with social and interactive skills to encourage educational administrators and administrative managers in institutions or organizations. Some of the skills developed through social and emotional learning are mastering cooperation, communication, managing stress and problem-solving. Social and emotional competence with traditional skills enables employees to succeed in the rapidly developing digital economy.

References
KISA SÜRELİ BİR İŞ EDİNME ARACI OLARAK İŞBAŞI EĞİTİM PROGRAMLARININ DEĞERLENDİRİLMESİ

Dr. Osman Geyik K
Dr. Özgür Altındağ


Anahtar Sözcükler: İşbaşı Eğitim Programı, Sosyal Hizmet, Kamu Maliyesi

EVALUATION OF ON-THE-JOB TRAINING PROGRAMS AS A SHORT-TERM EMPLOYMENT TOOL

On-the-job training programs have been initiated nationwide in line with the Active Labor Force Regulation. The aim of the programs is to get vocational experience of unemployed people registered with İŞKUR, to see the practice in the professions where they have theoretical education and to ensure their adaptation to the working environment. The main objective of the program is to increase the employability of these people by providing them with professional experience and work experience without having professional experience or work experience. However, it is seen that most of the institutions and organizations employed in this context consider this process as a short-term job, not as a tool of professional learning. This situation raises the issue of whether and how the on-the-job training programs in the budget have been used in terms of public finance and cause controversy. In this study, due to the financial aspects of the on-the-job training programs, the story of turning into a short-term acquisition tool will be handled with a critical view.

Keywords: On-The-Job Training Programs, Social Work, Public Finance

GİRİŞ

İşsizlik, ekonominin yapışsal özelliklerinden bağımsız olarak aslında dünya üzerindeki tüm ülkelerin en büyük problemidir. İşsizlik en temelde ekonomik bir sorun olarak görülüse de sosyal yönü ile de oldukça önemli bir sorun olarak algılanır. Türkiye’de artan nüfus, sermaye birikiminde yetersizlik, kamu ve özel sektör yatırımlarındaki düşüş oran, yabancı sermayenin ülke içerisinde gerçekleştiği ölçüde yer alaması, var olan iş gücü potansiyelinin günümüz modern üretim ihtiyaçlarına uyun olmaması, sanayide gelişen ve dönüştüren teknolojik altay gibi konu başlıkları aslında en temelde istihdam sorununu artırmaktadır (Kanca, 2012).

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Türkiye’de de bu bağlamda işsizlik sorununun çözümüne yönelik bazı adımlar atılmaktadır. İŞKUR ve Halk Eğitim Merkezleri bu anlamda çıkarılan çalışmalar yürütümler için bilinçlilikler de oldukça yüksektir. Ancak bunların yanında üniversitelerin sürekli eğitim merkezleri bünyesinde bazı proje destekli iş garantili eğitim programlarının açılması, belediyeler bünyesinde bazı iş kollarında yine iş garantili eğitim programlarının yürütülmesi, yine sivil toplum kuruluşlarını tarafından yürütülen AB destekli kimi projeler, mikro kredi desteği gibi yönlü destek aşağıda görülen gibi proje destekli çalışmalar ülkemizdeki işsizlik sorununu engellemekte etkin birer güç olarak kullanılmaktadır.

Son yıllarda ülke geneline siklikla adından söz edilen ve kısa süreli olsa da hızlı bir şekilde istihdam edilmeye olanak sağlayan İŞKUR tarafından desteklenmiş İşbaşi Eğitim Programları bu anlamda oldukça önemli bir rol üstlenmiştir.

1- İŞBAŞI EĞİTİM PROGRAMININ ÇERÇEVEŞİ
12/3/2013 tarihli ve 28585 sayılı Resmi Gazete’de yayımlanan Aktif İşgücü Hizmetleri Yönetmeliği doğrultusunda ülke geneline başlatılan İşbaşi Eğitim Programları İŞKUR’a kayıtlı işçilerin mesleki deneyim edinmeleri ve teorik eğitimini aldıkları mesleklerde uygulamayı görmesi, çalışma ortamına uyumunun sağlanması

amaçla düzenlenmektedir. Programın temel amacı mesleki deneyimi veya iş tecrübesi olmayan kişilere mesleki deneyim ve iş tecrübesi kazandıralar bu kişilerin istihdam edilebilirliklerinin arttırılması (ĠSKUR,2019).

İşbaşı Eğitim Programı; bilişim ve imalat sektörlerindeki işyeri ve mesleklerde en fazla 6 ay, diğer sektörlerde ise en fazla 3 ay olarak uygulanmaktadır. Siber güvenlik, bulut bilişim, oyun geliştirme uzmanı ve kodlama gibi çağımızın ve geleceğin meslekleri olarak görülen alanlarda düzenlenenecek olan işçi Eğitim programlarına katılan 18-29 yaş arası gençler için işçi Eğitim programlarının süresi en fazla 9 ay uygulanmaktadır.

4857 sayılı işçi kanunu veya 5510 sayılı sosyal sigortalar ve genel sağlık sigortası kanununun 4/a. maddesine tabi olarak en az iki sigortalı çalıșan bulunanlar, kuruma kayıtlı işverenler, dernekler, vakıflar, kamu kurumunun niteliğindeki meslek kuruluşları, meslek birlikleri, sendikalar, ticaret ve sanayi odaları, noterler, kamunun payının % 50’inin altında olduğu iktisadi teknik dairesi, v.b. işçi verenler işçi Eğitim programlarından faydalanabilmektedir. İşbaşı Eğitim Programlarından yararlanma şartları

- Kuruma kayıtlı işsiz olmak,
- 15 yaşını tamamlamamak,
- İşverenin birincisi veya ikincisi dereceden kanհımı veya eşî olmamak,
- Emekli olmamak,
- Programın başlangıc tarihinden önceki üç ay halk belirtilen programın başında programa başvuru yapan işverenin çalıştığı olmamak,
- Program başlangıcından önceki son 1 ayda uzun vadeli sigorta kollarına ait prımi yatırılmamak,
- İş ve meslek danışmanlığı hizmetlerinden faydalanmış olmak.

Şekinde sıralanmaktadır.

İşbaşı Eğitim Programlarında karşılanabilecek giderler

- Katılımcı zorunlu gider (Gün 77,70 TL, öğrenciler için 58,27, işsizlik ödeneğini alanlar için 38,85 TL)
- Geleceğin meslekleri olarak belirlenecek mesleklerde düzenlenen programlarda katılımcılara 85 TL’lik zorunlu ödeme olacaktır.
- Sanayi sektöründeki mesleklerde düzenlenen işçi Eğitim programlarına katılan kadınların bakımına yürüttülediği 2-5 yaş arası çocuklarını için aylık 400 TL bakım desteği program süresince karşılanacaktır.
- İş Kazası ve Meslek Hastalığı Sigortası Primi
- Genel Sağlık Sigortası Prim Giderleri

Şekinde sıralanmaktadır.

Bu kapsamda istihdam edilebilmek için şartlara uygun bireyler 81 ilde bulunan Çalışma ve İş Kurumu İl Müdürlüğü ile hizmet merkezlerine başvurup iş ve meslek danışmanlığı hizmetlerinden faydalanarak programa katılabilirler (ĠSKUR,2019).
Tablo 1: 2019 İşbaşı Eğitim Programı Maaş Tablosu

<table>
<thead>
<tr>
<th>İEP TÜRLERİ</th>
<th>İŞ ARAYAN</th>
<th>ÖĞRENCİ</th>
<th>İŞIŞLİK MAAŞI ALAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hizmet Sektörü</td>
<td>77,70 TL</td>
<td>58,27 TL</td>
<td>38,85 TL</td>
</tr>
<tr>
<td>İmalat Sektörü</td>
<td>77,70 TL</td>
<td>58,27 TL</td>
<td>38,85 TL</td>
</tr>
<tr>
<td>Bilişim Sektörü</td>
<td>77,70 TL</td>
<td>58,27 TL</td>
<td>38,85 TL</td>
</tr>
<tr>
<td>Başın Sektörü</td>
<td>77,70 TL</td>
<td>58,27 TL</td>
<td>38,85 TL</td>
</tr>
<tr>
<td>Tehlikeli ve Çok Tehlikeli</td>
<td>77,70 TL</td>
<td>58,27 TL</td>
<td>38,85 TL</td>
</tr>
<tr>
<td>Mesleklere</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>İşe İlk Adım Projesi</td>
<td>77,70 TL</td>
<td>58,27 TL</td>
<td>38,85 TL</td>
</tr>
<tr>
<td>İşte Anne Projesi</td>
<td>70 TL</td>
<td>70 TL</td>
<td>70 TL</td>
</tr>
<tr>
<td>Geleceğin Mesleleri</td>
<td>75 TL</td>
<td>75 TL</td>
<td>75 TL</td>
</tr>
<tr>
<td>Bakım Desteği</td>
<td>400 TL</td>
<td>400 TL</td>
<td>400 TL</td>
</tr>
</tbody>
</table>


Tablo 1 ‘de işbaşı eğitim programı kapsamında istihdam edilen kişilere ödenecek olan ücretlere yer verilmiştir. Tablo faaliyet raporunda yer alan rakamlartyardımsıtır.

2- ISBAŞI EĞİTİM PROGRAMININ SOSYAL YÖNÜ


Bu kapsamda Özdemir ve Yiğit (2018) tarafından做的研究成果によると, Sakarya’da IŞKUR işbaşı eğitim programına katılan 258 kişi ile yapılan çalışmada programı hakkında çok sayıda bulunan bazı�almalarında ciddi suiistimal riskleri de içinde barındırdı. Bu programa katılanların %27,1 oranında üniversite mezunu görülmüştür. Bu anlamda aslında üniversitede verilen lisans düzeyindeki eğitim istihdam eksiklik coğrafi bir araç olarak kullanılması, öğrencileri ve öğrencileri olmayan katılımcılardan diğer bireylere de tavisye edilebilir olması yer almış, olumsuz bulgular arasında kurs sürecinde verilen ücretin yetersiz olması, yaşağlık sigortaların yatırımlanması, öğrencileri ve öğrencileri olmayan katılımcılardan yardımcı kalkanıklığın bulunması, işbaşı eğitim programı süresinin fazla olması ve çalışma ortamında kursiyer olarak anılanın baskı yaratması gibi konular ön plana çıkmıştır.

Bu noktada ücretin az bulunmasına rağmen çalışmaya devam edilmesi aslında çalışmanın bir çeşit zorunluluk Olson olmasından kaynaklanmaktadır. Uzun süreli işsiz kalan bireylelerin pek çoğu asıldan bu geçici istihdamı düşük ücretli geçici bir istihdam olarak görmekteidir. Bu süreçte yine çalışma ortamında gördükleri veya maruz kaldıkları pek çok olumsuzluğa karşı sessiz kalmaları daha olasıdır.


Yine Yıldız ve Kacır (2018)’ın de ifade ettiği gibi program, katılımcı ile işbaşı eğitim programı tarafı olan işyeri arazisi içerisindeki hekime, katılımcıların işsizlikliğinin varlığını belirlemek amacıyla çeşitli bilgilendirme ve eğitim faaliyetleri yapılmaktadır. Bu süreçte yine işsizlık yaşam ortamında gördükleri veya maruz kaldıkları pek çok olumsuzluğa karşı sessiz kalmaları pek çok olumsuzluğa karşı sessiz kalmaları daha olasıdır.
fonundan ayrılan pay ve İEP’in ülke istihdamına katkısı, bawahıdemli bu değerlendirmeler açısından önemli bir yere sahiptir. Ancak; İEP’in işsizlik fonu içerisinde aldığı paya ilişkin rakamlara, açılan kurs sayısına, kurstan faydalananlara ilişkin demografik bilgilerle ulaşmak mümkünken programın asıl amacı olan sürekli istihdama katkı konusunda kurum sayfasında yeterli ve detaylı veriler yer verilmemiştir.

Tablo 2: 2018 Yılı Kurs ve Programlardan Yararlananların Sayısı

<table>
<thead>
<tr>
<th>KURS PROGRAM TÜRÜ</th>
<th>KURS PROGRAM SAYISI</th>
<th>KURSİYER / KATILIMCI SAYISI</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ERKEK</td>
<td>KADIN</td>
</tr>
<tr>
<td>Mesleki Eğitim Kursu</td>
<td>5.648</td>
<td>32.173</td>
</tr>
<tr>
<td>Girişimcilik Eğitim Programı</td>
<td>3.679</td>
<td>40.806</td>
</tr>
<tr>
<td>İşbaşı Eğitim Programı</td>
<td>95.445</td>
<td>141.306</td>
</tr>
<tr>
<td>Genel Toplam</td>
<td>104.772</td>
<td>214.285</td>
</tr>
</tbody>
</table>

Kaynak: Türkiye İş Kurumu 2018 Yılı Faaliyet Raporu, Türkiye İş Kurumu Strateji Geliştirme Dairesi Bakanlığı, Şubat 2019-Ankara, s.41


Tablo 3: 2018 Yılı İşsizlik Sigortası Fonu Gelir Gider Durumu-Gelir/Gider Kalemleri 2018 Yılı (Bin TL)

<table>
<thead>
<tr>
<th>TOPLAM GELİRLER</th>
<th>34.628.458</th>
</tr>
</thead>
<tbody>
<tr>
<td>İşçi ve İşyeren Payı</td>
<td>13.877.888</td>
</tr>
<tr>
<td>Devlet Katkısı</td>
<td>4.625.963</td>
</tr>
<tr>
<td>Faiz Gelirleri</td>
<td>15.108.288</td>
</tr>
<tr>
<td>Diğer Gelirler</td>
<td>1.016.319</td>
</tr>
<tr>
<td>TOPLAM GİDER</td>
<td>23.705.145</td>
</tr>
<tr>
<td>İşsizlik Ödeneği</td>
<td>5.865.518</td>
</tr>
<tr>
<td>Kısa Çalışma Ödeneği</td>
<td>843</td>
</tr>
<tr>
<td>Yarım Çalışma Ödeneği</td>
<td>24.811</td>
</tr>
<tr>
<td>Ücret Garanti Fonu</td>
<td>81.027</td>
</tr>
<tr>
<td>Aktif İşgücü Programları</td>
<td>4.904.236</td>
</tr>
<tr>
<td>İşbaşı Eğitim Programları</td>
<td>1.851.971</td>
</tr>
<tr>
<td>Teşvik ve Destek Ödemeleri</td>
<td>10.709.430</td>
</tr>
<tr>
<td>Diğer Giderler</td>
<td>267.309</td>
</tr>
</tbody>
</table>

Kaynak: Türkiye İş Kurumu 2018 Yılı Faaliyet Raporu, Türkiye İş Kurumu Strateji Geliştirme Dairesi Bakanlığı, Şubat 2019-Ankara, s.73
Tablo 3’re 2018 yılında işsizlik fonundan İEP kapsamında açılan kurslara toplamda 1.851.971 TL harcanmıştı. İşitdaman artırılması ve kişilerin program kapsamında belirlenmiş sektörlerde tecrübe kazanması açısından önemli bir araç olan İEP’in uzun vadede ekonomi kısitması ne düzeyde olduğunu sorusunu tartışmaları neden olmaktadır. Yapılan harcamalar karşılığında programın sadece kısa süreli iş edinme aracı olarak kabul edilmesi ya da kişiler ve işverenler tarafından bu şekilde algılanması fon içerisinde kullanılan bu paraların amacı dışında kullanılacağı şeklinde değerlendirilmelere karşı karsi kalmaması neden olmaktadır.

SONUC
İşbaşı Eğitim Programı, İSKUR’a katılan işsizlerle yine aynı kuruma katılabilmeleri, daha önceden edindiği (okul, üniversite, kurs vb.) teorik bilgileri uygulama yaparak kullanıma imkanı tanınlarken pekiştirmelerini ve tecrübe kazanmalarını sağlamak amacıyla düzenlenmiştir. İEP ile kişinin işgücü pıyasasına uyumunun sağlanması ve rekabet gücünü artırılması amaçlanmaktadır. İEP sayesinde, işveren deneme sanısı elde ettiği kişiyi eğitim sonrası istihdam edebilmektedir. Ancak; işverenlerin esasen hangi saihillerle hareket ettiği sorusu (sürekli istihdam, geçici istihdam) İEP sonunda programa katılanların sayısıyla programın sonuna ermesiyle etilecekleri bilgi, beceri ve tecrübe neticesinde sürekli istihdama katılabilirler. Bu noktada suistimal risklerinin önceden tespit edilmesi ve bunun önlenmesi adına mevzuata kayıtsız cezalar ekenmeli, yapılması gereken tüm kontroller alanında uzman personele ile tam zamanında yapılmalıdır.

Süreli bir süre istihdam edilen ve hiçbir güvencesi olmadan çalışan pek çok birey her an işten atılma korkusu yaşayabilmektedir. Normal çalışanların temel haklarına dahi sahip olamama yapılan işe odaklanmakta motivasyonda ciddi eksiklere yol açmaktadır. Programın temel amacı iş başladıği sonra öğrenme olması odağı almışında çalışanın süre içinde motivasyonunun ne denli önemli olduğu ortaydadır. Bu nedenle çalışanların kısa süreli bir istihdam olarak gördükleri bu programın daha motivasyonel olması amacıyla ilgili mezvauatta çalışanlar lehine düzenlemeler yapılmalıdır.

2018 yılında İEP kapsamında düzenlenen programlara katılanların yaklaşık %53’ü kadınlardan meydana gelmekteydirdi. Bu durum düşük seviyede olan الإسلام’ı katıyorum kadın oranının artmasına katkı sağlanması hususundan önemli bir adım olarak değerlendirilmektedir. Bölgesel düzeyde iş kollarının bir kısmının (giyim sektörü gibi) toplumsal cinsiyet algısı temelinde kadınların yönelik olması kimi bölgelerde kadınların programa katılma oranlarını daha da yukarı çıkarmaktır. İnceleribilir bir grup olan ve ülke içindeki genel istihdama erkeklerden daha az yer bulan kadınların bu program çerçevesinde ucuz iş gücü olarak kullanılmaması, meşgul suistimal edilmesi için gerekli önemler alınmalıdır.

Bunun yanı sıra özellikle 4. Sanayi Devriminin konuşduğu ve tartıştığı bu dönemde, 2018 yılında, bilşim ve imalat sektörlerinde İEP’in süreleri 3 aydan 6 aya, siber güvenlik, bulut bilşim, oyun geliştirme uzmanı ve kodlama gibi çağımızın ve geleceğin mesleği olarak görülen alanlarda İEP’e katılan 18-29 yaş arasındaki kişiler için İEP’in süresinin 9 aya kadar uzatılması güncel gelişmelerin takip edilmesi açısından yerinde bir müdahale olarak ele alınabilir. Ancak bu programın kişilerle sağlanması oldukça kısa süreli faaliyetlerin yanı sıra uzun süreli faaliyetlerin tespit edilmesi bu konuyu daha anlamlı kılmaktadır. İEP kapsamında istihdam edilen vatandaşların, program kapsamında istihdam sağlayıp işverenler tarafından zorunlu istihdam süresinin sona ermesinin ardından ne kadar süre istihdam edilmedişi ya da edileceği ve istihdaman kalınlığı konusu programın etkinliğinin tartışılması ve
analizlemesi için önemli hususlardır. Bu verilerin ilgili kuruluş tarafından kamuoyuya paylaşılması programın etkinlik ve verimlilik değerlendirilmesinin yapılması için gerekli görülmektedir.

KAYNAKÇA
NEW REFORMS IN TAX AUDITING AS AN INSTRUMENT OF FISCAL POLICY

Mustafa Göktuğ Kaya

Abstract

A state needs to have relevant sources of finance in order to undertake a certain public expenditure, which is considered one of the most important fiscal policies. Although a state may have plenty of sources of finance, tax revenues constitute the most important part among them. In this context, the tax bases declared by taxpayers are of great importance; and the compliance of those declared bases with the facts necessitates an effective operation of tax audit. In other words, a tax audit has an important potential for increasing tax revenues. In this respect, efficiency will be increased in tax audits through the recently established risk-based analysis centers in our country. In this study, on the basis of tax audit and tax deficit effectiveness concepts, we have investigated the problems encountered during tax audit examinations in Turkey and those necessary to be fulfilled to resolve such problems of malfunctions, relationship between tax incomes and tax audit, as well as the importance of risk analysis as a new reform in a tax audit.

Key Words: Tax Auditing, Fiscal Policy, Turkey

Introduction

Within the tax system operations of our country, the fact that the taxes to be collected through the procedure of imposition, realization, notification, and collection is based on declaration taking place in contemporary tax systematic as of tax sorts collected from taxpayers in the framework of voluntary compliance; and that the taxes are calculated through taxable incomes which taxpayers declare have a great importance in terms of checking whether or not the taxes are declared accurately. For this reason, the essence of the tax audits is checking whether the taxes are paid in accordance with the declaration basis. The enormous law and legislative infrastructure existing in our tax system is inadvertently misinterpreted by taxpayers that may lead to inaccurate outcomes. At this point, it seems that not each of inspection is carried out with the suspicion and claim of tax evasion; in most cases, it is the taxpayers’ inadequate knowledge that may cause improperly applied taxation.

At this point, the moral dimension of tax audits should be put into effect and the tax awareness should be provided for the taxpayers on the basis of voluntary compliance. By eliminating the negative pressure created by taxpayers, who have unintentionally been excluded from the declaration by themselves, on the efficiency of the fiscal organization and also on the tax ratio concept of public revenues, which is called the sustainable coverage of public expenditures, an establishment of a systematic and specific tax audit system will be feasible subsequently. However, though all the improvements made, it is unfortunately impossible to change the attitude and behaviors of taxpayers.

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At this point, the reluctance or resistance of taxpayers towards tax payments tends to continue despite the effective and efficient improvements in the tax audit realized by the fiscal administration. An effective tax audit can be realized by minimizing the resistance as well as the facts behind such resistance (Berksoy, 1984, 88). Taxpayers, who are aware of the fact that they will be subject to effective and efficient tax audits, will contribute to the sustainability of the fiscal policies to be implemented in the country via enabling them to trust their own finance administration.

Tax audit has an important potential to increase tax revenues. Efficiency in tax audit will be enhanced through risk-based analysis centers, which have recently been established in our country. In this direction, in this study, considering the concepts of effectiveness in tax audit and revenue deficit, we have identified the malfunctions encountered in tax audit in Turkey and those necessary to be fulfilled to eliminate these malfunctions, relationship between tax incomes and tax audit, as well as the importance of new risk analysis system during tax audits.

1. Tax Audit and the Efficiency of Problematical within the Tax Deficit Concept

In accordance with Article 134 of the Tax Procedure Law; concept of tax audit, which consists of search, data collection, levy and tax inspection processes to examine the accuracy of the taxes to be paid, can also be defined as an inspection in which one can determine whether tax authorities and taxpayers fulfill their legal obligations. (Merter, 2004: 8).

The more tax revenues taxpayers gain, the higher the chances of those taxpayers in such categories will be audited for tax liabilities. Moreover, in the case of transactions or actions which may be subject to tax evasion, the possibility of applying heavy sanctions by the tax administration will also be equally high. For these reasons; the higher the incomes of taxpayers, the more effective and timely declaration of their tax obligations will be revealed due to the deterrent feature of the abstinence or fear based on the fact they will taxed in any case. (Liu, 2011: 1980). Here we can reach the following judgment; the lower the income of taxpayers, the more they avoid their tax obligations and not refrain from tax examination; the higher the taxpayers' incomes, the more they pay attention to fulfill their tax obligations and feel abstinent of being included in the tax examination. Here, there is a direct relationship between income and tax liabilities to be declared; there is also a strong linear relationship between the moral pressures created by the deterrent effects of the tax examination.

As in Game Theory, which is frequently mentioned in economics literature, in a study by Alm et al. (1992), titled as "Why do People Why Tax Pays?", the opportunity cost and the avoidance of taxpayers have been compared with the penalties that may be taken as a result of the audits, and it has been revealed whether the taxes would be paid or not. Thus, it appears that effective tax audits can increase the rate of taxes to be paid considering the deterrent factor. It is clear that tax audits are a whole with their material and moral dimensions.

We can define the ultimate and final success required to be obtained by tax audit as a utopia, in which audits are conducted, and in the end, all of the avoided / missed taxes and all taxpayers try to avoid tax evasion (Gemmell and Ratto, 2012: 35). Even if absolute success cannot be achieved at the end of a tax audit, taxation capacity can
be increased by providing voluntary compliance to tax by the taxpayers, at least by productive and efficient tax audits.

2. Development of Income Revenues and Inspection Mechanism in Turkey

A tax is one of the most important tools of fiscal policies that constitutes an important pillar of macroeconomic policies implemented by countries. The share of taxes collected in the financing of public services by the state is very high. For example, in 2017 central government budget revenues, the rate of tax revenues was 86,97% while the ratio of non-tax revenues was 13,03% (2017 Budget Revenues, General Directorate of Budget and Fiscal Inspection) in Turkey. For these reasons, effective tax audits in practice remain as an economic and financial social consideration. Another factor demonstrating the necessity of effective and efficient tax audits is the existence of tax revenues that must be accurately and timely accrued and collected in order to resolve the issue of tax deficits in our country. As a result of the increase in tax revenues collected through an effective and efficient tax audit, the ratio of public revenues to public expenditures will be increased respectively. For example, in 2017 central government budget realizations, budget expenditures were 678,269,193 (Thousand TRY), whereas budget revenues were 630,489,857 (TRY Thousand), resulting in a budget deficit of 47 billion 779 million TRY. Among the budget revenues, the largest share was composed of tax revenues revealed as 536,617,206 (Thousand TRY) (Ministry of Finance 2017 Annual Report, 2018: 22).

The ratio of tax revenues based on declarations within the total tax revenues is undoubtedly the most important indicator of the principle of voluntary compliance with taxation, which is one of the most important factors of taxation in the economies of developed countries. The main principle in the collection of taxes is the taxation based on the declaration system. In this respect, taxpayers can calculate the tax that is required to be paid on profit / income in the best way due to the fact that they already know their profit / income components at their best. The relatively high margin of tax revenues collected in a tax system with a sound and stable basis must be tax-based revenues. The high share of tax revenues based on statement of tax revenues represents an important indicator of the level of development of a country’s economy. As a natural consequence of this situation, the tax policies, which are the tools of the fiscal policies to be implemented, will focus on direct taxes, and thus will bring tax equity and economic development to a more sustainable dimension in the end.

In our country, the tax auditing system, which will help the implementation of an effective and efficient audit mechanism, and in this context, the factors that negatively affect the efficiency of the fiscal organization which should be eliminated can be listed as follows (Acar and Merter, 2004, 7):

i. Lack of tax awareness about the taxes to be paid due to the resistance of taxpayers’ own organizations,

ii. The continuation of the tax amnesty announced by the failure to implement the tax penalties imposed as a result of the errors determined,

iii. Inadequate tax systematic emerging as a result of high tax laws and frequent updates to tax legislation,

iv. The lack of a transition period for the implementation of the amended tax laws.

A similar one of strategies applied by Internal Revenue Service (US Tax Office) in the USA for eliminating tax deficit can also be adopted in our country. The tax audits carried out in our country are not merely a matter of
controlling the accuracy of declared taxes; another important objective of the audit can be shown as the fact that it is an activity to eliminate a tax deficit. In our country, with the aim of combating the difficulties posed by the global economy more efficiently and effectively, governmental departments that are in charge of taxes can go through significant changes. In addition, by developing and improving tax services for taxpayers, tax compliance can be increased by enhancing tax awareness. Furthermore, for the purpose of continuous improvement of tax audits, data analysis coordinators can be established that function as analyzing the raw data collected from the market through various institutions / organizations and identifying the pinpoint origin of the tax evasion/avoidance.

After these evaluations, we can state that the structural aspects that prevent the efficient and effective functioning of the tax audit systematic in our country are composed of the following: The organizational structure integrated with the caste system that has existed in the finance administration for many years; the quality and quantity of the audit staff; the involuntary adaptation to tax with low tax awareness; tax law in the tax legislation and the occasional contradiction in taxation; the tax firm consciousness that is intense and difficult to understand, and the electronic tax audit systems that do not actually have sufficient technological infrastructure (Acar & Merter, 2004, 8).

3. Risk Analysis in Tax Audit

In the digital age, tax audits will now be focused on risk analysis. Nowadays, modern tax authorities can apply risk management stereotypically in their area of duties (audit, collection, etc.) because they possess the highly skilled staff. These people have successfully conducted tax compliance research programs and collected important historical profiles as well as result-oriented data from taxpayers. In addition, they are capable of analyzing the data obtained as a result of the researches by using computerized digital systems that are prioritized at the operational level and they have used such data for selected and allocated taxpayers’ cases. Since modern tax administrations have limited resource uses, actions to be realized by these people should target towards taxpayers where the loss of tax revenue is at the highest risk levels. In the audits examined, risk-oriented factors are used to detect the selected and priority taxpayers. Factors such as the following are used in determining the risky taxpayers: Extraordinary balance sheet items, suspicious invoices, low profitability rates, general administrative expenses of unusual size, information from sectors in which tax evasion is observed intensively (such as fuel, alcohol, tobacco sectors), tax periods, cross-inquiries and results of the examination. (Baurer, 2005: 37-38).

A wide range of studies can be fulfilled by means of specific information technology systems created by blending with risk-based controls that are applied in our country, similar to computer-aided audit techniques used in the US to eliminate the tax deficit and enhance the voluntary compliance to tax. Thus, efficiency in tax auditing can be maximized by saving time and effort.

In order to make the risk analysis system established in our country operate more actively, it is necessary to integrate the customs management-oriented risk analysis into the system. Thus, an effective tax audit will be conducted in order to prevent the loss of tax deficits regarding the international transactions abroad as well.

Conclusion

Tax audit, which is an integral part of the advanced tax systems on which the declaration is based, has an important role for our country. Tax is one of the most sacred contractual bonds based on trust between a state and its citizens; tax audits are deemed to have a superior position on other types of audits. Thanks to the tax audits;

- The principle of equality in taxation will be fully realized,
By training the stakeholders, tax awareness will be ensured via voluntary compliance with a tax by encouraging taxpayers to make accurate declarations.

- The cost of generating the collected public revenues will be reduced,
- Equity of taxation will be further strengthened by preventing tax evasion,
- Income policies from macroeconomic policies will be implemented in the direction of impartiality and justice,
- Tax compliance of taxpayers will be enhanced.

In the tax audits to be applied in our country, it would be appropriate to carry out sectoral tax audits based on macroeconomic indicators. Thus, regarding the fiscal policies implemented in our country, the sectors in which the informality is concentrated and the sectors that are risky in terms of tax loss will be determined; consequently an effective, efficient and stable tax audit, the principle of equity in taxation as well as increasing tax revenues will be fully implemented subsequently.

Thanks to the risk analysis centers, designed in line with electronic audit techniques that are changing rapidly in today’s technological developments, it is necessary to get rid of spatial constraints with traditional desk-based checks and move towards mobile checks. In addition, the implementation of e-audit and similar techniques, which can keep up with the informatics age, will raise the check power. Our tax potential, which is defined as the legal situation and events that are/ are likely to the subjects of tax concept, is ensured via co-integration with macro economy and informal economy data; thus, quantity and quality of taxpayers and detailed sectoral data obtained from risk analysis system besides our expectations and realization potentials will all be consistent with each other.

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TÜRKÇE VE ALMANCADA DURUM YA DA HÂL

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Özet


1. DURUM


2. ALMANCADA AD DURUMLARI

Türkçeye karşılıklığında Almanca ad durum kategorisinin daha sade olduğunu söyleyebiliriz.Türkçede olup da Almançada olmayan ad durumları vardır (bulunma / çekma / birliklik durumları gibi), ama Almançada olup da Türkçede olmayan ad durumu yoktur. Ancak ad durumunu bir eylemin gerektirdiği tümleyen bağıyla tanımlayacak olursak Türkçede de „Genitivobjekt“ alan eylem olmayan durumda olanı (Genitiv) diye bir ad durumu olmadığı söylemek gerekecektir.

2.1. Yalın Durum (Der Nominativ)

Yalın durum, adların çekime uğramaması şekildedir. Yalın durumun en önemli işlevi, geleneksel dilbilgisinin bu ağacı açısıyla özne, birleşimsel dilbilgisi (Valenzgrammatik) dilide „Substantiv im Nominativ“ dediğimiz, ayrıca „sein / werden“ vb. eylemlerle „Gleichsetzungsnominativ“ olarak görev almaktır. Ad durumlarını eylemlere olan ilişkileri açısından ele alacak olursak, yalın durum en yoğun ilişkiye sahiptir. Çünkü her eylem her ad durumuya

12 Bu çalışma Çukurova Üniversitesi BAP Koordinasyon Birimi” nce desteklenen SBA-2018-10841 numaralı proje kapsamında gerçekleşmiştir.
kullanılamazken, her eylem en azından yalın durumdan sözde özneyle kullanılabilir: 13 Der Dekan hat den Vertrag unterzeichnet / Das Bohnenkraut ist einer Gattung der Lippenblütler angehörendes Kraut / Du bleibst mein Liebling / Burcu wird im Juni Ärztin / Es regnet…

2.2. Belirtme Durumu (Der Akkusativ)
Yalın durumdan sonra en yaygın işleve sahip olan durum, birçok eylemin nesnesi olarak kullanılan belirtme durumudur (Akkusativobjekt): Die Frau hat ihren Exmann nicht erkannt / Der Alte kaufte Äpfel / Ich liebe eine Deutsche / Es regnet Bindfäden.

Belirtme durumundaki adları, “Akkusativ” alan az sayıdaki sıfatlarla beraber de görebiliriz: Unsere Mauer ist einen Meter hoch / Dieses Werk ist keinen Euro wert / Das Heft ist zwei Zentimeter dick / Die Dame ist 90 Jahre alt…

Belirtme durumundaki adlar ayrıca belirteç görevinde kullanılabilir: Es hat den ganzen Tag mindestens 16 Stunden geregnet / Letztes Jahr bin ich am Wörther See gewesen / Johann hat die ganze Nacht durchgeschlafen…

2.3. Yönelme Durumu (Der Dativ)
Bu ad durumunun en önemli işleve sahip olanı eylemlerin zorunlu eyleyeni / nesnesi / tümleci olmasıdır: Stell dir vor, wie eine Welt ohne Sonne wäre / Aysel zürnt ihrem Geliebten / Ali übersetzt seiner Geliebten den Text ins Deutsche / Es schwindelt mir…

2.4. Tamlayan Durumu (Der Genitiv)
Ad durumlarının kendi aralarındaki hiyerarşisi açısından 4. sırada bulunan bu durum ayırt edici özelliklerine sahip olan durum olarak adlandırılır: Die Überschwemmungsgeschädigten bedürfen der staatlichen Hilfe / Der Diplomat wurde des Landes verwiesen / Die Putzfrau nimmt sich des kranken Hundes an / Wir klagen ihn des Diebstahls an / Ich werde mich immer der schönen Tage in Adana erinnern …

Genitiv’in önemli bir kullanım alanı da bu ad durumunu gerektiren sıfatlardır: Selda ist ihres Kummers ledig / Aliye ist des Hörens überdrüssig / Die Mäuse sind des Laufens müde / Die Masterstudentin ist ihrer Verantwortung bewusst / Der Doktorand ist des wissenschaftlichen Arbeiten fähig / Heute ist Seyran frohen Mutes /

Genitiv birçok tümce içinde belirteç olarak de kullanılabilir: Wir kommen eines Abends, wenn es wärmer ist / Des Nachts kann ich vorbeikommen / des Weiteren hast du mich gekänkt…

Kuşkusuz bu ad durumunun en büyük işlevi ad tamlamaları (Genitivattribut) oluşturmasıdır: die Schürze des Dienstmädchens / die Arme des Lehrers / die Armen des Landes / der Liebste der Frau …

Bu bağlamda ilgiçli ad durumlarını da ele almak gerekir. İlgildelerin14 özelliğini çekme uğramamaları ve yukarıda sayılan ad durumlarından birisiyle kullanılmalarıdır. İlgilici ad durumlarını temel (primär) değil, ikincil (sekundär) durumlar olarak görmek gerekir. Zira temel olan yalın durumlar (reine Kasus) bu niteliklerini eylemin, sıfatın,

13 Burada özellikle hava durumu eylemleri (Wetterverben) ile kullanıldığı ve “Scheinsubjekt” ya da „Platzhalter” dediğimiz „es”i aklima getirelim.

Almcancada ilgæç ile kullanılan eylemlerin (Verben mit Präpositionen) sayısı çok fazladır ve Almcanc dilbilgisi kitaplarının önemli baologiclarından birisidir. Söz konusu ilgæçler ilgili oldukları eylemlere eylem ile ad arasında nesne iliğisi (Objektsverhältnis) kurdukları genellikle anlamları oldukça bozur ve ilgili oldukları eylemlere birlikte öğrenilimleri gerekir. Aksi takdirde hata olası olur. Çünkü eşdegerli / eşanlamlı olduğunu kabul ettiği eylemlerin gerektirdiği ad durumları farklı dillerde çok farklı olabilmektedir.

3. TÜRKÇEDE AD DURUMLARI VE İLEVELERI


Öneler (2012: 706) de birçoğur Türkolog gibi Türkiye Türkçesinde ad durumu (ismin halleri) esas olarak eşitlik, vastra, yön gösterme terimlerine adlandırılandıkları yapıların belirtece işlevinde öğeler olduğunu söylemekle, Türkçede çok yaygın olan „ile“ ilgicinin eklemsesiyile oluşan birliktelektif durumunu (Komitatif) görmelmektedir. Bu tartışmaya katılan T. Kahraman


15 Eğer durum kavramından söz edilebileceği için eyleme iliğisi koçu oluşturacaksa, o zaman ilgicilernin gerektirdiği durumdan söz edilememesi gerekir ki, bu bize göre yanlış ve ilgicili ad durum (Präpositionalkasus [für den Sohn, mit dem Wagen] / Postpositionalkasus [Yunus’a göre, senin için]) vardır.
16 Hatta Alyılmaz (2010: 110) bazı kaynaklarının anlamsal işleve bakış açısıyla ad durumunun serifilmiş olduğu (yaln, seslenme, özne, nesne, beliren, belirtmeler, bulunan, ayrılmak, çikılık, yönelleme, yaklaşma, birliktektif, karşılık, hedef, sebep, vastra, görelilik, nasiblik, niceliğk, karşılaştırma, sınırlandırma, benzetme hali) ifade etmektedir.
belli bir ad durumunu gerektirir (Postpositionalkasus); “-le” ise bir ekir, bağımsız bir biçimibirimdir. İçine düşülen ikinci yalnızlık ise, gerek “-le”nin gerekse “-le”nin kurduğu anlam ilişkilidir; bu biçimibirimler – eylemin anlamından etkilenerek - birlikte kullanılıkları ada araç ya da birlikte edim anlamları yükler. Oysa kitaplarda bu anlam farklılıklarına de ğinilmemektedir. Zaten birleşim de ğerli dilbilgisi (Valenzgrammatik) açısından baktığımızda ara çocuk durumunda bir ad (Substantiv im Instrumental) ya da geleneksel dilbilgisi açısından ara çocuk (Instrumentalobjekt) gerektiren eylem yoktur; bütün eylemler eyleyen (Aktant, Ergänzung) olarak birlikte dilbilgisi durumunda bir ad (Komitativobjekt; Substantiv im Komitat) gerektirir: Cihangir ıyı bir kızla evlendi / Burcu annesiyle görüşüyor / Biz Ali’yle ödestik / Munise yolda Yasemin ile karşılaştı. Yukarıda da değişirmiştik gibi aynı örneklerin “ile”li biçimleri ilgeci ad durumunda adanın kalmakta (Postpositionalkasus) ya da ilgeci ad nesnesidir17 (Postpositionalobjekt): Cihangir ıyı bir kız ile evlendi / Burcu annesi ile görüşüyor / Biz Ali ile ödestik / Munise yolda Yasemin ile karşılaştı. Burada bir ilgecin dilbilgiselleşerek eklemesi söz konusudur.18


Yer bildiren öğeler konusunu ayrıntılı olarak ele alan Ergin (1988: 215-229) yukarıdaki görüşlere koşut datif (yaklaşıma), lokatif (bulunma), ablatif (uzaklaşma) hallerinin yanında farklı olarak direktif (yön gösterme) halinden söz etmekle ve bunun sadece türettiğini belirtmektedir.


- Yer tamlayıcısı (dolaylı tümleç) olur: Okula gidiyoruz.
- Zaman zarfları oluşturmaktadır: Akşamın senemaya gideriz.
- Fiyat, miktar ve süre sınırı bildirir: Karnabaharı bir liraya aldık / Seni ölesiye sevdim / Gözlerine kadar sarılı idi.
- Neden ve amaç bildirir: Seni görmeye geleceğiz.

İkilemeler oluşturur: sağda sola.

Buran (1999: 273-) çıkma durumunun işlevleri hakkında da şunları yazmaktadır:

- İç, hareketin zamanını gösterir: Necla erkenden kalktı.
- Hareketin, işin zamanını bildirmeye yarar: Lahana soğukta donmuştu.
- Karşılaştırma ya da derecelendirme yaparken „daha” belirtecisiyle pekiştirilebilir: Bu portakallar kandan (daha) kırmızı çıkmış.
- Bir şeyin yapıldığı maddeyi gösterir: Bu sucuk tavuk etinden yapılmış.
- Bütünün bir bölümüne göre: Munise Aksöz, üniversitemizin en beğenileni ve en değerli şahsiyetlerinden biridir.
- Bütünün göstergesi: „Konsulardan kimse gelmez. Hepsinden imza aldılar”
- Yer ve yön bildirir: Uçak eviminin üstünden geçti.
- „İçinde” anlamı verir: Karmından bir yumak kıl çıkması.

19 Aslında buradaki yönelme durumu ile ilgili ilgili Postpositionalkasus ve yalın yönelme durumundan (reiner Dativ) farklıdır.
Bazı ilgeçlerle birlikte değişik islevler üstlenir: Bizden sonra geldin / Annemden önce sana söylemişti / Üç haftadan beri yatıyor / Kütüphaneden tarafla yürüyoruz.
-An sıfat-filiyle „-dikten” anlamını verir: „Garnı doyandan sonra kalktı…“

-arak/-erek zart-filiine eklenerek, onun anlamını pekiştirdi: Ben acıyarak baktım.

- Ilkelemeye yapar: Boydan boyaya.


4. DEĞİŞKEN DURUMLARLA KULLANILAN İLGEÇLER


KAYNAKÇA
“ALAMANYA TÜRKÜLERİ”NE DİL’BİLİMSEL BİR BAKIŞ:  
CODE SWITCHING

Prof. Dr. Ali Osman Öztürk (N. Erbakan Univ.)
Prof. Dr. Tahir Balçı (Çukurova Univ.)
Doç. Dr. Umut Balcı (Batman Univ.)

Özet

1. Giriş

Almanya Türküleri, geleneksel Türk halk edebiyatının asal aktarma biçimi olan sözlü aktarmaların, dilsel bicim ve anlam vermesinin asal aktarma formudur. Türklerin yazılı ve ses kayıtları, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, Türkçeye aktarma ve dilbilimciler tarafından, 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2. TOPLUMBİLBİLİM VE KOD KAYDIRMA

Toplumbilşim (Sozio linguistik) ile aynı çerçevede yer alan dillerarası etkileşim dilbilimi (Kontaktlinguistik), bu etkileşimin nedenlerini, görünenleriini ve sonuçlarını ele alır. Bunu yaparken hem ikidillilik (Bilingualismus), aktarım (Transfer, Interferenz), kod-kaydırma (Code-Swicking, linguistische Alternative), kod-karşıurma (Code-Mixing) gibi bireysel düzlem verilerinden hem de çokdillilik (Multilingualismus), ölcünülü dil – bölgesel dil (Standardsprache – regionale Sprache), lehçe (Dialekt), ağz (Mundart), ikideğişiklik (Diglossie)20 dil olumlu (Sprachdog) gibi dilsel değişikte ve olgulardan yola çıkır. Bu değişikte ve olguların coğrafi, etnik, kültürel, psikolojik, dinsel ve dilsel aidsyet gibi birçok nedeni olabilir. Ender de olsa, dillerarası etkileşim sonucunda kırma dil/ilki dili (Pidginsprache) ya da kırma anadili (Kreolsprache) ortaya çıkabilir.


2.1. Kod Kaydırma ve Benzer Kavramlar

Özellikle belirtmek gerekir ki kod kaydırma, kod karşıurma, ödünçleme (Wortentlehnung), karma dil ya da karma anadili birbirine benzeye de farklı şeylerdir.

Ödünçleme, bir dilin sözüne de başka bir dilden sözcük katma olayıdır ve ödünçlenen sözcükler o dilin söz ağırlığı için ögeleri olurlar. Oysa kod kaydırma bireyseldir, anlık bir yapıdır (Ad-hoc-Bildung), kalcılığı ve sözlükse değerleri yoktur.


Kod kaydırma dilsel kod normları üzerinde olan琏a uzuşma dayanır; bu durumda üzerinde uzuşlan bağlamsal koşullar sabit kahr ve kod kaydırma biçimsel ya da söylemeli bir strateji olarak toplumsal-edimsel bazı işlevleri yerine getirir. Söz geliyò kod kaydırarak gülmce, alay, iğneleme (Ironie), örtmece (Metonymie), şifreleme, hakaret, sözü ya da anıştırma (Anspielung), sölemi amaçlanabilir. Bunun yanında kod kaydırmanın grup aidiyeti ya da bir söyleme duygusal açıdan katkılaryı gösteren işlevleri de vardır.

Kod kaydırma üç çeşitli vardır; cümle içi abileceği gibi cümle dışı veya cümleler arası da olabilir. Örneğin “Etwas derdim var zu dir le le liebe Gabi” dizesinde cümle içi, “Dert anlataq zor deliye le le liebe Gabi” dizesindeyse cümle koy kod kaydırma vardır. Sen oturuyorsun und ben çalşyorum” örneğinde iki cümleli bağlayan unsur cümleler arasi kod kaydırma ürunüdür.


2.2. Kod Kaydırma ve “Alamanya Türküleri

3. BAZI ALAMANYA TÜRKÜSÜNDEKİ KOD KAYDIRMALAR

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3.1. “Liebe Gabi” Şiiri

Komm zu mir gel yarna le le liebe Gabi (Almanca – Türkçe – Almanca)
Etwas derdim var zu dir le le liebe Gabi (Almanca – Türkçe – Almanca – Türkçe - Almanca)
Dert anlatmak zor deliye le le liebe Gabi (Türkçe – Almanca)
Bilerek yaşamak varken le le liebe Gabi (Türkçe – Almanca)
Helmut Kohl und Strauss le le liebe Gabi (Almanca – Türkçe – Almanca)
Wollen Ausländer raus le le liebe Gabi (Almanca – Türkçe – Almanca)
Bis de insan değil miyiz le le liebe Gabi (Türkçe – Almanca)
Severek yaşamak varken le le liebe Gabi (Türkçe – Almanca)
Şimdi bir de vize çıktı le le liebe Gabi (Türkçe – Almanca)
Nice gönülleri yıktı le le liebe Gabi (Türkçe – Almanca)
Gülek yaşamak varken le le liebe Gabi (Türkçe – Almanca)


3.2. “Meister’in Yüzü Gülmez” Şiiri

Meister'in Yüzü Gülmez
Meister'in yüzü gülmmez
İşçinin derdini bilmez
Yabancıyi Alman sevmez
Meistero Meistero
   Meistero Meistero
   İşçi senden ne istero
Baksan surati sararmış
Kötüyü söylemek yararmış
Nice (domuzlar) ıpsizler türemiş
Gurur duymaz Meistero
   Kavuştak
Vorarbeito yarı yapar
Avantacı baştan teper
İçki diye insan satar
Olur dümbüük Meistero
   Kavuştak
Karakter sıfıra inmiş
İnsanıklık geri kalmış
Yapamadıkları kalmamış
Hiç utanmaz Meistero
   Kavuştak
Cuma (Sefil) insanlık ararım
Kendi yaramı sararım
Huzuru yurta ararım
Sen kal burda Meistero…
   Geber ye Meistero…
   (Öztürk 2001: 178)

3.3. “Ulan Alamanca Germanca” Şiiri

Ulan Alamanca Germanca
Ulan Alamanca Germanca
Konuşup anlayamadım seni
Boğazında laflar tıkanır kalır
Meister başlar dir dir dir

Asıktı surati konuştu bana
Sevindim ben de varım dedim
Ağzı kalabalık tercüman geldi
Tercüman Meister başladım dir dir dir

Elinde kağıtlar sekreter bana
Çiççe verilmiş dedi kolega sana
Gözümde beş nüfus canlandı
Eve girdim kari başladım dir dir dir (Öztürk 2001: 214)

4. SONUÇ


Kod kaydırma Almanya’da yaşayan Türklerin dil ediminde çok yaygın olarak karşımıza çıkmaktadır. Bunun en iyi örneklerinden birisi de yukarıda verdiğimiz şiirlerdir.

KAYNAKAÇA

An Analysis Of Teacher And Learner Roles By Audio-Visual Method In Teaching French As A Foreign Language

Foreign language teaching methods, which have been the subject of discussion for many years in the world, have aroused the interest of teachers and researchers in our country as well. As a result of numerous approaches and research, various methods related to foreign language teaching have been developed, but none has met the expectations of teachers and learners effectively. It is not possible to say that one of them is a good or bad method because of the positive and negative sides of the methods. The success of a method depends on the learner’s ability to achieve his goal. Since the objective of the individual who wishes to learn a foreign language is naturally to speak it, it can be said that the methods used to develop the skills of speaking are the most preferred methods. One of these methods is the audio-visual method. In our study, the characteristics of the audiovisual method, applied for many years especially in the teaching of French in are described in detail as part of a lesson plan. By this lesson our objective is to determine the positive and negative aspects of the method by examining the roles of the teacher and the learner.

Key Words: Foreign Language Teaching, Audio-Visual Method, Teacher Role, Student Role.

GİRİŞ
önenli koşulu olarak görür. Öğretim yöntemlerinin, eğitsel bir amaçın gerçekleştirilmesinde izlenilen yol (Taşkaya ve Sürmeli, 2014:170) olmasının nedeni de budur. Yabancı dil öğretmenleri, öğreneni adına ulaştıracak bir çok daha onceki ayrıntılı ve bu yolun öğrenenler için uygun olup olmadığını bilinmesi gereker. Bu bağlamda yöntemler uygulayıcı olarak yabancı dil öğretmenlerinin uygulayacakları yöntemlerin temel özelliklerini, yöntemlerin uygrenene uygulanacağını, sinfinin materyal konununun araştırıldığı sona uygulamaya geçmelidirler.

1. **İSİTSEL-GÖRSEL YÖNTEM**

1.1. **Tarihçesi**


1.2. **Özellikleri**

Yabancı dil Fransızcanın öğretiminde uzun yıllar kullanılan işitsel-görsel yöntemin uygulanmasına yönelik öğretmen sürecinde Boudot ve Rivenc’e (1962) göre;

a). Öğretim üç aşamada gerçekleşir:

1. Aşama: Öğrenene günlük konuştan dilinin öğretilmesi amacıyla diyaloglar dinletilir (selamlaşma, tanıma vb).  
2. Aşama: Herkesin ilgi duyabileceğini (cevre temziliği, hayvan sevgisi, arkadaşlık ilişkileri, politik haberler vb.) konuların işlendiği kısa filmler izletilir, konular dinletilir.


b). Dinleme etkinlikleri için cihazlardan (CD çalar, kasetçalar vb.) yararlanılır.

c). Öğretmen, öğretim süreci boyunca mimo-jesterleri kullanarak öğrenene sorular sorar.

d). Öğretim süreci hedeflenen konuların içerikleri birbirlerine bağlı olarak ve sıralı bir şekilde hazırlanır.

e). Öğretmen, öğrettiği sözcüklerin öğrenenin hafızasında kalmaması için hafızanın destekleyicilerini (Okuma ve yazma becerilerinin gelişmesine yönelik etkinlikler yapılırlar.

f). Öğretmenin başlangıç seviyesinde (A1) okuma ve yazma becerilerinin gelişmesine yönelik etkinlikler yapılırlar.

g). İşlendik konular filmler ve kayıtlar aracılığıyla yapıldığında dilbilgisi kurallar ders esnasında anlatılır. Bu kurallar, ya dersin sonunda ya da baska bir derste daha önce işlenen konu üzerinde çoğu zaman sözlü alıştırmalar yoluyla öğretilebilir.

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h). İzletilen film ya da dinletilen kayıtların görsellerle desteklenip öğrendenin filmde ya da kayıtta geçen içeriği anlamasının sağlandığından sonra bu içerik öğrendene yazılı metin olarak verilir.

2. ÖĞRETİMİN PLANLANMASI
Bütün öğretmenlerle girdikleri derslerle ilgili eğitsel bir planlama çerçevesinde hareket etmek amacıyla ders planı hazırlarlar. Milli Eğitim Bakanlığı'nın eğitim ve öğretim çalışmalarının planlı yürütülmesine ilişkin yönergesi de öğretmenleri bu doğrultuda yönlendirmektedir:

“Önceden belirlenen eğitim hedeflerine ulaşmak için öğretim konusu içinde yer alan etkinliklerden hangilerinin seçilceği, bunların öğrencileri niçin ve nasıl yaptıracağı, ne gibi yardımcı ve tamamlayıcı kaynak ve araçların kullanılacağı, elde edilen başarının nasıl değerlendirileceği önceden tasarlanıp kağıt üzerinde saptanır.” (bkz. madde 5)

Bu yönergeye göre, sınıfta hangi öğretim yöntemini seçip kullanacağı, anlatacağı konu, hedefleri, kullanacağı teknikler vb. öğretmenin yapacağı ders planında belirtilir.

2.1. İşitsel-görsel Yönteme Göre Ders Planı
Yabancı dil öğretmenlerinin amacı; öğrencileri dilin öğrenicileri tarafından konuşturulmasını sağlamaktır. Bu amaçla, bütün yabancı dil öğretmenleri gibi Fransızca öğretmenleri de öğrencileri ve sınıf ortamıyla ilgili gözlemli sonucunda hangi yöntemli ya da yöntemleri seçip uygulayacaklarına karar verirler. Bu yöntemlerden biri olan işitsel-görsel yöntem birçok yabancı dil öğretim yöntemine göre teknolojik cihazlardan (CD çalar, kasetçalar, projeksiyon, televizyon vb.) en fazla yararlanan yöntemlerin başında gelir. Bu durum öğretmenin derse girmeden önce kullanacağı cihazlarla ilgili hazırlıkları tamamlamasını gerektirir. Ayrıca öğrenmenin de yöntemde hazır duruma getirilmesi yöntemden etkin bir şekilde yararlanmasını kolaylaştıracaktır. İşitsel-görsel yöntemin uygulanmasına yönelik bir ders konusunu ele alarak öğretmenin bu yöntemde nasıl bir yol izlediğini yapacağı bir ders planlaması üzerinden inceleyelim:
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<td>Dersin Adı</td>
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<td>Konu</td>
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<tr>
<td>Hedef</td>
<td>Erek dilde birini selamlarken ve kendini tanıtırken kullanılan sözcükleri kavramaktır</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BÖLÜM III</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Öğretme-Öğrenme Yöntem ve Teknikleri</td>
<td>İşitsel-görsel Yöntem</td>
<td></td>
</tr>
<tr>
<td>Kullanılan Araç ve Gerçekler</td>
<td>Bilgisayar, ses sistemi, CD çalar, akıllı tahta</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>BÖLÜM IV</th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Öğretmen</td>
<td>Öğrencilere ekle dilde selamlayarak kendini tanıtır.</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>BÖLÜM V</th>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Ödev</td>
<td>Öğrenilenlerle daha önce dinletilen konuşma kayıtları bir daha dinletilir. Bu kayıtlarla ilgili hazırlanan ve bazı yerleri boş bırakılan metinlerin uygun bir sözcük ya da ifadeyle doldurulması istenir.</td>
<td></td>
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</tbody>
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<table>
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<tr>
<th>Dikkat Çekme</th>
<th>Güdüleme</th>
<th>Derse Geçiş</th>
<th>Etkinlik</th>
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<table>
<thead>
<tr>
<th>Boşluk Doldurma</th>
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<th></th>
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</thead>
</table>
2.1.1. Ders Planının Uygulanması

Bölüm I

Bölüm II
Öğretmen amacını açıklarak öğrencilerin - bu amaca uygun bir şekilde - ders sonunda hangi dilsel davranışları sergileyecelerini ve öğrenenin isteğini dilsel davranışı ortaya çıkmasını sağlayacak yöntemin ve teknünün ne olduğunu belirtmiştir.

Bölüm III
Öğretmen öğrencinin dikkatini doğrudan üzerine çekmek için erek dilde konuşmaya başlayarak öğrenceni selamlar ve kendini tanır.

"Bonjour, comment allez-vous? Je m'appelle Saide. Je suis professeur de français. Je suis d'Artvin et J'ai 33 ans."


(Grup A)

(Grup B)

Bölüm IV
Öğrenene CD çalardan bir kişinin kendini tanıttığı kayıt dinletilir. Öğrenenen kayıtla ilgili sözlü sorulara yanıt vermesi istenir.


Questions:
1. Comment s'appelle-t-elle?
2. Quelle est sa nationalité?
3. Quelle est sa profession?
4. Où habite-t-elle?
5. Quel âge a-t-elle?

Öğrenene video kayıttan kendini tanıttan ünlü birinin konuşması izletilir. Bu konuşmayla ilgili sözlü sorulara yanıt vermesi istenir.

Questions:
1. Comment s'appelle-t-il?
2. Quelle est sa nationalité?
3. Quelle est sa profession?
4. Où habite-t-il?
5. Quel âge a-t-il?

Bölüm V

Öğrenenlere daha önce dinletilen konuşma kayıtları bir daha dinletilir. Bu kayıtlarla ilgili hazırlanan ve bazı yerleri boş bırakılan metinlerin uygun bir sözcük ya da ifadeyle doldurulması istenir.


___________ s'appelle ___________. Il ___________ français. ___________ est ___________. Il habite à ___________. Il ___________ 69 ans.

Elle ___________ Mireille. Elle est ___________. Elle est ___________. Elle ___________ à Avignon. Elle ___________ 7

SONUÇ

Yabancı dil öğretiminde uygulanan yöntemlerden biri olan işitsel-görsel yöntem, II. Paylaşım Savaşı'ndan sonra Fransızcanın İngilizceye oranla daha yaygın olan kullanımın gitgitke azalmasından dolayı hızlı ve kolay bir şekilde Fransızca öğretmek amacıyla geliştirilmiştir. 1950’li yıllarda itibaren teknolojik araçların desteğiyle uygulanmaya başlanan bu yöntemin özelliklerini ve öğretmen-öğrencenin rollerini incelediğimiz çalışmamızın eksenini bir ders planı oluşturmuştur. Bu ders planında öğretmenin işitsel-görsel yöntemle göre nasıl bir ders işlemesi gerektiğini

KAYNAKÇA
International Congress on Current Debates in Social Sciences has started to be organised by Farhang Morady at University of Westminster (United Kingdom) with the collaboration of Kocaeli University (Turkey) and Silesian University in Opava (Czech Republic) on 2010. First International Congress of Current Debates in Social Sciences (CUDES) held in London, United Kingdom as a joint event. After the conference, Globalisation, Religion & Development book published by IJOPEC. Second CUDES held in Karvina Czech Republic in 2011, third one held in Kocaeli at Kocaeli University, under the theme of Research Methods in Social Sciences as a work-shop format. Fourth and fifth CUDES organised in Kocaeli at Kocaeli University for discussing current debates in social sciences. University of Belgrade (Serbia) is joined the congress organisation, in the sixth congress and Harran University. CUDES 2018 was organised by University of Westminster (United Kingdom), Harran University (Turkey), VUZF University (Bulgaria) and University of Belgrade (Serbia). Near East University is joined the congress organisation in the ninth CUDES Congress.

CUDES 2019 is organized by Altinbaş University (Turkey), University of Belgrade (Serbia), Batman University (Turkey), VUZF University (Bulgaria) and Near East University (Cyprus) and supported by IJOPEC Publication and University of Westminster (United Kingdom) and will be held on 2-4 May 2019 at Turkish Republic of Northern Cyprus.

The main aim of the International Congress on Current Debates in Social Sciences (CUDES) create a platform for social scientist to discuss current debates in social sciences and to encourage interdisciplinary studies between social scientist. CUDES mainly focus on provide alternative debates platform for young researchers.

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The main aim of the CUDES International Congress on Current Debates in Social Sciences is to create a platform for social scientist to discuss current debates in social sciences and to encourage interdisciplinary studies between social scientist. CUDES mainly focuses on providing alternative debates platform for young researchers.