

Chapter 16

Advertising Sector in Turkey: A Historical Analysis

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ABSTRACT

Advertising is a growing global industry that aims to create demand for products, goods, and services, and keeps demand alive and promotes and increases sales and profits. Advertising is also an important source of income for the media. The aim of this study is to examine both the development of the advertising industry in Turkey from a historical perspective and to shed light on the economic relationship of advertising within the media industry and consumption. In addition, the study aims to provide a brief descriptive analysis of the international advertising agencies operating in Turkey. In the current study, the economic functions of advertising can be split into two. One of these points to the relationship established with consumption and the other points to the relationship established with the media. Although it is not possible to limit the functions of advertising from an economic point of view, it has a certain limitation in terms of the scope and purpose of the study.

INTRODUCTION

Although various communication and promotion activities are carried out for different purposes in every period of history, the development of advertising is related to the emergence of capitalism, the development of the global economy, the rise of products and corporations, the emergence of market need and the increase of competition and consumption. Advertising has a functional role in terms of the continuity of an economic system and consumption, and on the other hand it is an important source of income for the media industry. These two roles attribute to advertising in economic terms, and determine its place and importance in capitalism.

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Global corporate structures that can be seen in every sector, also show themselves in the field of advertising. Corporates pursue a policy of buying or merging various local small-scale companies as a way of gaining more revenue from the global market. It is also assumed that many national or independent agencies operating in Turkey establish partnerships with global companies.

In this study, the advertising sector in Turkey will be examined from a historical perspective and will be put forward in a systematic structure of the development stages of the sector from the past to the present. In addition, the relationship between changes in consumption and development processes of the sector will also be established. In this respect, the subject will be examined by considering the relationship between advertising, commercial capitalism and consumption economy. One of the biggest challenges of historical studies are the time periods in which the analysis focuses on. It is known that many practices that can be evaluated within the scope of advertising are seen in different forms in different periods of history. However, this study focuses on the 20th century, which is defined as the years of institutionalization of advertising in Turkey. The 20th century was when the media sector and communication activities such as advertising, public relations and marketing gained a central position within the capitalist system. At the same time, this period can be explained as the years when Western consumption habits gradually came to life in Turkey.

FUNCTIONS OF ADVERTISING AS AN ECONOMIC FACTOR

Advertising, which itself is an economic factor, also has many economic functions. Mattelart (n.d., p. 103) provides a description of the economic functions of advertising as the following, “advertising is the basis of competition in the market” and “makes a fundamental contribution to the financing of media”. Therefore, advertising is functional in terms of maintaining commercial relations, circulating goods, increasing consumption and also profits of companies. This study will examine how the concept of modern consumption in Turkey has developed, and also the economic relationship between the advertising sector and the media. It should be noted that it is not possible to define advertising only within the economic functions. Accordingly, in addition to the ideological functions of advertising, advertising has effects on creating signs and symbolic values, carrying these values and meanings, building consumer culture and creating images, but since each study has a limitation, this study only focuses on the economic functions of advertising.

Consumption and Advertising: Historical Development of Modern Consumption in Turkey

Factors such as increasing social welfare and income sources, proliferation of consumer goods, expanding the market, increasing globalization and competitiveness can be considered among the factors affecting the development of advertising. These changes have led to the spread of consumption, the creation of demand and the development of systems based on market economy, while increasing the need for forms of communication such as public relations, advertising and marketing. Therefore, it is possible to explain the development of the communication and advertising sector in a society through citizens economic situation and consumption habits.

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