

GENDER REPRESENTATION IN TELEVISION ADVERTISING AND
STEREOTYPES ON WOMEN IN ADVERTISEMENTS



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I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

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ÖZET

Televizyon reklamlarında, birçok diğer özelliğın yanı sıra insanlar cinsiyet özellikleriyle görünürler. Biyolojik ve toplumsal cinsiyetin görsel tasarımlarda kullanım şekli, mevcut kültürel ve sosyal özelliklere göre değışiklik gösterir. Toplumun kadınlara ve kadınlığa dayattığı ev yaşamının merkezi olma, annelik, arkadaşlık, ev işleri, güzellik ve cinsellik gibi özellikler, son yıllarda değışmekte ve bu değışim görsel tasarım alanında da kendini hissettirmektedir. Kadınların toplumda yeni varoluş biçimleri, görsel tasarım kültüründe de yansımakta ve bazen tasarım kültürü tarafından tanımlanan cinsiyet rolleri topluma yayılmaktadır. Bu çalışma, değışen tutumlara odaklanarak tasarım kültüründe kadın cinsiyetinin tasvirini incelemektedir. Özellikle temizlik ürünleri, mobilya, yiyecek ve kişisel bakım ürünleri reklamlarında geleneksel ve değışen kadın imajlarını analiz etmektedir.

Anahtar kelimeler: Kadın, Kadın İmajı, Televizyon, Reklam, Tasvir.

ABSTRACT

In addition to many other features, people appear in television advertisements with their gender characteristics. The way in which biological and social gender is used in visual designs varies according to the existing cultural and social characteristics. The characteristics of being the focus of domestic life, motherhood, companionship, housework, beauty and sexuality, which society imposes on women and femininity, have been changing in recent years, and this change also makes itself felt in the field of visual design. The new forms of existence of women in the society are also reflected in the visual design culture, and sometimes the gender roles defined by the design culture spread to the society. This study examines the portrayal of women's gender in design culture, focusing on changing attitudes. It specifically analyzes traditional and evolving female images in advertisements for cleaning products, furniture, food, and personal care products.

Keywords: Woman, Image of Woman, Television, Advertising, Portrayal.

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CHAPTER 1

INTRODUCTION

1.1. Problem Status

As a social being, man is in constant communication with others from the first moment of his life to the last. With the effect of technological and cultural changes, the way of communication of today's people has become different from what it was before. Unlike the past, modern people lead a life based on visual communication and visual learning much more. Data that appeals to the eye and visual perception are produced and spread at an incredible speed through mass media and especially the internet, and people are faced with an uncountable amount of visual stimuli throughout the day. Thus, an endless variety of visual communication and design products are processed in the memories and individuals gain a lot of knowledge, experience, thoughts, feelings and behaviors in this way.

The concept of “visual design” is a hybrid and includes visual arts and design together. In today's world where everything is becoming more and more visual, one of the most common areas of visual communication and design is marketing and sales. Since the extremely competitive nature of the trade necessitates providing information to potential and existing customers in the fastest and direct way, visual design products, which are the most effective tools for this, are heavily used. Today's people seem to have lost a great deal of interest in written content and maintain their communication with the world through visual means such as videos, clips and photographs. Marketing and sales professionals who are aware of this also want to use the power of visuality to the fullest.

The main purpose of advertisements, which is the number one weapon of the marketing industry, is of course to promote goods and services. However, advertisements are not only tools for providing information, but also shape our feelings, thoughts and behaviors. They aim to convince us of the "happiness, beauty, innovation and dignity" that we will get if we buy a product or service, and to create "values, roles and images" that will affect our purchasing behavior. Most of the time, we assimilate the messages that advertisements convey to our minds without any conscious effort. With these aspects, advertisements not only create new personal-

goods-service relationships, but also affect the establishment of new person-person and person-society relationships through consumption patterns and define new social realities.

It can be said that advertisements are built on images. The Turkish Language Institution (2019) defined the image as "What is designed in the mind and longed for its realization, dream, dream" and "An image, like an object that is perceived externally by the sense organs, reflected in the consciousness". The word image (metaphor) is derived from the combination of the Greek words meta (beyond, extreme) and pherein (to carry, to bear) and means "to carry beyond".

The success of advertising is related to the extent to which it can touch the target audience. This often requires the use of human images in advertisements. Indeed, wherever there are humans, there is no world without humans. In other words, to be human means to be a part of human culture. Among the different representations of the world we live in, perhaps the ones that deal with people most attract our attention. For this reason, it is one of the most important elements of human design culture.

Although the human figure is one of the most frequently encountered figures in the world of visual design for centuries, the way it is used is dependent on the social and cultural characteristics of that period. Ak (2015: 120) expressed this phenomenon as follows:

Graphic design products are also memories of social history. Posters, book designs, product catalogues, press releases, shop window designs, signboards, etc. from the past to the present. they reflect the periods in which they were produced; They enable us to reach some information such as the fashion, tastes, social and political life of the period. The designer has to present all kinds of social data in an impressive style in order to convey the message they want to give to the target audience.

As it can be seen, visual designs are always related to people and culture, and for this reason, they can also be considered as photographs of social life. With these aspects, visual designs also appear as examples of the coding and perception of

gender. Visual information, which we are exposed to intensely today, also has an important effect on shaping gender roles (Ak, 2015: 148).

New ideas, interests and relationship styles created in the fields of marketing and sales are undoubtedly reflected in daily life. All these new productions about people affect the way people live and express themselves. Visual design activities are directly related to gender as well as to all human concepts, since individuals cannot be independent of their gender characteristics while defining and presenting themselves. Because the purpose of design is to appeal to people, and wherever people are, there are facts about biological and social gender.

In the field of visual design, people appear as both the producer (designer), the target audience and the subject or subject of the design product. Regardless of which of these three positions, man is there with his gender. In case they are in the position of designer, they will reflect the gender characteristics consciously or unconsciously to the design activity. In cases where they are in the position of the target audience, the way they perceive the information and messages will definitely be affected by the gender characteristics. In cases where the design is the subject or subject of the product, they will naturally be placed in the product with their gender characteristics.

When it comes to gender, we come across both primary (congenital) gender characteristics and social genders that society defines as "femininity" and "masculinity". Mass media, which is one of the most important tools that determine gender characteristics today, has actually used visual images of femininity and masculinity intensively since the past (Yılmaz, 2007: 143).

Ügümü-Aktaş (2018) mentioned the great power of mass media and especially advertisements on social life, and therefore emphasized their importance in shaping the roles of femininity and masculinity in our lives. According to the author, since individuals are heavily exposed to the messages given through mass media and advertisements, the framework for the concepts of femininity and masculinity, like many other data on social life, is created and maintained by these tools. For this reason, it is possible to evaluate these tools as reflections of gender roles, which we can call femininity and masculinity. According to Ak (2015: 109-110), on the other hand, in today's social life, individuals learn and socialize through mass media and the

internet, perhaps more than they learn in institutions such as family, school, and religion. In these sources, gender discrimination is strongly felt, patriarchal features are common, and women are generally positioned lower and in the background in the hierarchy. In this respect, the media and the internet reinforce gender inequality and pave the way for the perpetuation of sexist judgments about women and their bodies. Similarly, Bal described this situation as follows:

(...) the basic dynamics of gender practices, like other institutions, are reconstructed by placing them in the advertising texts of the media institution and itself. In the media, women are represented within the framework of certain socio-cultural patterns and the limitations of gender roles and stereotypes, with what a dominant patriarchal ideological background brings (Bal, 2014: 61).

The characteristics that society imposes on women and femininity appear in many visual communication fields, especially in advertisements, thus serving to determine and normalize gender roles. Advertising texts are in constant contact with gender roles, both as elements that affect this reality and are affected by the current social reality.

Postmodernism and capitalism objectify everything and even turn it into fast moving consumer goods. Products or services become obsolete almost the day they are released. This necessitates marketing and sales activities to be competitive in an increasingly wild market. One of the most powerful weapons of this market is undoubtedly, as always, visual designs. One of the most frequently used images in visual designs is the woman.

The word woman is defined as “adult female human”. When attention is paid to the existing visual design products, it will not be overlooked that there are almost no women in them. Regardless of the subject of the advertisement or campaign, a woman image placed in the image is frequently encountered. Even when the potential consumer of the featured product, service or idea is not or does not have to be a woman, images of women are used extensively.

It is noteworthy that the positioning of women in the visual design culture is always repeated in similar ways. The representations of women on television, in newspapers, in advertisements and in social media are generally on the axis of

"motherhood, housewifery, beauty, sexual attraction, being a wife, cleaning jobs, kitchen chores".

This situation mentioned above is, of course, a reflection of the positioning of women in social life. The world today is going through rapid and wide-ranging changes, perhaps more than ever before in history. Human beings clone living things, produce prosthetic legs in 3D printers, design self-driving vehicles, and build buildings hundreds of meters high. However, it can be argued that this new world, where almost nothing is as we were used to in the past, is very conservative when it comes to preconceptions about femininity and masculinity. People who determined their direction by looking at the stars thousands of years ago use navigation devices today, human sacrifices defend human rights today, people living in caves live in skyscrapers today. However, despite all this, it is expected that men and women will do the same things they did thousands of years ago, and be like the same identity they were thousands of years ago. Therefore, stereotypes that leave women at a disadvantage in society still exist.

“Changing male-dominated, unequal, gender-based power structures has been (...) the goal and project of feminism since its emergence”. However, the solution to the problem of gender inequality is a much more challenging process than expected. The quality of life of women and the social power they have is decreasing rather than increasing in many areas of life. While women in many parts of the world are fighting for a better world for themselves, gains in one area are often followed by new gender equality losses in another.

This conservative attitude on women's rights is also evident in visual design, which is a discipline intertwined with life. On the other hand, there are some examples pointing out that the representation of the female phenomenon in visual design has begun to change, albeit partially, in recent years. In today's world, where social change has gained an incredible speed, the design culture seems to have taken its share from this change. The new forms of existence of women in the society are also reflected in the design culture, and sometimes the gender roles defined by the design culture spread to the society.

1.2. Purpose Of The Research

The study was carried out to examine the change and transformation of advertisements in the historical process by emphasizing the gender stereotypes and stereotypes towards women in advertisements. While television advertisements shape people, they also provide a positioning. This positioning is an important factor in learning and reinforcing the roles attributed to men and women by society. In order to identify the advertisements aiming to change the judgments against women, advertisements on national television channels were scanned. A total of 13 commercials featuring gender stereotypes in Turkish television commercials were selected and analyzed through semiotic analysis. On the other hand, the commercials of the “Elidor” brand, which was chosen differently from the other commercials, were chosen to express how it stood against the stereotypes created over women, due to the values represented by the brand beyond the products it offers. While it does not separate women from traditional roles while marketing the products of other brands, it is seen that the Elidor brand presents women in a different status.

1.3. Importance of Research

There has been a long-standing debate about whether visual designs are "mirrors" that reflect society or "patterns" that shape society, and according to some, there is an effect based on a mixture of these two. At this point, it seems more reasonable to accept that visual designs alone do not have the power to change the existing order and that people's attitudes do not change easily. However, it would not be an unfounded claim to suggest that visual design products trigger or accelerate change in society. To give an example, publishing an advertisement fifty years ago where the woman was working and the man was looking after the children would probably have had a comedic effect on society. However, if the first steps of this idea had not been taken in advertisements and campaigns years ago, we would not be able to see today's social changes.

Today, the social position of women is questioned all over the world and women's rights defenders are trying to change it. However, in some parts of the world, especially in Turkey, women are still economically, academically, professionally and socially in the background or lower in the hierarchy; It can be said that they are often in the position of figures who are exposed to psychological, sexual and physical abuse

and whose fate is usually determined by men. Especially in the media, women are always the victims; It is represented as in need of admiration, appreciation and approval, open to harm. There are doubts that this form of representation, on the other hand, reinforces the disadvantaged status of women, let alone strengthens their current position in society. For this reason, it is hoped that the current study on the positioning of women in visual design will contribute to the relevant literature.

In the study, it was investigated how much television advertisements bring gender and female stereotypes to the fore within the framework of patriarchal ideology. It is thought that if the stereotypes in television advertisements are reduced and the types of roles attributed to women in social life are reflected in the advertisements, the actions of the individual consisting of gender differences can be affected and transformed. For this reason, this study is an important step in changing perceptions in television advertisements, which are a part of our lives. Although there are many studies conducted in this context, some advertisers support the change and transformation in the roles of women in the historical process, while some advertising companies evaluate this change and transformation from a patriarchal perspective.

1.4. Limitations of the Research

The examination of the chosen product categories reveals a clear and consistent pattern of reinforcing traditional gender roles and stereotypes. This pattern aligns with the broader understanding that individuals are assigned specific societal roles based on their gender, which significantly influences the formation and perpetuation of gender concepts. These advertisements, present in various aspects of daily life, play a significant role in attributing distinct cultural codes to women and men separately. By presenting an idealized version of femininity and masculinity that conforms to societal expectations, these advertisements aim to shape and uphold the desired gender norms. Moreover, they employ elements that evoke pleasure to enhance audience identification and engagement with these prescribed roles.

Despite the diverse roles that women may occupy in social life, this study focuses specifically on the portrayal of women in particular categories, including cleaning products, furniture, additional food, and personal care products. Through an analysis of advertisements aired on Turkish television channels, the study aims to reveal how women are presented, the construction of typical stereotypes, and the

perspectives from which they are evaluated. The analysis delves into the narratives surrounding women, the perception created around them, and the role models they are shaped into as individuals. Its objective is to shed light on the underlying cultural narratives and societal expectations that influence the representation of women in these advertisements.

In conclusion, the consistent reinforcement of traditional gender roles and stereotypes within these product categories indicates a tendency to perpetuate established gender norms and expectations. This observation emphasizes the importance of critically examining and discussing the portrayal of women in advertisements, particularly in the domains of cleaning products, furniture, additional food, and personal care products.



CHAPTER 2

GENERAL INFORMATION ABOUT ADVERTISING

2.1. Advertising Concept

Advertising is an activity made at the request of a business by paying a fee, to influence the consumers addressed and to enable the consumer to make a decision. Advertising, in other words, is a promotional tool used to positively affect consumers' attitudes. Advertisers influence the perceptions and behaviors of consumers with different techniques including various features (Kaur & Hundal, 2017). Advertising is the publication of messages that provide preliminary information to the consumers before purchasing the product and stimulate the senses in order to create a good image in the eyes of the consumers. Advertising is a communication technique that prepares the consumer with alternative products, offers the right to choose, informs the consumer, and creates the market that brings together the consumer and the producer (Karabağ, 1998). Ads; consumers' opinions are influential on the decision to purchase the product and on the consumption of the product (Richard & Cunnann, 2002). Advertising, which reflects the dominant attitudes and judgments of the society, also appeals to the subconscious of the consumers. In addition, advertising is the message that conveys how the product will be used and what the product is, in the fastest and most permanent way (Özsoy, 2006).

Advertising is a promotional tool used to reach more consumers at the same time and convey the desired message at less cost. While creating awareness of the product through advertisements, there is a struggle to reach a goal to be interesting, remarkable and memorable in order to achieve commercial goals (Parker & Furnham, 2007). Advertising, which acts as a bridge between producers and consumers, is a very effective communication channel in reaching consumers, influencing consumers' decisions positively and creating a good brand image on them (Cintamur, 2008). The effect of advertising increases as it becomes increasingly important to consumers (Kaur & Hundal, 2017).

Advertising is of great importance in marketing activities for many businesses. Because successful marketing activities and advertising are needed in order to reach the target audience in the market, to increase the number of customers and to provide

competitive advantage to businesses. In addition, advertisements take on new missions depending on the changing and developing social structure. Advertisements no longer contain only information about the product, but also content that will enable the consumers of the product to convey the roles and lifestyles that they will accept throughout their lives (Lundstorm and Sciglimpaglia, 1977).

It is important to have a systematic structure in the success of the advertisement. Shimp and Gresham (1983) argue that the outline of advertising should be composed of eight stages. These;

- The consumer is exposed to the message.
- Consumers join the message by watching the advertisement.
- The information given in the advertisement is understandable.
- The consumer evaluates the message positively or negatively.
- Some of the accepted messages remain in the consumer's memory.
- The consumer can then use the message to which the information is transferred.
- The consumer decides among the available options.
- Consumers act as a result of their decision.

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the consumers of the product to convey the roles and lifestyles that they will accept throughout their lives (Lundstorm and Sciglimpaglia, 1977).

In order for advertisements to affect consumers, consumers must encounter advertisements at regular intervals. During the transfer of the information about the product in the advertisement to the consumers, the visuals in the advertisement and the language of the advertisement should be understandable. According to the good or bad impressions that the advertisement leaves on the consumer, ideas for the product are formed in the minds of the consumers. Consumers decide on the product and brand they will buy in line with the information they have obtained in the advertisement and act accordingly.

Advertising should affect the consumer, change the perception of consumers towards the brand or product in a positive way, and create a sense of loyalty towards the brand in the consumer. Advertising and the basic marketing mix elements (price, promotion, product, location) should connect the producer and the consumer. For example, messages such as informing consumers about the benefits to be obtained by the products in the advertisement should be included.

2.2. History of Advertising

In Egypt, papyruses containing the characteristics of the captives and their wages or the pictures drawn on the wall are considered to be the first examples of advertisements in history. Apart from the tablets and the advertisements on the wall, there are different examples of advertisements in Rome and Carthage. For example, merchants who wanted to sell their products made an agreement with the criers for a certain fee and announced the information about their products to the public. The bellmen, which are an example of audio advertising, were also used a lot in the Ottoman Empire (Toruk, 2005).

When the historical process of advertisement is examined, it is seen that the advertisements published in the world in the Ottoman Empire lag far behind. In the 19th century, there was a significant transformation and progress in advertising activities in the Ottoman Empire. Although the advertisements made in the first time were sound, a transition to a new era has been experienced in advertising with the discovery of the printing press. With the printing press, advertisements began to

appear in flyers and newspapers (Yardimci et al., 2017). There was an increase in the advertising activities of the Ottoman Empire, which was influenced by the Western merchants who wanted to develop trade. Advertising and advertising have been shaped and changed in line with the structure of the society, according to the expectations of consumers, the development and level of technology, the wishes and goals of the producers. During the Ottoman period, the first advertisements were made only in written form. The use of images in advertisements was negatively received due to the common beliefs in the society (Yardimci et al., 2017).

With the introduction of radio in the 1920s, television in the 1940s and the Internet in the 1990s, advertising entered a rapid change and development process. While advertisements were made with sound in the 1920s, visual and auditory advertisements began to be made in the 1940s. In the 1990s, however, the internet, which is a tool to reach a much faster and wider audience, has become the center of advertising. Technological developments in the historical process have become a driving force for advertising. Advertising has been reshaped by technology over time.

2.3. Advertising Features

In order for advertisements to affect consumers, consumers must encounter advertisements at regular intervals. During the transfer of the information about the product in the advertisement to the consumers, the visuals in the advertisement and the language of the advertisement should be understandable. According to the good or bad impressions that the advertisement leaves on the consumer, ideas for the product are formed in the minds of the consumers. Consumers decide on the product and brand they will buy in line with the information they have obtained in the advertisement and act accordingly.

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Expectations from advertisements also change according to the changing tastes and needs of consumers. There are features that advertisements must have in order to convey them to consumers accurately and effectively. According to Wyckham (1987) and Tayfur (2010), the features that should be in advertisements are listed as follows:

- Advertising should recognize the changing roles of women and men in contemporary life and should capture the whole by considering people from a broad perspective.
- It should present men, women and children as individuals with equal responsibility for household management and household chores. It should reflect the contemporary family structure that makes common use of family life and the beautiful features of family life.

Promotion of products in advertisements; The nature of the market, the age and physical appearance of the target audience, the background in the advertisement and the depictions of men and women should be done.

Men and women should be comparably equal. The people in the advertisement should be portrayed as talented, self-confident, intelligent, creative and independent, integrating them with the realities of life.

- The positive personal benefits to be derived from the products should be emphasized in advertisements.
- There should not be exploitation of male or female figures in advertisements for the sole purpose of attracting attention. Their presence must be related to the advertised product.
- Instead of a businessman or business woman, a contemporary language such as a non-sexist business person should be used in advertisements.
- Experts and authorities in advertising should reflect a realistic balance in the use of women.
- Advertising should reflect a realistic balance in the use of women, both in its voice-over dimension and its expert and authoritative dimension.

Producers reach consumers through advertisements. Advertisers, who want to reach more audiences with advertisements, develop their advertisements for

consumers. The language of the advertisements and the message they want to convey should be understandable by the target audience.

2.4. Purpose of Advertisement

Numerous alternatives in the market for the products that consumers want and need lead to an increase in competition between businesses. In this context, companies in competition apply to advertisements in order to promote their products and show their differences and superiorities to the consumer (Soberman, 2004).

Advertising has the main purpose of communicating with consumers by providing the parties with useful information about the product. Advertisements that aim to communicate between the consumer and the product with a message suitable for the product, at the planned time, in return for a determined fee, have an impact on the attitudes of the consumer towards the product and aim to purchase the product as a result of being affected (Karpaz Aktuğlu, 2006). Advertising plays an effective role in changing living standards and patterns.

The main purpose of advertisements is to influence the sale of goods or services in line with targets. Businesses aim to inform consumers through advertisements, to destroy prejudice, if any, to create a brand image and to reach more masses (Çoroğlu, 2002). The main purposes of advertising are to attract the attention of consumers, to convey enough correct information to consumers and to ensure that consumers buy (Şener, 2012). Advertising has five important purposes such as arousing the consumer's attention, attracting attention, informing the consumer, activating the consumer, and turning the process into action by removing the purchase intention (Karabağ, 1998).

In advertisements, where different expression techniques can be used to reach the consumer, a structure can be built on the contents that can appeal to all the senses of human beings. The items used in the advertisement should be designed according to the content of the product, the target audience and the message to be conveyed. According to Khan (2006), the functions of advertisements are grouped under two main headings:

- Advertisements create changes in consumers' behaviors and attitudes,
- It affects consumers positively.

In addition, according to some researchers, the purposes of advertisements can be summarized as follows (Tayfur, 2006); These,

- Increasing sales,
- To ensure that the products are recognized by more consumers,
- To make the image of the product or brand prestigious in the eyes of the consumer,
- To prevent consumers' brand loyalty to other products,
- To provide more competitive advantage compared to other products,
- Introducing consumers with new products,
- To ensure retention by constantly showing the products to the consumers,
- To keep the brand up-to-date,
- Creating a brand image,
- Creating brand loyalty,
- To reduce the negative thoughts of consumers about the brand, to persuade the consumer to buy.

Advertising aims to enable consumers to recognize brands, to create brand loyalty in consumers, and to increase the sales of products with the positive image left by the consumer. The fact that the message intended to be given in the advertisement reaches the target audience and that the consumer receives the message and performs the purchasing activity are the indicators of the achievement of the objectives of the advertisement.

2.5. Classification of Advertising

Advertisements are evaluated by dividing them into three basic classes according to the advertisers. Advertisements paid by producers and made by producers are called producer advertisements, advertisements made by retailers or wholesalers that play an intermediary role in reaching the products from producer to consumer are called intermediary advertisements, advertisements paid by organizations are called service business advertisements (Çoroğlu, 2002).

Advertisements aim to reach the consumers determined by the brands according to their aims (Kasım, 2004). Advertisers' advertisements for the target market; industrial advertisements, consumer advertisements and commercial

advertisements. Advertisements that contain information about the content of the product and aim to influence the businesses that buy raw materials are called industrial advertisements, advertisements that remind the end consumers of the brand and arouse purchase intention, advertisements that aim to create stock for retailers that are intermediaries in the distribution of the product and promote the product are called commercial advertisements (Erol, 2007).

On-demand ads are primary demand ads and selective demand ads. The desire of advertisers to create a demand for a targeted brand in consumers is called selective demand (Yaman, 2009), and the desire to create a demand for a particular product is called primary demand.

Ads by topic are ads that create direct behavior and ads that create indirect behavior. Advertisements that have more information about the product and enable the consumer to buy the product immediately are called direct advertisements, while advertisements that ensure the adoption of the products by the consumers and the product gaining a place in the market are called indirect advertisements (Atcılar, 2006).

Advertisements in terms of message; corporate advertising and product advertising. Advertisements that are made to benefit the image of businesses are called corporate advertisements, advertisements that convey the benefits (such as price, product usage areas and features) to the consumer by purchasing a product are called product advertisements (Atcılar, 2006).

Geographical advertisements are national advertisement, regional advertisement and local advertisement. Advertisements made to influence the product and target audience in the country in all regions of the country are called national advertisements, advertisements aiming to reach consumers only in certain regions rather than the whole country are called regional advertisements, and advertisements made by retailers to influence local consumers are called local advertisements (Erol, 2007).

2.6. Advertising Functions

There are functions that a quality advertisement should have in order to achieve the targeted success. Each function of advertisement also serves the purposes

of advertisement (Demir, 2008). Advertisements aim to give information about the product to the consumers, to persuade the consumer to buy a product, to remind the product by bringing the product and the consumer face to face at regular intervals, to add value to the product and to make the company that produces the product more recognizable. The main purposes of the advertisement are the functions of the advertisement. Advertising functions are divided into 5 These are (Yaman, 2009);

- Information function,
- Persuasion function,
- Reminder function,
- Value adding function,
- It is the function of helping other functions of the business.

Before consumers come to the stage of purchasing a product, they want to know the product and trust the company that produces the product. Consumers demand to know what a product is, why they should buy that product, and the maximum benefit they will get from that product. Advertisements are reminded regularly without allowing the consumer to forget about the product they have learned about. The product is introduced to the consumer through advertisements and the consumer is persuaded to buy the product.

2.6.1. Informing Function

It is a function where it is shown, payment terms are specified and the benefits of purchasing are explained to consumers (Çırpıcı, 2006). With the information function, consumers learn about the characteristics of the product, its features and information about the use of the product. It plays a very important role in the definition of new products entering the market (Bagana, 2009).

It is important to have the right information function in advertisements. Because purchasing behavior occurs when consumers get the right information about the products they see in advertisements. The lack of correct or incomplete information about the products in the advertisements causes the consumers to approach the products negatively and not to realize their purchasing behavior (Yaman, 2009).

2.6.2. Persuasion Function

While persuasion aims to change consumers' attitudes towards other products and brands, it aims to create selective demand in competitive conditions. By changing the perceptions of the product in the minds of the consumers positively, it creates a desire to try the product in the consumers (Çırpıcı, 2006). With the persuasion function, the message is given to the consumers that it is necessary to have the product. Advertisers aim to persuade the consumer to buy with information about the quality of the service of their products, the reasonable price, in short, why they should choose their products (Bagana, 2009).

The main purpose of advertising is to get consumers to buy the product and to make a profit for the advertiser. For this reason, the persuasion function that enables consumers to buy the product after the information function is important. After the information about the product is given, it is aimed to persuade the consumers in different ways. Age, gender, economic and psychological, etc., which vary from consumer to consumer. factors are the variables that underlie consumers' persuasion in different ways (Yaman, 2009).

2.6.3. Reminder Function

With the reminder function, it is aimed to bring the product to life in the minds of the consumers in case of forgetting the product. It is mainly used to remind consumers of seasonal products (Bagana, 2009). The reminder function, which is generally preferred during the maturity period, is designed to remind a product or a forgotten feature of the product (Çırpıcı, 2006). In fact, this function can be defined not only as a reminder, but also as not to make you forget the product. It is a very important advertising function in terms of ensuring stability in sales.

2.6.4. Value Adding Function

Advertising adds prestige and value to the product or business (Çırpıcı, 2006). The value adding function aims to change consumers' perceptions and attitudes towards the product with advertisements. It increases the value of products by leaving an unforgettable impression in the minds of consumers. Thus, a more special, different and quality impression can be created compared to other products. With the value adding function, the demand for the product is increasing and depending on the

increasing demand, the profit and market share provided by the product to the business increases (Yaman, 2009).

2.6.5. Assisting Other Functions of the Organization

Consumers, who recognize products through advertisements, put businesses that have become known for their products at a certain point in their minds. Through advertisements, businesses become more known. Recognizing businesses also helps businesses achieve their other goals (Yaman, 2009). With advertisements, manufacturers reach potential consumers before sales representatives. Advertisements make it easier for sales representatives to communicate with consumers who know the products, increase marketing communication and make the consumer more sensitive to the name and packaging of the product.

2.7. Transition from Traditional Advertising to Internet Advertising

The Internet is becoming an attractive medium for advertising as it embodies innovative and changing technologies. It is the creation of various advanced formats, text, graphics, audio and video broadcasts, various advertising formats for advertisers. New media differs significantly from traditional media in terms of size and degree of consumer control. Technological developments have enabled consumers to access various information from their workplaces or homes using computers, tablets and smart phones. New media combines the advantages of print and electronic media. This is because the new media provides more real-time notification templates (motion, audio and video files, etc.) as well as speed control and access to personal information. New media often requires the user to select and search for information or advertisements, but traditional advertising is often included in the context of the program and interrupts the product or service that needs to be heard and promoted. Revolutionary changes affecting the business processes of information and communication technologies and the field of marketing have made it necessary to examine and evaluate the concept of marketing communication from different perspectives. With the introduction of new communication technologies into our lives, products and services are offered, sold and distributed in virtual environments. In addition, the full involvement of the consumer in the production process has led to the emergence of personalized products and services. New communication technologies, with the structure of marketing, have affected advertising practices and brought about

changes. With the influence of electronic and internet advertising, new directions have emerged in advertising. In the traditional advertising approach, which uses the target audience communication model, more feedback is received from the target audience than we want. In this context, traditional advertising uses highly effective but ineffective tools. Internet advertising is based on the direct communication model, which is a rich and communicative communication model. While messages are transmitted by the producer of goods or services in traditional advertising types, in new media messages, the target audience searches for the message of the advertiser and wants to connect to this message. Therefore, communication is based on a person's personal preferences.

The current Web 2.0 environment has changed many applications and brought together new stakeholders. These new stakeholders now create knowledge and content through interaction and without fear they create that content and knowledge and deliver it whenever they want using the tools they need. This constantly interactive web product created with Web 2.0 has completely changed the way information is received, shared and interpreted regardless of time and place. In this context, there are factors such as increasing competition, the emergence of various products and services, the emergence of technological developments and new trends in advertising. Promotional games, mobile advertising, and viral advertising are examples of the types of advertising used in new media. Different purchasing methods such as search engine ads, ad pages, games with different ad formats, different platforms, mobile devices, desktop computers can be expressed in different device ad formats, for example. Digital advertising, which is defined as the distribution of marketing and communication messages over the internet, is becoming increasingly important for institutions. Digital advertising functions differently from traditional advertising media such as TV and newspaper ads. Because institutions can interact with their customers and create a perfect shopping experience for them. Also, unlike traditional advertising tools, it allows consumers to respond to digital advertising and helps organizations create better behavioral targeting strategies (defined as ways to interact with consumers based on their location). Organizations can take advantage of other benefits of digital advertising, such as low cost, fast connectivity (instant connectivity), reduced geographic barriers, and efficiency (for example, consumer email, viral advertising, and word of mouth). Considering the

importance of digital advertising in digital advertising, Turkey continues to increase its investments in this field. Turkey Interactive Advertising Bureau IAB Turkey, according to the digital advertising investment made in 2017, it was determined that video advertising investments increased by 15.5%, 2.163 million and 50% compared to 2016. In 2017, it reached 269.5 million liras and in-house advertising reached 78.6 million liras.

Online advertising allows brands to develop a profitable two-way communication model as consumers can place ads based on certain information and consent. Online advertising is fast and inexpensive compared to traditional advertising methods. Digital advertising is expected to be an integral part of consumers' daily lives. Internet advertising; Contains pop-up ads, banner ads, platform ads. It is argued that the most important factor in the success and spread of these communication tools is two-way communication. Digital advertising is an extension of the traditional broadcast media model. However, many ads that work well in traditional media may not do well in digital media. Since the viewer has options on the web page, he will stay away from advertisements for a very short time, even if it is not television style. In this context, brands should try to develop messages that are relevant to users. Distortion is also a major disadvantage of digital advertising. The more active ad intervention there is, the more likely customers are to ignore it. Using keywords to discover and target a potential target market can help deliver targeted messages to targeted leads and increase the success of digital advertising campaigns. The use of keywords is important in digital advertising because most consumers want keywords to be relevant to the ads they read and listen to online (Dickey and Lewis, 2011: 14-15).

2.8. Advantages and Disadvantages of Advertising

Internet advertising has many advantages over advertising media in other media. These are explained below (Niefeld, 1989: 45):

The time of publication of advertisements and the elements used in advertisements leave different traces on consumers. Advertisements affect advertisers positively or negatively in direct proportion to the traces they leave. Advertisements alone fulfill many of the factors that advertisers want. Advantages and disadvantages

occur in advertisements, depending on the traces left by the advertisement from consumer to consumer.

The advantages of advertisements can be listed as follows:

- It has a lower price per person.
- It has the opportunity to reach customers where the salesperson cannot reach.
- It has great scope in dramatization of messages (enacting a situation, topic depending on the written text) and creative versatility (skills).
- It allows to create images that the salesperson cannot do (advertisers are associated with the product).

“Can I help you?” from the sales representative during personal selling or when a customer enters a store. Such questions are actually questions that push the consumer to answer. Such situations may disturb and embarrass the customers who come to the store just to see the price of the product or to browse, to browse the products. These elements are avoided in advertisements.

- Ads have the potential to repeat messages several times.
- There is prestige and impressiveness in mass media advertising.
- It guides consumers to get to know the products.
- Advertisements stimulate the market. With the revival of the market, the economy is also reviving.
- It raises the awareness of consumers.

Advertisements enable the messages that the producers want to convey to reach many consumers in a very short time. While it saves time for manufacturers, it also results in reductions in costs in different areas. While it does not allow the consumer to forget the product or brand, it helps the consumer to become conscious of the product or brand.

The disadvantages of advertising can be listed as follows (Khan, 2006):

- It is not possible to close or stop sales in response to the demand of consumers who are informed through advertisements.
- There is advertising confusion because there are too many advertisements reaching consumers simultaneously.

- Consumers often ignore advertising messages.
- After the advertisements are published, it is difficult to take immediate action or action. No feedback is received.
- Since it is difficult to see and analyze the reactions of the consumers while the advertisements are published, it is difficult to measure their effectiveness.

Due to the presence of multiple advertisements in mass media, confusion may occur in the minds of consumers. Consumers with mixed feelings will have a harder time making a purchase decision. Advertisers cannot see the reactions of the consumers during the advertisement. For this reason, it is difficult to identify situations that the consumer will not be satisfied with.

2.9. Impact of Advertisements on Society

The stories and images created in advertisements have different effects on society. The impact of advertisements on society; The effects on consumers and businesses are grouped under two sub-headings and explained below.

2.9.1. The Impact of Advertisements on Businesses

Advertising has a number of roles against consumers and producers. Advertisers make a profit as the recognition of the manufacturer or brand increases, consumers have positive thoughts about the product and eventually buy it. The benefits of advertisements to manufacturers are explained below in general (Khan, 2006; Tayfur, 2006):

- It encourages demand. Consumers are warned against advertisements with discounts and hidden warnings.
- Supports other marketing mix elements. Assists with pre-sales and post-sales activities.
- It resists competitive moves. It differentiates the company's product from other products. It contributes to the creation of the brand's unique personality and image.
- It increases consumers' brand preference. When the desired quality is provided and customer value is created from the products in the advertisements, customers can promote the product by word of mouth.
- It reduces costs and increases sales.

- Images in advertisements create a brand image by leaving a permanent mark in the minds of consumers.
- It encourages innovation and new product development. More innovations and more sales offset the cost of innovation. Innovation leads to more sales and business expansion. Thus, more employment is created.
- Recognition of the brand or product increases as advertisements reach a large number of audiences very quickly and effectively.
- It informs the consumers about the product or brand. It persuades consumers to buy the product or brand.
- It helps the producer to reach sales and communication targets.

Aiming to reach the target audience through advertisements, manufacturers promote their products by reaching different and large numbers of consumers simultaneously. As a result of the presentation of information about the product to the consumer and the consumer's exposure to advertisements at regular intervals, the product establishes or maintains its own position in the market. The image of the product or brand in the eyes of the consumer is created through advertising, and this image created by the advertisement affects the purchasing behavior of consumers. In parallel with the correct marketing of the product in advertisements, manufacturers also increase their sales and awareness.

2.9.2. Effect of Advertisements on Consumers

Advertisements aim to awaken consumption needs in consumers and encourage them to buy new products (Tayfur, 2010). Khan (2006) and Tayfur (2010) itemized the effect of advertising on consumers as follows:

- Demands are generated by advertisements.
- Consumers are very satisfied as their demands are met.
- Sales increase and prices decrease with advertising.
- Advertising raises the living standards of the consumer.
- Manufacturers can orient themselves towards innovation by offering better quality products to customers.
- The consumer is informed about the lower quality products available in the market.

- The consumer will prefer the advertised product that he knows before. Thus, the product will be reached more easily, and it will save in terms of cost and time.
- Advertisements make it easier for consumers to make decisions.
- Competitive advertising confuses the consumer, but informative advertising offers consumers helpful explanations about their chosen item.
- It helps the consumer to have information about the price, quality, performance and usage features of the product.
- Consumers refuse to buy the product when they feel that the advertised product is below the standard.
- In order to attract the attention of customers, the advertisement should be reliable and contain promises about the product.
- It should show the features of the product and the functions it can perform to the consumers.

Advertisements affect consumers because they are made in a remarkable and informative way. The consumer identifies with the advertised product or brand. Since it reaches consumers quickly, it saves time for consumers.

CHAPTER 3

GENDER

For centuries, women and men have been separated from each other in terms of mentality and behavior, and roles have been attributed to their gender and it has been expected to act in this direction. With the segregated gender roles that continue in the education life where the personality of the individual is formed, the woman feels one step behind the society and seeks strength in herself to overcome the obstacles placed in front of her, while some women cannot find this confidence and withdraw themselves after a certain time and begin to adopt the patriarchal society. Considering that men are more respected in the society, the position of a working individual in business life is generally attributed to men and this situation causes men to focus more on education, while women are attributed housework, marriage, food, child care and motherhood, causing them to fall behind in education. It is clear that gender discrimination can cause very important results in education as well as cause great obstacles in the development of a country.

3.1. Gender and Gender Concepts

The concept of gender, which covers a wide area in the literature, is an important factor both biologically and sociologically. As of the 1970s, sociologists began to distinguish between an individual's biological sex and gender. From a biological point of view, the concept of gender emerges as the nomenclature given to genetic, biological and physiological differences that help to distinguish between males and females in determining the individual's chromosomes (Şenol and Erdem, 2019: 221). Ann Oakley also explains the gender situation as follows: It is the term that allows the individual to make a biological distinction between men and women in society.

Since the time the world was founded, mankind has needed various classifications in order to be able to make sense of people, define them and establish an order. First of all, these classifications were handled by evaluating the biological characteristics of the individual. In order to define people, the distinctions made, starting with the fertility of women and the physical strength of men, are the concepts of "woman" and "man", the gender phenomenon that separates individuals from a

biological point of view. In addition to applying to interpersonal classifications such as socio-cultural status, income status, religious belief, while the gender factor is clearly noticed when viewed from the outside; The mentality of gender, which has been shaped by the way of thinking of the society since the ancient history, which is invisible and has no written law, is called "gender" (Akkaş, 2019). While gender is an innate feature, gender is shaped according to the structure, characteristics, belief and close environment of the society in which the person lives. While gender is an existential feature when starting life, on the contrary, gender is a situation that people derive (Saraç, 2013: 27). Although this mentality does not remain constant, it changes and develops day by day.

Although the phenomenon of gender is considered as a completely natural phenomenon, it is the biological characteristic of every individual born as a woman or a man and is universal all over the world (Bhasin, 2003: 9). In the growth stage of the individual, in the period when he discovers himself, the society begins to reveal the expectations of the individual for his gender. The individual learns from the society the roles of men or women, how to think and how to act (Terzioğlu and Taşkın, 2008: 63). This shows that the role of the individual at the time of birth is shaped by learning in line with the expectations of the society as he grows up. It is seen that gender is gained at birth, roles are acquired by learning later, and gender is gained to the individual with socio-cultural values.

The social and biological meanings of gender are not interconnected. There is a simple clear distinction between biological sex being male and female. However, certain judgments called femininity and masculinity in the concept of gender do not exist. This points to a fundamental difference between sex and gender. The concept of gender is questioned as two types of biological perspective and it is emphasized that individuals come to the world with one of the two genders. Being born with one of these two genders is seen as a natural consequence of the human body. It is said that the gender of the human body is also effective in determining its functions in society. It is noteworthy that the human body has these biological functions to give birth and to be strong or weak. It can be said that the functional qualities of the sexes are almost limited to this in the biological sense (Bingöl, 2014).

While the society begins to construct genders, the roles of the individual are defined by the expressions of femininity and masculinity existing in society rather than their biological sex. The naming of a trait as a woman is measured by the idea that it is attributed to a woman more than a man. This is the case for men. Attributions in gender are considered equal as a part of biological sex. To explain it as follows, in the mentality that associates being strong with the male gender and perceived as masculinity; The perception that a weak man is not a man is also formed (Ertuğrul-Yaşar, Zorluoğlu, 2021).

In today's societies, the sex of the baby is taken into official records by looking at the genitals, and whether it is male or female, with medical support. After gender categorization, the individual can also have a gender-specific status that he brings with his birth. This status sometimes creates a privileged position according to the meanings attributed to the gender by the society (Şenol and Erdem, 2019: 221).

In societal contexts, individuals are generally expected to adhere to the established norms and behaviors that align with their assigned gender at birth. In the next socialization processes, all distinctions from the identity cards they use to the games they play and the professions they choose start to be operated from infancy. While the male and female phenomenon, which is on the biological basis of gender, is accepted as innate and natural, it is emphasized that the concepts of femininity and masculinity are culturally constructed with the socialization process, away from naturalness (Bingöl, 2014). These perspectives have led to many discussions over time.

According to Türköne (1995: 7-8), the reason for this discussion is the thought that the word gender does not fully meet the concepts of femininity and masculinity, and that the confusion that arises as a result of the use of the words sexual and sexuality, which is derived from the word gender, instead. In addition, the fact that the word gender takes the role of the word gender and that this concept of gender creates a biological meaning as well as a cultural meaning context causes the words to be confused with each other. The words "gender" and "sex" in English are Denotation separate points, unlike Turkish. While the word sex emphasizes the biological and natural, the word gender emphasizes the situation of being culturally constructed.

In Turkish, the term *gender* is also used to include *gender*. The reason for this situation can be shown both that there is gender discrimination on the basis of gender and that the use of the term *gender* has not yet become widespread in Turkey. Another reason why people are far from these two concepts is that the words that will show the difference between these two terms have not entered Turkish. It is possible to say that this distinction, which is new in the world, is even newer in Turkey. Literature and scientific research on this subject in detail and studies are based on the 1970s, but most research has been done since the 90s.

According to Ann Oakley, one of the first feminist writers to use the concept of *gender*, *gender* is a cultural issue. It emphasizes the social status of men and women in society. It can be understood that people are male or female, mostly according to their anatomical differences. Individuals' perceptions of femininity or masculinity are not understood with the same simplicity. The criteria of *gender* are cultural and vary from place to place and time to time. From Oakley's view, it is concluded that there is no natural connection between *gender* and *gender*, because *gender* attitudes are thought to have no biological origin (Bhasin, 2003: 2).

The concept of *gender* was first mentioned in the book “*Sex and Gender*” written by Robert Stoller in 1968 (Avşar, 2017). After this period, new meanings attributed to *gender* began to emerge with the social pressure applied to women and men for years (Akkaş, 2019).

The concept of *gender* has never been fixed in our country. Some of the most common sentences used in daily life, such as the head of the house is the male, the female bird makes the nest, most of the descriptions present the responsibilities and expectations of the individuals in the simplest way. It is seen that the life of women at home is normalized by the society, including the question of occupation, which is mostly encountered in the surveys. While the woman's duty is to manage the internal order and cleanliness of the house; The task given to the man is to work at a job and bring money to the house. In ancient times, it was considered appropriate for men to do important and difficult jobs, keeping women in the background. This process, which starts with the *gender* discrimination of the parents, is shown to the boy excessive love, self-confidence, more resources and care; From the moment a girl is born, she is brought up to be shy, coy, incompetent and attached to someone, so that

she is more attached to the house (Bhasin, 2003: 4-10). This gender phenomenon that started in the family home; It continues to increase with the relative environment in which the individual grows up, the school environment, and the toy choices. While gender is a phenomenon known from the first moment, gender is a phenomenon that takes shape and continues until the end of life, but it is in the middle of life.

Gender is a concept that creates a scenario for the construction of an individual's sexual identity. At the same time, it also allows the categorization of responsibilities appropriate to feminine and masculine roles, which are allowed to exist for the society (Bingöl, 2014). When the concept of gender is examined, the state of being shown as a woman or a man can be called the definition of genetic, physiological and biological characteristics (Öztürk, 2011: 18-19). But gender is not fundamentally tied to biology. It is also seen that it is the image of a wide social division of labor strengthened by the cultural, religious and ideological systems determined by the society. While the concept of gender determines the division of labor and the relations between the sexes according to the genders of men and women, it determines the position of not only women but also men.

Although biological sex allows gender to categorize, these two terms shape separate situations. However, it is seen that these two terms are intertwined at the point of social relations formed in the process of socialization and the formation of these relations. Therefore, gender is perceived as a natural feature just like biological sex (Vatandaş, 2020).

As the individual who is born as a girl or a boy fulfills the sanctions that the society demands, the perception of femininity and masculinity that is compatible with the society begins to settle. Of course, socialization will not be enough to define this situation. Because the individual is not always fixed in social relations, he is also involved in complex relations that are intertwined in different ways. On the one hand, it refers to femininity and masculinity at the social level, and on the other hand, a gender regime at the social level. The concept of gender includes that apart from the individual characteristics of the sexes, there is a state of subjectivity related to the social structures and relations existing in the society. While defining the individual roles, they also shape their gender within the social structure (Bora and Üstün, 2008: 38).

The concepts of femininity and masculinity on the gender axis are purely cultural social elements. The phenomenon of gender, which is not uniform like gender, differs according to time and the place in which societies live. There are certain attitudes and behaviors that are expected from men and women living in that society, within the patterns suitable for each society's own color and texture. When these attitudes and behaviors are compared with other societies or communities, it is seen that some differences emerge. Even though there are differences in every society, we can say that there is a gender phenomenon in every society. According to some theories, it is argued that femininity and masculinity orientations and attitudes are global and therefore biological, rather than cultural (Bingöl, 2014). However, ignoring and simplifying the cultural differentiation of gender oppression and defining it as the same masculine mentality raises the possibility of repeating the masculine mentality opportunity by separating the differences (Butler, 2018: 61).

It can be said that the importance of gender and gender terms in the literature stems from the discussions on the meanings of the terms. These discussions mostly focused on causality. These discussions, which include different views, are generally about the biological differences of men and women, the attitudes created by environmental effects and how these are reflected in research. There are also those who argue that the differences between men and women are due to these two terms and that it is not appropriate to show them as separate causes, as well as those who think that the biological-based, innate differences of the individual should be expressed with gender, and environmental-based differences should be expressed with gender.

Feminists argue that the term gender is used to describe the cultural differences between men and women. Some people use gender because they find the word gender politically incorrect. Others have used these two terms interchangeably. According to them, they state that the word gender is very related to the biological and social, and it is difficult to separate it.

Sexual Identity

The term gender was examined in the previous title, but it should be mentioned briefly when introducing the issue of sexual identity; Gender is having a

unique sense of identification and feeling of belonging to the female or male gender according to this emotional state. In other words, it is expressed as the child's realization of himself as a girl or a boy and recognizing himself in this awareness (Özsungur, 2010). Sexual identity, on the other hand, refers to the individual's biological discovery of himself and the recognition and discrimination of the genders of other individuals in the same category (Vatandas, 2007).

Gender identity enables the individual to prepare himself physically and psychologically for which gender he/she should adopt and the gender he/she adopts. It develops experiences through my cultural transfers with role models (such as family, teachers, friends) that exist around it (Güdücü, 2018: 17). For sexual identity, it can talk more about sexual orientation. However, gender identity can be explained as a person's feeling of a certain gender in terms of personality and behavior and acting accordingly.

Women's feeling of belonging to the female gender and their emotions, behaviors and thoughts develop appropriate behavioral models. The fact that women adopt their own gender roles in the same way that men adopt the male gender and exhibit roles and behaviors suitable for this gender means that sexual identities develop (Güdücü, 2018: 17). It can also be said as the subjective sensation of being a man or a woman. During the socialization process, most children accept their male or female gender. Cognitively, one behaves according to the expectations of the society and the group. However, some individuals seem to have difficulties in determining their gender identity. We can give transsexuals as an example. They know their gender biologically but do not accept it, they feel psychologically belonging to the other gender.

Finally, discussions of sexuality also include discussions of gender in a way. However, the gender and gender mentioned here are encountered as the biological state integrated with the culture. Gender is part of culture. It points to the personality traits and behavior patterns that include the responsibilities, opportunities and privileges that culture reflects and imposes to be a woman and a man (Güdücü, 2018: 18).

Sexual Roles

The term role is a sociological term borrowed from the theatre. When the role phenomenon is examined from a broad perspective, the concept of role shows the rules that guide the position of the individual in the social structure and the responsibilities that come with this position, about how the social relations in this field should be. While sociologists are investigating the role phenomenon, it has been seen that the contribution of gender in the construction and formation of the role is given special importance.

While social roles are learned with the society, it is also believed that social teaching contributes to the creation of the perception of difference between genders. In society, different roles such as motherhood, fatherhood, teaching and military service are mentioned. The different roles given to women and men are known as social roles. It can also be said that these gender-centered roles affect the positions of women and men in the public sphere. Women and men need to play their roles by adhering to the scenario written and adopted by society. These roles are defined as natural in the perception of society and cause the individual to be subordinated. As a result, social gender stereotypes and gender differences can be characterized as the active reason (Vatandaş, 2020).

Although the birth of a child as a girl or a boy is an important factor in recognizing his sexual identity, it is not enough on its own. The adoption of gender roles is seen as the most important factor in the formation of sexual identity. Gender continuity is a controversial issue that is difficult to define. It is stated that from the moment children gain gender continuity, that is, they understand that they are a girl or a boy and this will not change, they learn more about their gender and are interested (Özsungur, 2010).

Social life is a state of many mutual expectations. The roles and behaviors that have been created respond to the expectations of the society from the time they begin to learn. Thanks to gender role identification, the child chooses and determines the ones that are suitable for his/her gender among all behaviors, lays the groundwork for those behaviors and prevents the emergence of behaviors that are not suitable for his/her gender. Individuals are treated differently according to their genders from

infancy in the socialization processes. Parents, consciously or unconsciously, try to teach their children behaviors and views appropriate to their gender. This situation causes stereotypes and boundaries to be drawn according to gender. For example, little girls' rooms, beds, and clothes are arranged in pink, and boys' ones in blue.

It is necessary to fulfill the attitudes and behaviors accepted by the society in accordance with gender roles for men and women. Gender role stereotypes, on the other hand, consist of judgments while exhibiting behaviors that are appropriate for the gender of the individual. The actions of individuals, their occupations, hobbies, favorite activities, games and toys as children constitute the sub-branches of these gender stereotypes. Mother and father play a very active role in the formation of gender roles. Parents who treat their girls and boys differently do not do this consciously. However, parents are directed to those that are suitable for their gender, especially when choosing games and toys for children. As a result, these games, which are chosen in accordance with the gender of the children, strongly impose and shape the child's perception of their own gender (Baran, 1995: 14).

3.2. Gender Roles

A newly born baby is not only classified by its gender, but is also divided into categories within the society by gaining a gender role. Ways of interaction are developed for the individual to adopt gender roles. As a result of this interaction way, the child learns how to behave as a part of the society in which he lives, as a result of the different traces and arrangements on the children's clothes, in the way of addressing the children. This phenomenon can also be described as socialization. Different social mechanisms teach children the perceptions of femininity and masculinity and enable them to internalize behaviors, attitudes and roles (Bhasin, 2003: 10). The social role of the individual is neither temporary nor fictional. What we call social role is also exhibited as an effort to exist and adapt in the social life of the individual. Society expects the individual to play the role that falls on him throughout his life (Vatandaş, 2020).

Individuals who are subjective in gender roles do not determine their own roles. Social statuses are formed by learning the roles attributed by the society. Although it is tried to show that many statuses and roles are taken by the individual's own free will in our society, in fact, it cannot go beyond the roles that the society

deems appropriate for him and has adopted over time. When viewed, since this plot is formed from an early age, the individual cannot predict at what point this situation begins, and the natural perception inevitably settles on the individual. This process, which started by buying dolls for girls, cars and guns for boys in the society, will continue to be used by girls as teachers, midwives, nurses, boys as police, soldiers, administrators, etc. It is possible that what is meant by gender roles becomes even more meaningful when it is realized that it is the beginning of the process until they choose these professions (Şenol and Erdem, 2019: 226).

Gender roles are the expression of femininity and masculinity in social environments. If we look at the concept of role, it would not be wrong to say that the individual plays himself, not an actor. Gender role refers to cultural expectations expressed as personality traits and behaviors that are appropriate for women and men by society. When the stereotypes that are culturally ascribed to genders do not match, we are faced with the situation of being perceived as abnormal. Although this situation is more common in traditional societies, it is also perceived as a deviation in today's societies. Among these, what is not suitable for a man is called feminine roles. Femininity is attributed to the roles other than the roles that the male gender should perform, and a framework is created for the female role. As a result of this situation, it can be said that there is a deviation in the male role. It can also be said that these roles of femininity and masculinity vary according to the environment in which individuals are apart from gender. In the fact that cultural phenomena differ from society to society, it is also ensured that the perception of naturalness of gender is viewed with suspicion.

Another prominent point in gender studies is that the situation of directing children to different areas according to their gender in the socialization processes has led to the legitimation of the difference. What is meant here is the emphasis on directing children to gender-appropriate areas, regardless of their individual differences. While acknowledging the biological difference between the sexes, research tries to show that these are not just social characteristics that exist. Apart from this, when the old sources are examined, it shows the different behaviors of men and women in different periods. If the behaviors were based on their biological characteristics, these periodic differences should not exist. These behaviors, which are

considered to be built by the society, show us that the gender roles of women and men can be changed in the same way (Ecevit, 2011: 5-6).

Gender, which expresses the meanings and expectations attributed by society and culture to women and men living in society, meets a cultural structure and generally includes psychological characteristics associated with the biological structure of the individual. It is not possible to separate gender from gender. Because the observations about the male and female bodies, which the culture expects from women and men, are not completely separate. It is the fact that individuals, who have the potential to exhibit the same role status due to their physiological structure, enable the perception grown in the society in their own thinking. In case the state of being feasible is separated according to gender rather than potential, the perception of mental threshold that individuals have and adopt continues.

In order for the gender order to continue, it is necessary to understand the concept of gender. What is meant by gender? Is the individual aware of how active they are in this regard? These points are equally important. The roles that society expects from men and women are built on the axis of gender. While the individual is preparing for these roles, he also has the potential to prevent the adaptation problem by controlling the new roles formed in the social structure. From this perspective, the political, economic and educational systems, culture and traditions, in order to fit the roles of men and women, oversee this construction by helping to build the gender order. Institutions existing in society make gender roles suitable for women and men. In a way, it is a social life cycle that takes place with the stages of creating, controlling and finally transferring in order to ensure the continuity of the roles of gender (Şenol and Erdem, 2019: 225).

The sexes of humans are normally described as two species in the reproductive organs, male and female. Gender, on the other hand, varies. Women are generally expected to be socialized as feminine and men as masculine. However, there are differences in the degree to which people actually comply with these social expectations and in terms of determining these degrees. Biological sex differences are considered to be the differences observed between men and women when looking at unlearned, innate characteristics. Gender differences show some changes from individual to individual, from culture to culture.

The concept that first characterizes the concept of femininity in Turkish society is femininity rather than individual characteristics. Concepts such as an equal, independent, unique individual that should correspond to the concept of femininity are generally either ignored or discarded. Therefore, titles such as wife, mother and a member of the family are ascribed to the woman, who is thought to represent femininity, or are considered appropriate as a requirement of this. In Turkey, the interior of the house is considered appropriate for women in terms of gender and femininity. In social life, women are more associated with the private sphere. The idea of seeing women as an integral part of the home is the primary factor that negatively affects women's work, education and social life. In terms of gender equality, the fact that a woman is an individual like a man should be put into consideration. The idea that every woman is an individual does not make her a missing mother or a missing wife, and the emphasis should be placed on the mentality that naming them separately does not mean that their other roles are diminished (Elmas, 2017: 45).

It is possible to say that the change in the role of women in the family in the Turkish society can only be realized in a long process by supporting and striving for women's awareness, empowerment, organization and changing their position. It should be said that changing the social status of women in society and questioning the roles deemed appropriate for her is an important step in changing this position. In the realization of this phenomenon, the emphasis that the above-mentioned gender roles are constructed and cultural should not be overlooked.

3.3. Gender Stereotypes

The answers to the question of who I am are actually the key point in the formation of personality. After this point, the individual begins to take shape according to the answers given consciously or unconsciously. In this shaping process, the individual continues to social life with different answers in every period. It is seen that the duties and responsibilities defined according to the answers given in social life become a little easier when the individual starts to group gender. Gender emphasis is a very important concept. Gender is also associated with emotions, attitudes, and behavioral patterns. Thus, it can be said that gender has become meaningful in terms of function.

It is possible to say that people tend to develop stereotypes in society. Stereotypes are the meanings given to the knowledge, belief and expectations assigned to a group. It is called stereotyped thinking to divide structures such as race, gender, region and nation into various groups and to show and think as if they have a single feature, even though they all have different characteristics. Stereotypes also include thoughts that homogenize the characteristics of all members of a particular group. The stereotypes in which individual differences are ignored are the representations of the thoughts in the minds of the members of a group, and these thoughts do not originate from the real unchangeable characteristics of the members of that group, but from the social and economic situation of that group.

The basis of stereotyping is thoughts that do not contain approval, which is why it is very easily formed into groups that are disliked. In general, the person has trouble accepting what is not himself. In this case, they predetermine the attitudes adopted by any member of a group. Stereotypes are generally accepted quickly and easily without much thought and without investigating the appropriateness of the situation encountered. While the actions of thinking and understanding are the biggest obstacles to the formation of stereotypes, it should be said that the prejudiced individual finds it more appropriate to act on the axis of his attitudes and behaviors. And it seems that he often does not consider whether these stereotypes will be true.

While individuals in the society manifest the concept of gender, they settle into stereotypes in the content of the information obtained, and these judgments generally have significant effects on the individual's behavior and thought formation. The gender roles that society expects for men and women also form the basis for gender stereotypes within the social structure. The expectations realized for the genders are also the milestones that contribute to the shaping of society. Women are expected to be more active in motherhood and domestic roles in society and to be emotionally naive, sensitive and empathetic. Men, on the other hand, are expected to be able to take on the responsibilities of the house, to meet the financial needs of the household, to be strong, hardworking and self-sacrificing, protecting and protecting their family. In this process, individuals act according to stereotypes without thinking too much or doing research (Çelik, 2008: 20). When the attitudes and behaviors that occur at the end of this situation are not adapted to the society, that is, the man cannot

provide the economic development of the house, he may be faced with exclusion. Or, the fact that women go out of the private sphere and take place in the public sphere also creates this situation.

Gender is a gender position or gender identity that is determined socially and culturally differently from biological sex, and therefore its content can change according to time and place. This situation not only indicates gender difference, but also reveals unequal power relations between the sexes. It is possible to say that gender stereotypes in power relations that change over time make women more disadvantaged than men in inequality between the sexes. As we can look at gender differences as meanings given to genders, the main problem for Scott is how the collective and subjective meanings created for men and women in the formation of identity categories. According to Scott, he emphasizes that this meaning is created and transferred through language and discourse, and as a result, differentiation and contradictions are inevitable.

It is possible to find many traditional proverbs and experiences that define and restrict women only with the private sphere, assign gender roles to them and try to adopt them. And it is often mentioned in society. To give an example of these; “The girl is like a tea leaf, have you spent your time” “Plain the field, take the wife for the girl.” “The man is the flood, the woman is the lake: the man speaks, the woman listens.” It is told that women should marry early, be honest and obey. These discourses, which are mostly made on the female body, emphasize how women should be within the framework of social roles. The gender category of the perception of 'masculinity' attributed in the society is also categorized among their own genders. It can display these categories in positions such as age, gender, ethnicity, class. These differentiations have some values in terms of meanings over time. The masculinity roles of men who have a job and men who are unemployed, those who live in rural areas and those who live in the city differ. Gender feels inadequate when she cannot fulfill the role of taking over the livelihood of the house that she imposes on men. Therefore, it is seen that the results of the situations and roles experienced in femininity are also socially, culturally and historically formed in masculinity. Since gender stereotypes are accepted roles in the socialization process, it is also possible to say that they can also be changed (Elmas, 2017: 148).

There are stereotypes of gender roles that are carried from past to present as a cultural heritage. These stereotypes have played a major role in shaping, interpreting and criticizing the lives of men and women for a long time. A stereotype is a cognitive schema that has a fixed, over-simplified, over-generalized, generally biased opinion towards members of a group, and positive or negative features that are thought to be shared by all members of a group (Tutkun & Koç, 2008). Gender stereotypes refer to roles that are clearly defined within gender roles, accepted as valid, supported by the majority of the society, and rooted in society's perception of gender. These stereotypes, which exist in every society and are determined according to culture, cause women and men to behave themselves in a way that meets certain expectations and creates a pressure (Mercan, 2018). According to gender stereotypes, men and women have certain roles. These are stereotypes and cannot be changed. Going beyond these patterns is accepted as a wrong-defect by the society and it is demanded to be corrected. The society sees the right to criticize those who go beyond these stereotypes.

Individuals who are categorized as male and female first, are then expected to be molded into gender roles and take the shape desired by the society. Individuals belonging to a stigmatized group predict that others can judge them with a stereotypical approach and act accordingly (Kalafatoğlu, 2020). At this point, the society plays the role of decision maker about the people that individuals can be as a gender. Authority is taken from the individual and given to the society.

Gender stereotypes have taken their place in every aspect of human life. It starts with the appearances of men and women with and without their hands, and continues with what clothes they should complete their appearance. These image and dress stereotypes are so sharp that even before the baby is born, pink clothes for the girl and blue clothes for the boy are bought, and the room is painted and decorated according to these colors. According to gender stereotypes, blue represents masculinity and pink represents femininity (Kasap, Dolunay, & Solman, 2018). According to gender stereotypes, pink is female and blue is male. In general, it is not strange for a woman to use the color blue, while the use of pink by a man causes ridicule. Because the color pink is feminine and the man who uses the color pink in his clothing is interpreted as preferring a feminine look, leaving aside masculinity. At

this point, the representation of masculinity by the color blue is weaker than the representation of femininity by the color pink. The majority of the clothes designed for girls are either pink or some of them are available in pink. With practices such as dressing girls in pink and boys in blue according to their gender, the first notches of gender begin to be engraved on children's very simple brains (Saygılıgil, 2015: 25). This color distinction is evident not only in the clothes, but also in the stationery products used by the child and the toys they play with.

There are also stereotypes about the toys the child plays with. When children are observed while playing, it is immediately noticed that they usually play using toys specific to their gender and gender (Güder & Alabay, 2016). While toys such as dolls and household chores are preferred for girls' toys, it is seen that guns, cars and toys for professions are mostly bought for boys (Sucu & Çolak, 2022). In fact, the formation of the roles that children are asked to take in their adulthood is supported by toys. Traditionally, toys have been designed to train children for future adult roles and to identify parents' values and expectations. According to Guvenc and Demircili (2018) from Orienstein, girls are asked to play with dolls and see their maternal instinct, which is accepted because of their gender, adopting the duties that she will take at home as an adult woman in the future by participating in house games. When a boy plays with a doll or participates in house play, the child's gaze becomes critical. According to gender stereotypes, these games are not suitable for boys. It is expected that the boy should carry it with him as a sign of power with the car that he will use when he becomes an adult man in the future, that he should at least know how to use it, and that he should organize his games with the weapons that he will be trained in when he goes to the military. The secret message that the toy wants to give is recorded in the subconscious and plays an important role in the formation of the child's perception of life (Göktaş, 2020). In this sense, the effects of stereotypes on children's games and toys are also of great importance.

According to gender stereotypes, boys are more active and naughty, while girls are more docile and more submissive. The fact that girls are active and disobedient generally causes comments to be made as "like a boy" in the society. Gender stereotypes divide bodies into two homogeneous parts according to their femininity and masculinity (Dişçi, 2021). Gender stereotypes describe women as

more slender, elegant, short, thin, visually appealing, well-groomed, long-haired, beautiful, and men as more imposing, taller, well-formed, and strong. A woman's being large or strong is criticized as "masculine" and a man's being weak, weak or well-groomed as "feminine". The virtues that are claimed to be specific to women, such as the characteristics (sensitivity, intuition, compassion, love, motherhood), which are claimed to originate from women's sexuality in traditional male discourse and which are assumed to reflect the natural weakness of women, are actually gender patterns determined by society and transmitted from generation to generation through various means. (Arikan, 2021). There are stereotypes about the way women and men dress. While women are generally included in the stereotypes with skirts, blouses, dresses, various accessories and jewelry, bags, high heels, men are included with trousers, shirts, suits, t-shirts and watches as accessories. Trousers were accepted as men's clothing until recently and many people condemned women's wearing trousers. According to stereotypes, women are more curious about clothing than men. She buys more, thinks more about what she's wearing and how she looks. In terms of shopping, the variety of stores and products for women is greater than for men.

Stereotypes create division of labor in people according to their gender (Beşparmak, 2021: 6). Women are emotional, sensitive beings who are more concerned with personal care and homework, dealing with daily and domestic issues, according to stereotypes. Men, on the other hand, are characterized as beings who are busy outside the home, who are strong, who use their minds, who think, research and have ideas about many issues in life. In addition, while the man is expected to be active in out-of-home responsibilities, it is right for the woman to be the main figure who takes care of the home (Kıran, 2017). While it is expected from women to take care of their children, spouses and housework, to be dependent on men, to be emotionally quiet, calm, altruistic, patient, understanding and sensitive, what is expected from men is to provide for their families, establish bonds with the outside, and require power at home (repairs). (Saraç, 2013: 8). According to stereotypes, housework belongs to the woman, and if her husband is involved in the housework, it is evaluated as "helping his wife". In a common area, all responsibility falls on the woman. Because, according to stereotypes, a woman is considered more suitable for the home as a woman, and a man is considered a living creature that is more inclined to the outside. Looking at family life; If women are exposed to violence from their

husbands, they are expected to hide this situation, and to take care of things such as child care and cleaning at home (Vefikuluçay, Zeyneloğlu, Eroğlu, & Taşkın, 2007). Instead of working as a mother, the woman is expected to take care of her child, take responsibility for the housework and serve her husband full-time. With the metaphor of the pillar of the house, the man should work outside the home as a decision-making mechanism, bring bread to his house, and meet the financial needs of his wife and children. The priority of the man is evaluated as fulfilling this financial responsibility. In other words, according to gender, the most important role of women is to take care of their children and do the housework, while the man's is to make a living, to run dangerous jobs, to do hard work such as repairing and gardening (Saraç, 2013: 9). While the whole weight of housework falls on the woman, the whole weight of the financial burden falls on the man.

Men's hobbies in gender stereotypes; While driving a car, reading the newspaper, going to a coffee house, spending time outside, playing football, for women this is knitting, going to a neighbor, watching television. While men spend more time outside the home, women are more attached to the home according to stereotypes and go to less places outside the home. In fairy tales, princesses mostly waiting to be rescued in their castles can also be considered as a sub-message that supports this judgment. The woman is more integrated with the home and the child. Unlike women, it is accepted that the man is outside, while the woman is busy with the housework, while the man is busy with the outside works, while the woman leads a life dependent on the house, the man leads a free life outside (Senol, Erdem, Uzun, & Erdem, 2016). Being out late at night or spending a lot of time outside is not welcome, and a woman's greatest concern is motherhood.

There are stereotypes in the professional roles attributed to women and men. While women are mostly seen as teachers, nurses and desk jobs, jobs such as soldiers, engineers, doctors, and statesmen are attributed to men. When the reflections of gender roles on working life are examined; roles such as working in jobs with lower status and wages, and getting permission from their husbands to work are considered appropriate for women (Güldü & Kart, 2009). While women are considered as those who do not develop their intellectual dimension, they are more emotionally developed and are interested in the tabloid part of the events, not the information, while men are

considered superior to women in terms of management and leadership, who use their brain more and have an idea about more issues. For women, teaching, secretarial, cookery, tailoring, etc., which are usually located in relatively closed spaces, in the direction of the continuation of their familial roles. while professions are considered appropriate, for men; lawyer, doctor, architect, pilot, barber, driver, painter, etc. occupations are considered appropriate. In stereotypes, men are considered to be callous beings, and men's emotional behavior and crying are considered "feminine". It is strange for them to express their sadness and cry. Boys are instructed to be resistant to pain without crying and are taught to hide their feelings in a traumatic way by saying "men don't cry" (Avşar, 2017). Men can be shown with harsh emotions such as anger and hatred within stereotypes.

The way women and men speak is also subject to stereotypes. While the woman speaks more calmly, politely, gently, using vague expressions; men, on the other hand, make more solid, rough and clear speeches. According to stereotypes, a woman is not brave, does not speak rudely and does not act; men are also not emotional, they are not gentle and kind (Dökmen, 2012: 22). In this respect, the use of slang and profanity in terms of gender stereotypes has different values for men and women. While the use of slang and profanity is a way of speaking that is accepted up to a point in men, this way of speaking is not welcome in women and causes criticism (Kocaer, 2006).

In gender stereotypes, women's management skills, level of knowledge and thinking capacity are considered lower, as well as the right to make and implement decisions are less than men. While the man has the right to speak on many issues, the woman has the right to speak at home within the limits allowed by the man (Yılmaz, 2018). According to stereotypes, women have less right to have a say in their home or social life, where they are assigned with full responsibility. The gender roles determined by the society for individuals appear prominently in the marriage relationship, where the relationship between men and women is most intense (Kaplan, 2016: 4-5). He is a person who is under the protection of his father before marriage and of his wife after marriage, who acts by taking their permission, and whose own decision-making and implementation mechanism is ignored. According to traditional stereotypes, even at the stage of marriage, the girl becomes a place like a desired and

given item. The man's side wants the girl and the father decides whether to give it or not, where the woman is not allowed to speak and express her opinion. There is a perception that women should take place under the auspices and shadow of men.

In traditional stereotypes, the right to education of the girl is ignored and her reading is considered unnecessary. The duty expected from her is to be a mother and a woman of her home. Since he has no place in business life, he does not need to work or study. Discrimination against women begins in childhood when the family and society give less opportunities to girls than boys due to social and cultural stereotypes (Özaydınlık, 2014). Men, on the other hand, should work to earn a living at home, and therefore should have the right to go to school in order to be able to work in a better quality job. Gender stereotypes clearly expose gender inequality.

Gender stereotypes appear in all areas of individuals' lives. Gender stereotypes are among the important factors affecting an individual's life (Esen, Soylu, Siyez, & Demirgürz, 2017). Individuals sometimes adapt to these stereotypes with the fear of marginalization and stigma. This situation affects the individuality of the individual. Stereotypes do not allow the person to be himself, they force the person to be the person society wants. Individuals can live their lives the way they want, regardless of such traditional gender stereotypes. This situation causes these individuals to be evaluated as “different, extraordinary” types by people who have internalized the stereotypes in the society. It is almost as if society writes a scenario for women and men, and individuals play these roles according to their gender (Yıldırım and Gül, 2021). Some of these traditional stereotypes have changed or are changing today, depending on the dynamism of gender roles and the increase in changes with the developments in society. While some traditional gender stereotypes are no longer accepted by modern society, some stereotypes are still strongly valid.

Gender stereotypes are social prisons created by societies for themselves, invisible to the naked eye, but felt everywhere in life. It aims to imprison individuals within the patterns they have determined. From the moment of birth, the individual is surrounded and guided by predetermined rules and values (Ünlü, 2017: 7-9). Society wants to reduce the diversity of variables by minimizing differences as much as possible in order to make life easier. It is thought that the greater the diversity, the more difficult it will be to maintain order. Because the system is possible by

categorizing the existing ones and then establishing the balance between these categories. Therefore, after separating individuals according to their genders, standardizing them according to their gender roles will ensure the regular functioning of the system in this traditional society mentality. At the same time, the process of establishing and maintaining its supremacy will continue for the gender that holds the authority. As long as each new member of the society fulfills the expected gender roles, stereotypes will continue to exist; As long as stereotypes continue to exist, it will be expected from each new individual who joins the society to develop behavioral patterns in accordance with the gender stereotypes that have been internalized by the society (Bür, 2019: 4-7). In this context, the change of gender stereotypes will be possible with the individual's view and attitude towards these stereotypes.

3.4. Gender-Based Division of Labor

When we look at the gender regulation that exists in the society, whether it is on sexual roles or in the labor market, all these are reinforced by the gender-based division of labor. It is seen that the division of labor based on gender and the division of labor between the sexes reveal not only the sexual aspect but also the cultural phenomenon of the society. It can be said that the separation of women and men in the fields of work is due to these situations. This division of labor, which is separated by gender, also allows the control and exploitation of women's labor. Gender-based division of labor is a more comprehensive operating system in the separation of women's and men's jobs, both in the home and in the public sphere.

A woman's innate, i.e. her biological nature of giving birth has affected the behaviors attributed to women such as being emotional and possessive. For this reason, women are seen as suitable for private space, that is, for the home. On the other hand, it is seen that men are assigned in the public sphere, that is, outside the home, in response to the desire to be strong and establish authority, which is believed to be inherent (Elmas, 2017: 147). In other words, the biological elements that are shown as usual are shown as a reference to the shaping of life and work areas in society.

It is seen that the general framework of gender-based divisions of labor in society consists of two basic elements and is shaped around these elements. The first

is the "separation principle", which creates the logic that men and women are separate, and the second is the "hierarchy principle", which is accepted as an indicator of power, that is, the system of the strong and the weak. While examining the principle of separation, we encounter two factors as horizontal separation and vertical separation. To explain in connection with the principle of separation; The principle of vertical mobility is called vertical segregation when a number of individuals and organizations accumulate heavily in the lower steps. Horizontal segregation is when more men and women work in different business areas, in different professions and with different employers.

When the ratio of career choices is made according to the horizontal separation, it can be said that whichever gender has the highest rate, that profession is specific to women or men. The fact that the ratios are close to each other shows that profession as an integrated profession. Of course, these ratios and numbers are not enough to prove to us that there is no gender inequality. If we look at this from a hierarchy point of view, banking can be called a profession preferred by women and therefore a holistic profession. However, the fact that more men are involved in management, managerial and senior positions shows that there is gender discrimination in this field. It is seen that these distinctions affect women's family and social life as well as the business world. Prejudices and beliefs about women's motherhood and womanhood role cause women to be removed from the labor market or to focus on certain professions. The devaluation and invisibility of women's labor is the basic process that builds gender regimes (Arabacı, 2015: 51).

According to the analysis of the feminist thought system, it argues that the gender-based division of labor is not a technical division of labor. Because the assumed division of labor is in favor of men and men being at the upper levels ensures that women are at the lower levels, mostly dependent on them. It would not be wrong to say that the obstacle that we will call the glass ceiling in the business world of women stems from the gender-based division of labor. The problems experienced in women getting lower wages in their business life and being promoted to higher positions in the work they do can explain this phenomenon. The temporary view of the position of women in the labor market, the fact that the time given to women in business life is either until marriage or until the birth of a child, and this is the way

most women view business life, allows the gender-based division of labor to be shaped as women's work and men's work. . In this way, while women in business life continue to be dependent on men, it is also seen that women are left in the background and subordinated in society as a result of the areas separated according to gender differences.

According to Connell (1998: 55), pioneer women in the socialist movement, like Clara Zetkin, brought up the issue of the oppression of women in the working class in line with the conditions of the time, and that socialist thoughts and practices should be rethought and these ideas were put into practice. It is seen that they have started to express their opinions on the point of transition. Socialist women argued that the gendered division of labor created by the system could change, however, an organizing mechanism was implemented. Over time, these organizations started to make a big noise and socialist feminism was theoretically entering a period of rise. Social Feminists open the concept of "division of labor based on gender" for discussion and analysis, making it the focus of the agenda, and it is seen that they have even brought this issue to the literature as strongly as the discussions on sexuality.

It is seen that attention is drawn to the fact that the gender-based division of labor impoverishes women's labor in terms of labor. The invisibility of all unpaid work done by women who play an active role in reproduction can also be called a gendered labor. On the one hand, while women are excluded from the labor market, according to the analysis of the feminist thought system, it argues that the gender-based division of labor is not a technical division of labor. Because the assumed division of labor is in favor of men and men being at the upper levels ensures that women are at the lower levels, mostly dependent on them. It would not be wrong to say that the obstacle that we will call the glass ceiling in the business world of women stems from the gender-based division of labor. The problems experienced in women getting lower wages in their business life and being promoted to higher positions in the work they do can explain this phenomenon. The temporary view of the position of women in the labor market, the fact that the time given to women in business life is either until marriage or until the birth of a child, and this is the way most women view business life, allows the gender-based division of labor to be shaped as women's work

and men's work. . In this way, while women in business life continue to be dependent on men, it is also seen that women are left in the background and subordinated in society as a result of the areas separated according to gender differences.

On the one hand, women are excluded from the labor market, the point where their labor can be easily transferred to the market, women's labor is seen as cheap and low, the money earned socially is perceived as an additional income, as well as the full maintenance of domestic responsibilities without diminishing women on the one hand in the job market. While making it attractive, on the other hand, it is faced with the reality of exploitation (Urhan & Etiler, 2011).

Even though the woman who started to work in the public space gets rid of the private space, she cannot escape from being the main subject of her domestic responsibilities. This situation is explained as double burden in socialist feminist theory. Hochschild and Machung named the same concept as the “second shift” in their book they wrote in 1989. The second shift is a concept that defines the domestic responsibilities of men and women outside of work. According to them, as a result of the system that women are in and that has been seen in family structures for the last 50 years, work is perceived as the first shift of women, and home as the second shift (Kındır and Yaşar, 2013: 13).

As a result of all these, even if women work in the public sphere for a certain wage, they are expected to fulfill their domestic duties when they come home. As a result, when women work both at home and outside, and when their working wages are low, there is a significant decrease in their participation in working life. At the same time, although the woman in the family undertakes all the care and housework of the household, the lack of an economic income, its naturalization and invisibility show that it is a gendered labor.

3.5. Gender and Patriarchy

It is said that the concept of patriarchy mostly emerges as an ideology or a system and creates the identities and experiences of individuals through this ideology (Günindi -Ersöz, 2016:3). It is extremely important to understand the concept of patriarchy well in order to name the relationship between men and women today. It is seen that patriarchal relations cause the concept of gender to be distorted. For more

than five thousand years, gender roles have been determined and shaped within the patriarchal structure. Gender, which can change according to time and place and is variable in terms of structure, creates a hierarchical structure between men and women (Bhasin, 2003: 16; Korkmaz and Başar, 2019). Generally, it is difficult to define patriarchy, but it can still be said that the concept of patriarchy is a concept used to emphasize the social structure in which male power is dominant. Looking at the root word of patriarchy, the word *Ata* means power, and the word *masculine* means power. With this mentality, in which men are placed at the center, men are culturally in the foreground and women are pushed into the background. It can be emphasized that patriarchy is shaped by a hierarchical structure on the basis of culture (Bozok, 2011: 27-29).

The division of labor, which developed depending on the fertility of the female in historical periods, gives different roles to men and women in all areas of social life. The patriarchal system of thought lays the groundwork for this. Kandiyoti has a different perspective on this concept, which is called the system. Instead of using the concept of systems, he uses the concept of patriarchal bargains. According to him, patriarchy refers to a relationship that can be changed over time, that can be resisted and can be rebuilt (Günindi- Ersöz, 2016: 34).

It is seen that the woman in the patriarchal lineage family structure has passed through some phases at the point of power in this system and that the masculine system forms the basis for the effort to complete itself and, most importantly, to preserve its place thanks to the cultural transfer. In the family structure of Atasoylu, women pass through phases. The young woman who came as a bride, after experiencing the difficulties and poverty she experienced in the family, they also make their brides experience these deprivations in their later years. At this point, the patriarchal system facilitates the adoption of the masculine system by women by using the expectation of authority and control that women will have in their later years. Subordination to men is balanced for older women by younger women's control mechanisms. Since aging women can establish authority over their brides only thanks to their married sons, their sons are a future guarantee for them (Kandiyoti, 2013: 134).

Patriarchal relations are both produced and maintained in the private and public spheres. The family institution, which plays an active role in the social relations existing in the society, plays a leading role in the spread of the patriarchal system. Although women play a strong role in cultural transmission, the role of men in family management is dominant. Functions such as the production process, language, culture, religion, history and law are carried over to patriarchal relations and maintained by gender relations. Although patriarchal ideology seems to differentiate in the process of social change, it is seen that there has not been much change in its essence, and it is seen that women remain in the society as a disadvantage and prevent them from being active (Ecevit, 2011: 4-6).

Of course, it cannot be said that the patriarchal system has the same effect everywhere. When different periods of history are examined in different social groups within the same society, there are findings that the patriarchal system effect varies. When we look at our own country, it can be observed that the effect differs between the east and the west, or the difference between the era of the old generations and the current effect. However, it is seen that it has become universal at some sharp points. The fact that these points are generally controlled by economic, social and production forms, and the political institutions are all under the control of men in different places but the same is clearly seen (Bhasin, 2003: 16).

The gender-based division of labor system, which is strongly felt in the patriarchal system, sharply draws the boundaries of women in the home and public sphere while determining the rules. Patriarchal relations do not leave the woman in her social life, and they make her feel the cat in various ways in her working life. By paying women lower wages, giving them little or no space in the labor market, women have the right to control their place in the public sphere.

The concept of patriarchy also shows us how the existence of male supremacy is felt and how this situation is constructed and reflected in institutions. While discussing the concept of patriarchy, it is necessary to question the identities of masculinity, which is hegemonic masculinity (Günindi-Ersöz, 2016: 33-34). Stating that male identity is a social position that must be earned and that can be lost, Seidler talks about the breaking point of male identity, while the success dimension is at an important point in the protection of masculinity identity. The important thing is that

this dimension of success brings the power they have achieved and the instinct to protect this power. The concept of power, which is included in patriarchy, plays an active role in human relations rather than the strong and weak distinction at this point. It symbolizes an extension of the patriarchal system of the woman placed in the private space in the areas designated as the public space private space in the relations between men and women. It aims to limit and control women socially and economically. It is thought that the basic structure of patriarchy is constituted by hegemonic masculinity and when this mentality is removed, the dependent system structure of patriarchy will be destroyed.

3.6. Formation of Gender Perception and Socialization

One of the important points in terms of the concept of gender is the concept of socialization. The process of transformation of biological sex into social gender, which enables people to continue their generation, can be defined as a result rather than a beginning. The breaking point of this process is the distinction between private and public spaces. It has been observed throughout history that the private space represents the woman and the public space represents the man, in production relations and family relations. This distinction paves the way for drawing the boundaries of individuals in society and shaping the lives of individuals. It has well defined criteria for the gendered division of labor within households and families. It traps both genders in their own areas in a broad framework and finely detailed. Throughout history, in all periods of society, almost a large part of the families living in those houses have children. Childcare shows itself very clearly in the gender-based division of labor. And this socialization process is an important element that enables the two genders to be drawn (Connell, 1998: 167).

While childcare and raising, domestic duties are considered as their main responsibilities, the role of fathers is defined as providing the financial dimension of the household and maintaining the authority in the home by keeping a certain range of domestic relations.

In the context of gender, it can be said that the concepts of femininity and masculinity are shaped around the framework of social approval and rejection. It is mentioned that in the socialization processes, individuals are approved by the society when they exhibit stereotypical behaviors according to their gender, and they are

faced with rejection as a result of behaviors contrary to the society. This notion of approval and exclusion of individuals represents an important dimension in the socialization process, the coercive pressure established as of childhood.

Connell (1998: 255) looks at socialization theory as internalized norms. Despite the existence of the sexes of the babies born, the concept of gender is not yet developed. The individual learns the demands and norms of the society and perceives what he has learned over time as his own reflection. Gender phenomenon occurs in this interaction server. It is easier for the individual to describe the gender phenomenon that occurs in the socialization process with the family and other organs with which he interacts. With various learning mechanisms, conditioning, acceptance and finally adoption, the individual fully assumes the gender identity.

Codes processed socially and culturally are a very important factor in shaping one's world of thought and exhibiting appropriate attitudes and behaviors. Individuals determine their behaviors and attitudes thanks to these codes (Bozok, 2011: 71). All cultures that have survived in societies teach the difference between the two genders. The names given to children, the colors of the clothes they wear, their toys, and even the colors of the objects in the areas they live in aim to reveal the gender difference. While choosing names for their children, families who generally avoid names that evoke both genders sharpen the name difference between the two genders. Generally, the names that represent the roles of masculinity and femininity are preferred in the given names. Boys are given names that represent power (Mert, Başar) and girls are given more elegant and beautiful names (Nazlı, Yonca) (Ersöz, 2016: 24).

Although the socialization process is shown as an ongoing and usual situation, it cannot prevent the debate between concepts such as 'congenital' or 'after' (Bhasin, 2003: 16). These gender roles and stereotypes, which are inflicted on individuals from the time they interact with the world in socialization processes, appear as the biggest obstacle in the development of empathy and dialogue between genders. It is thought that as a result of building an egalitarian and transformative dialogue between the sexes, it will be possible to eliminate the cultural masculine language experienced in the socialization process (Bozok, 2011: 91).

Family

One of the basic principles of social scientists is that people think that they are a social being. From the first moment an individual is born, he needs other people in order to continue his life. The family institution, where it first opened its eyes, is the most basic social institution (Elmas, 2017: 7).

Gender relations that exist in the social structure are present in all kinds of institutions. In the family, which is the cornerstone of these institutions, gender attitudes that have been built on the individual since the socialization processes permeate all areas of life. When the definition of the family, which is the biggest factor in the adoption of gender roles for the child, is considered in general, the reproductive desire of the person is met, the individual plays a primary role in the process of preparing for society, he attributes a order to sexual relations, the members of the family can live in a secure relationship, and the society he lives in is economically and economically and economically It is defined as an institution that affects socially (Senol and Erdem, 2019: 228; Ozankaya, 1991: 357).

Most of the sociologists and anthropologists defend the view that it is not possible to make a universal definition of the family definition. The definition above is based on a definition that lists the functions of the family. The family is involved in every stage of the social, cultural and economic development of a person throughout his life. Like every institution, the family has a certain place in the social order. It is seen that the family institution has undergone a change due to the change in the social order in history (Ozankaya, 1991: 358-359).

In order to examine the changes and characteristics in family structures in Turkey, it is necessary to look at the cultural complexity of the pre-Republican Ottoman period. In that period, in the family structures shaped as patriarchal in rural areas, three generations lived together and family types in which production relations took place in shaping the family. The hierarchical structure of family relations in the Ottoman Empire progresses in a patriarchal manner, and women and girls are ignored in the family population, where the number of children recorded is only male. However, in line with the social movements that developed after the 19th century, the emphasis on getting rid of the patriarchy effect in families, the freedom of women and other members of the family, and the education of the child began to become important.

The family institution, which moves from the traditional to the core, is getting stronger despite its shrinkage. In the face of this changing situation, it is observed that the social and cultural roles in the family structure are getting stronger. However, on the other hand, it does not mean that the family gets rid of the patriarchy and gets rid of the traditionalist structure, and it is seen that this situation is mostly visible. In the transforming family model called the nuclear family, although it is more egalitarian than the traditional, domestic duties and child care are not completely thrown off the woman. The idea that maintaining these duties belongs to women continues.

The social cultural phenomena that exist in the society are structured within the family. The family is the main actor in the socialization of the individual. The attitudes, behaviors, roles and belief systems that an individual acquires are laid within the family (Eyce, 2014). Looking at the history of the family institution, it can be said that there are children in the majority of the houses, and this affects the division of labor in two ways. It is seen that the work of raising children in the family as a whole is at the center of the division of labor based on gender (Connell, 1998: 167). Mother and father are the most effective models in shaping the behavior patterns in the adult life of the child (Kahraman, 2019: 228). Behaviors exhibited as traditional or modern in the family structure provide the child's perspective in society and become an important factor in the formation of culture.

Education

If the concept of gender is defined as the behaviors that society expects from men and women, and the transfer of these roles, which are differentiated according to gender, is realized by entering into cooperation with many institutions within the socialization process. The great contribution of education at the point of transferring and maintaining the gender can be understood from the problems of inequality between the sexes that exist in education and whose effect is still felt today. In the socialization process, the individual goes through an education process starting from the family close to him and continuing until the end of his life. Since childhood, individuals are educated according to their gender. The education process, which is based on gender, becomes a problem with inequality over time. Education inevitably carries gender-based messages with its functions of transferring the culture, which is

important to individuals in a certain time, and increasing the knowledge and equipment. These messages also lead to the formation of ongoing stereotypes.

On the other hand, education also has an important function in the development of the individual and the society. Being aware of the strengths and weaknesses of human beings and producing advanced mechanisms in this regard is one of the basic facts of education (Tan-Göğüş, 2011: 85). The concept of education has quite different and many definitions in the scientific world. Education covers a social process that includes a determined and controlled environment in order to achieve the individual's social ability and self-development in the most efficient way. Among the places called this chosen environment, especially the school plays an effective role in the life of the individual. When we look at the definition of education from a sociological point of view, it can be named as the transfer of experience and knowledge between the adult generation and individuals who have just started social life. The purpose of my education is to teach the expectations of the society by making it ready for the norms in the society, the business world and all environmental actions in general. On the one hand, it contributes to the socio-economic development of the society, on the other hand, it ensures that the individual lives in prosperity.

When considered formally, the curricula in schools do not systematically distinguish between male and female students, except for participation in games. However, there are different arguments from the point of gender differences in education. Some of these, the expectations of educators, what will be done at school, show the different face of an implicit curriculum. Therefore, it can be said that many different sanctions applied to students contribute to the continuation of the roles of gender. For example, the skirt, which is made compulsory and worn by female students, creates the situation of not being able to sit comfortably and move. As a result of this, it is seen that he is deprived of running games and even the act of running freely (Giddens, 2000: 438). In the games played at schools, male students prefer games where they can use their physical strength, and where leadership skills are learned in scoring points or forming a team, such as scoring goals, arranging running races and playing basketball. In the games preferred by the girls, it is seen that they prefer the games such as housekeeping and jumping rope, which are less active in which there are no qualities such as winner, loser or team building. When the

information taught at the school is examined, the examples given about scientists, theorists and statesmen are always male. The main problem in these examples is that they are prone to patriarchal mentality (Senol and Erdem, 2019: 230). It is necessary to examine the interaction of gender and education on a double scale. While making this analysis, it should start from the point of how equally girls and boys have access to educational opportunities and how balanced the content of the education they receive is.

It is necessary to remove the stereotypes about the roles of women and men from the language of education, especially by reviewing the textbooks and curricula and using a more equal and sharing language. Because even in the examples given by educational institutions in their laws and proposals that aim to remove gender inequality, messages are given implicitly or explicitly that emphasize the inequality between men and women (Tan-Göğüş, 2011: 87).

Over the last 20 years, the problem of gender inequality in education has received a great deal of attention on an international and global scale. Especially the education of girls and the point of access to school constitute a big part of this interest (Sayılan, 2012: 13). In the historical process, women have always had to fight for their education rights. Educational institutions are perceived as men's spaces, and a perception is created that women try to exist in these spaces that do not belong to them and to make room for themselves. Access to education still remains a major problem in many parts of the world today. In societies with different economic structures, ethnic regions, rural and urban areas, women cannot reach the same level as men in the same category in terms of accessing education (Tan-Göğüş, 2011: 86).

It cannot be said that the situation for women has changed in Turkey in the 21st century. Despite the activities carried out in Turkey, there are inequalities between men and women in many fields, especially education. This inequality is seen at all levels of education. Gender inequality shows itself quite clearly in the field of education, as it does in every field (Özaydınlık, 2014).

Statistics related to education in our country show that the inequality between men and women is not accidental, and that there has been gender discrimination in our country for a long time. In our country, as of 2019, the rate of illiterate people

aged 25 and over is 4.1%, while 1.2% of this is men and 6.9% is women. This gap between women's and men's illiteracy rates underlies women's distance from education, less employment due to low education level, and more involvement in low-status jobs. The fact that women lag behind men in labor market participation, employment creation and youth unemployment rates is an indicator of gender-based inequality. There is a positive relationship between educated women, women's participation in economic life and development. It is not a coincidence that female employment rate is high among the general characteristics of societies with a high level of welfare. The issue of education is an effective factor that enables women to take part in economic development. Therefore, it is the most important factor that helps their full participation in possible employment with equal opportunities in education. Poverty rates decrease significantly as education level rises.

There is a parallelism between the individuals in a society playing an active role in line with their actions, adapting in the society and knowing their rights and being able to use these rights. Education, which is one of these rights, is very important for the recognition and use of other rights. It is also thought that the right to education is equally important for the welfare level of societies (Özaydınlık, 2014).

Marriage

The continuation of family unity continues with the institution of marriage. It is a contract that aims to formalize the family, which is a part of the social structure, and to adapt it to the patterns of social relations. If the family is considered as a group or organization, marriage is defined as a social contract to have and raise children. Thus, marriage gains the quality of a social contract that has the basis of tradition and tradition and is shaped according to these foundations (Kahraman, 2019: 252).

The forms of marriage are seen in many forms in the world and in our country. Some of those; examples such as endogamy, exogamy, monogamy and polygamy can be given as examples in the world. It can be diversified as arranged, colt arrived, cradle notch, marriage by writing kidnapping, berdel, marriage with sister-in-law, fait accompli, marriage in return for blood money (Kaya, 2017: 27).

In the case that arranged marriage and dating marriage types are included in the scope of the research, other types of marriage are included only by specifying

their names. Turkey is experiencing changes in the types of marriage with social change. In cities where cultural change is felt very much with the effect of the industrial revolution, young people prefer to marry by flirting rather than arranged. It can be said that traditional roles are quite active in arranged marriages in these types of marriages where gender factors are very effective. In this type of marriage, the attempt to choose a girl is chosen by giving priority to the mother and father and other close relatives of the young person to marry. It is not enough for the young man to like the girl. Consent from other family members is also required. In this form of marriage, the woman is passive. His approval is secondary or even of no importance most of the time. The approval of the girl's family is sufficient (Sezen, 2005).

Another type of marriage is marriage by flirting. Individuals can say that they play a primary role in choosing a spouse in this type of marriage. In contrast to the arranged marriage, in this type of marriage, families are in a position of support, not decision-making. The main difference between dating and arranged is; While arranged marriage is aimed at, dating is aimed at recognizing the opposite sex. Dating begins when couples decide to get to know each other. The obligation to marry as a result of flirting is not as strict as in the arranged procedure (Kaya, 2017: 27).

The institution of marriage, which plays an important role in the adoption and transfer of gender roles, also allows the opposite to happen. In other words, with the effect of the changing social structure, it affects the way individuals marry as well as determines how the marriage will be. The changing roles and responsibilities of individuals in marriage have evolved from a patriarchal structure to a more egalitarian one. Of course, it is not possible to say that it has been completely deleted.

In the social sense, marriage between men and women ascribes different meanings to these two genders. While it is essential for women to be married early, this situation is not so much pressure on men. The most important reason for this is that due to the biological structure of the woman, she should have realized her fertility within a certain period of time. In socialization processes, girls are usually dressed in wedding dresses at events such as weddings, engagements and official holidays, and the idea of marriage begins to be processed from that age. The rhetoric of "every young girl's dream is to be a bride with a wire veil" imposes that all women should consider marriage and this is a natural result. For women, marriage is the only way to

blend into the community and they are marginalized by the society when they are faced with the situation of “staying at home”. However, this marginalization cannot be applied to men. Because the term “staying at home” in society is mostly associated with women (Kahraman & Doğan, 2018).

Motherhood

Today, changing roles in marriage also affect the understanding of motherhood and fatherhood of individuals who have children. Since the subject of our research is women, we will focus only on the subject of motherhood, starting from the gender perspective.

The meaning of family values, the social bonds and relationships established in marriage, the roles of individuals within the family, and the social and cultural structure that affects the society differ from society to society, depending on the society in which the individual lives. Therefore, the behavior of the individual in accordance with their roles in the family is in parallel with the norms of the environment in which they grew up (Eken, 2006: 252). The roles of parents in the family also change according to the values of the society. In fact, these roles create differences according to occupations and socioeconomic status.

It is said that there is a completely private relationship between mother and child. For the child, this relationship may even consist of a kind of fusion. The mother creates a set of experiences and experiences for the child. In these experiences, the child learns to meet the needs and control emotions from the mother (Dönmezer, 2009: 40).

In the cultural sense, women have many important roles in marriage. Among these, the roles of "accompanying" and "motherhood" are more important by the society. The role of mother is about raising her child and preparing it for society. In addition to being the father, siblings, family elders, relatives and teachers in the socialization of the child, the main "responsible" in this matter is the woman according to the value judgments of the society. The key role of the woman in the society is the family roles, and since femininity and motherhood are compatible with each other, it is expected that the woman will perform the role of motherhood in the best way. Since the woman has learned to fulfill this role in the best way from the

beginning of the socialization process, it is seen that she is already ready for this role (Eken, 2006: 253). In our culture, individuals who are mothers are expected to direct all their attention and attention to the child. This state of expectation is fed internally not only through the society or the spouse, but also as the duty imposed by the woman herself.

The society's desire to keep alive the maternal instinct and the behaviors it attributes to it by sanctifying and glorifying it, is one of the examples that sanctify the motherhood of women with the motto "Heaven is under the feet of mothers" in Islam. Although values suitable for motherhood's own structures are given across cultures, the common denominator is the sanctity of motherhood (Kahraman & Doğan, 2018). It is thought that roles are important for women to define their selves in society. Most of the women in the society base the meaning of their lives on motherhood and can only realize themselves through their children. As a result of this situation, it may be necessary to say the following. Motherhood becomes such a deep problem because women are not secondary because they are mothers, but secondary. According to Simone de Beauvoir's account, she says that the institution of the family is social and accordingly, femininity and motherhood cannot be explained by natural impulses.

It shapes women who are capable of coping with the duties and responsibilities demanded by society through social harmony within the patriarchal ideology. In these assignments, the woman is asked to realize the meaning of her existence on these foundations, based on the element of "hardworking housewife and mother of her children". By preventing the individuality of the woman, it is added to the family from the father's house to the husband's house (Kahraman and Doğan, 2018).

Concentrating the child axis only on the mother and starting to learn everything under the supervision and control of the mother shows how important and the only element is the role and model of the mother. He sees the world with his mother's eyes, recognizes and learns through her reactions (Dönmezer, 2009: 41).

Within the patriarchal society, the concept of motherhood emphasizes that women are physically and emotionally complete. The state of not having a child and rejecting motherhood are socially defined as a deficiency and incompleteness

(Kahraman & Doğan, 2018). The stereotype that a woman who is not a mother is "half a woman" is a type of discourse that degrades femininity under the name of sanctifying motherhood. But unfortunately, it is still a term used in today's society.

Changing understanding of motherhood

In the historical process, the concept of motherhood is no longer necessary and becomes a cultural concept defined and shaped by gender. As the concept of ideal mother changes from society to society, it also undergoes changes over time. The main emphasis in the motherhood race, which will be the subject of advertisements under the name of the mother who should be, is drawn to the profile of the mother who does the housework without interruption and can continue her business life while taking care of her children with all calmness. Later, it is seen that the discourses of mothers who say "I will be a better mother if I work or resist the existing culture and spend my free will and strength at home with my children" emerged (Kahraman & Doğan, 2018).

Before the 70s, marriage with a child was seen as one in the world. Every woman who could not have health problems was having a child without questioning. Reproduction is both an instinct, a religious duty, and an indispensable obligation for lineage continuity. Every woman that society accepts as normal should consider having children. The desire for children is universally accepted. But women started to use birth control methods over time. They have made motherhood a matter of choice. Over time, the desire for a child begins to form the perception of giving birth to those who do not want, instead of the universal thought. Motherhood is now a situation where women have a choice (Badinter, 2011: 17). It is stated that despite the changing employment stereotypes and the passing years, the point of good motherhood is imprisoned within traditional values and the perception of absolute sacrifice is further strengthened. The idealization of motherhood and the inadequacy of women at the point of sacrifice are perceived as personal failure. Introducing the concept of professional role independent of the woman's maternal role. Associating women with another social role other than the home, motherhood or family group is a fairly new concept among the basic roles of women (Eken, 2006: 253). Stuck between femininity and ideal motherhood, women find themselves in the middle of contradictions. Social factors constitute a very important situation in the formation of these contradictions.

Traditional family agents often make the working woman feel guilty, and many companies do not favor women's motherhood. While social facts reduce the value of motherhood, on the other hand, she sees it as the most important factor in the realization of women. Another contradiction is sleeplessness, loss of privacy, difficulties and sacrifices that occur as a result of the responsibilities taken after giving birth to a child, bring couples to the stage of divorce. As a result, having children is seen as an obstacle to self-actualization for couples. However, it should not be forgotten that the fact that a woman is a mother or a man a father creates different changes in the individual, as well as an aspect that these changes do not affect the constants. Thus, expectations for both genders should be reduced and the possibility of a more peaceful life should be taken into consideration.

3.7. Gender Approaches

While dealing with gender approaches, classifications have been made to explain the phenomenon in the shaping of roles between men and women. These classifications, which are divided into "traditional" and "egalitarian" roles, are very important in terms of analyzing the stereotypes between the genders.

Traditional Approach

In the traditional approach, first of all, it is necessary to look at how the male-female roles are interpreted. The sustainability of those roles is as important as the formation of roles. Gender inequality is also the most important mental threshold in front of social transformation. An important part of these mental barriers comes from traditional values.

The traditional approach emphasizes the certainty of genders and the clarity of the distinction between men and women, and the sharing of roles based on this distinction. It is emphasized that the basic condition for the individual to lead a regular life is to recognize and adopt his own sexual role and sexual identity. The traditionalist approach aims at the acceptance of male and female roles and not disrupting this order for the stability of the society. It does not accept the questioning of stereotypes between the sexes. The individual is expected to interact with individuals of the same gender. According to this point of view, an individual who cannot adopt behavioral patterns appropriate for his or her biological sex is not

perceived as a healthy person. Here, without being healthy, it is meant that the individual cannot keep up with the order established by the society. Men and women are expected to implement behaviors and thoughts appropriate to their gender (Baran, 1995: 16).

In the traditional approach, the identity constructed for the individual occurs as a result of the meanings attributed to him by the society. This adventure of identity formation, which begins in childhood from a very young age, continues throughout the life of the individual. What is wanted to convey here is not how these identities are produced but how they are conveyed. Especially when we look at the woman in terms of our subject, women are faced with many factors that determine their social status in traditional roles. In general, he keeps women in the private sphere with assignments such as housework, child care and family order. The traditionalist view creates the perception that women do not belong to the public sphere. Therefore, the vast majority of women are far from production and do the jobs that are in line with their gender, which they have been taught from an early age (Duruoğlu, 2007).

Egalitarian Approach

With many social changes today, the egalitarian approach is more accepted. The egalitarian approach has many differences compared to the traditional approach. It generally deals with gender identity and roles separately. It sees gender sameness in parallel with the traditionalist view. However, gender roles show a different perspective of the relevant point. In other words, there should not be too much distinction between the physiological characteristics of individuals and gender. This refers to the point that gender, which is determined by physiological characteristics, cannot be referenced to any definite social role. It is suggested that women and men should not be different in terms of roles, except for the physical structure difference between the sexes, in the case of women having the ability to give birth and not having this feature in men (Baran, 1995: 17).

In traditional societies, jobs are shared on the basis of gender. While men do repairs, garden and field work, women take part in tasks such as cooking, ironing and cleaning. Again, it would not be wrong to say that the basis of these roles is the state of being fertile and not being fertile. Being a woman who gives birth and gives birth

is considered together with the features of order and tidying up in the house. This is especially true in traditionalist societies. The roles attributed to women and men have undergone a great change with the effect of globalization and rural-urban migration. With this change, changes in terms of roles in the home have started to show themselves (Günay & Bener, 2011). It is emphasized that the roles shaped within the framework of equality, individuals' family, marriage, social and educational life should share the responsibilities of men and women equally (Çakır, 2016: 56).

The traditional perspectives of men on gender roles negatively affect the status of women in society. Therefore, today, women have not reached the desired status in society and are lagging behind men. However, in order to ensure welfare and peace in the world, to realize sustainable development and to increase the social status of women, it is necessary to ensure the equal participation of women with men in all areas of social life.

Feminist Approach

Women have been affected by the patriarchal structure for a long time and today, they go through the socialization processes within the institutions created by this structure. In many areas, especially in the economy, it is not easy to struggle with many factors such as being dependent on men, being deprived of their right to education or not being able to get a very high education. In this field, the issue of raising awareness about gender equality can only be dependent on the issue of overcoming these obstacles. However, these obstacles are not as obvious and clear as one might think. In fact, if we need to emphasize an important point in this matter, it is the situation of internalizing this masculine system in which women are in, with the effect of socialization. Although it is not so easy for them to cross this internalized mental threshold, it is concluded that this is a natural situation over time. The feeling of dependency and inferiority created by the patriarchal system is one of the most important reasons why women put themselves in a secondary position. It is also said that the key point of the feminism movement is the effort to change the masculine language, which is reflected in all institutions, to an egalitarian transformation, together with the judgments internalized by women. Feminist historians have begun to intensively investigate all the tools in this traditional structure, which is a kind of mirror of the hierarchy between the masculine and feminine life doctrines in parallel

with the power phenomenon existing between the sexes, and the points by whom this historical cycle was created, stored and transmitted. When gender is considered separately from biological sex, it is a concept that is generally used to define men and women based on cultural values, and to explain the social roles that societies attribute to them in order to distinguish these two sexes from each other. The concept of gender, being an important point in feminist studies, helps her to understand the power relations between women and men and to make the questioning on inequality more deeply (Ecevit, 2011: 4). With the transmission of Çaha (2010: 55), it is said that feminism is a political movement aiming to change the power balance between men and women. According to her, feminism, which questions the relationship between man and woman with a broad framework, questions the relationship between men and women, which is a one-to-one factor with all these phenomena that affect the life of the individual such as culture, history and political life of all institutions in society.

While creating a framework as an introduction to Feminism above, it is necessary to look at its historical adventure in order to better explain the starting point of feminism. Feminism is basically explained as an approach in which women's issues are discussed and critical and interpretive perspectives gain importance in their studies. Feminist theory is a theory that has been on the rise especially after the 70s. This theory has survived to the present day with various definitions and various groupings (Çaha, 2010).

European history plays an active role in the emergence of feminism. One of the most important factors of this active role is the incredible cruelty and injustice done to women throughout that history. That's why feminism is a European-based intellectual movement. Feminism footsteps began to be heard in Europe during the times when women started to shout that we are human, against the oppressions committed by men throughout history (Öztürk, 2011: 23). Another factor that can be counted as one of the reasons for the emergence of feminism is the philosophy of the Age of Enlightenment in European history and the absence of women in this philosophy. In the age of enlightenment, which showed its effect quite clearly in the 18th century, while the thinkers were structuring this age in various scientific fields, an effort was made to re-transform the philosophically backward world. 18th century

Feminists are caught up in the enthusiasm of this revolution, which at that time was under the influence of the West. In this period, which is also called the age of awakening, many theories are developed and implemented (Donovan, 2016: 22). Egalitarian feminists, who are pioneers in the feminist movement, demand civil rights for women within the current democratic system. At the beginning of these rights, it is emphasized that the extension of the gender-based division of labor in the family structure and society should disappear (Çaha, 2010: 62). According to this view, it is emphasized that there is a difference between men and women in terms of gender, but the meanings attributed to the differences are gender-based. To sum up the main views that Enlightenment liberal feminists want to emphasize, liberalists believe that human rights should be based on a rational logic through the concept of individualism, the idea that the identity-based, more egalitarian view emphasizes the identity between men and women, and the idea that it will be through education to influence social change (Donovan, 2016: 33).

Liberals are of the opinion that this egalitarian approach is utilitarian not only for women but also for the whole society, the place and importance of women in the labor market can be put into action and a fair environment can be created, the workforce can be organized more rationally, and men can experience emotional saturation by increasing their time in the family (Çakır, 2016: 63).

Marxist Feminism, which is based on the views of Karl Marx and Frederick Engels, 19th century. with the 20th century. between them has been effective. According to Marxist feminists, the underlying cause of women's oppression is seen as the mode of production and, together with it, capitalism. The theory emphasizes that the subordination of women is due to social relations rather than biological factors. In particular, Engel points out that the family institution is effective in the oppression of women. He emphasizes that the production relations affect the superstructure, the dominance of men over women and the formation of monogamous families, as a result of which economic factors control the surplus values. Marxist feminists think that male dominance over women stems from the effect of capital on labor (Günindi-Ersöz, 2016: 71).

Like general Marxists, Marxist feminists believe that social being determines consciousness. According to them, in the labor market where the man in women's

studies puts women in the secondary plan, the woman should also think about why she is put in the secondary place. As Marxist feminists adopt that women's work is a necessity of their way of thinking and nature, it is emphasized that the capitalist structure is as much about the power relation as it is the exchange relation system (Tong, 2006: 73). This theory, which we can see as a mixture of Marxism and feminism, sees the private sector and capitalism as a result of male domination and brings many discussions with it. If patriarchy is a problem of capitalism, then when private property disappears, patriarchy should also disappear. However, it is not possible to say that the patriarchal system has completely disappeared in countries with many socialist regimes. For this reason, it is highly controversial whether patriarchy should be based on capitalism or a cultural structure (Kasapoğlu and Karkıner, 2012: 17).

In their struggle for women's rights, socialist feminists initially turn their attention to the position of women in the working class. Because, according to them, the problem is the reproduction of capitalism. Capitalism commensurate with the exploitation of women is a pattern of profit making. In other words, the division of labor based on gender causes pressure on housewives and working women. In a debate in the 1970s, it is seen that women's unpaid work at home emerged as a type of hidden capital (Connell, 1998: 63).

The point of interest of socialist feminists is to evaluate the position of women in the capitalist network in terms of the family and the labor market. The point they emphasize is that what cannot be done within the family is called for women to be freed from slave classification and to reach more common points in child care under more equal conditions. Socialist feminists, who see capitalism as the main cause of gender inequality, are also interpreted as the common path of Radical and Marxist. Capitalist patriarchy lays the groundwork for a solution to the problems in domestic labor and the exploitation of women (Çakır, 2016: 63).

Radical feminists also see capitalism as the root cause of the gendered patriarchal system. It is emphasized that traditional socialist theories and practices are inadequate in defining and explaining the subordination of women and the pressure they feel. The patriarchal system is important for radical feminists like social feminists. However, radical feminists see men as the source of this patriarchal system

and the main actor in the oppression of women (Çaha, 2010). The majority of radical feminists are structured against male organizational structures and personal styles. In addition, the other problems they position are that the personal is political, the patriarchal structure is based on the oppression of women rather than the roots of capitalism, they have to fight against male domination that makes women see themselves as a secondary class, women and men are fundamentally different, they have different ideas and cultures, and women have different ideas and cultures. It should have the quality of forming the basis of society (Donovan, 2016: 266). Radicals, who believe that the world of men and women are drawn with a sharp line, think that men are drawn in areas that can be defined as more social, active and outside, while women are drawn to areas such as private space, childcare, which is considered depending on domestic sexuality.

It is important that all feminist views advocating gender reform, from which points gender inequality are grounded. According to feminists, it emphasizes that gender inequality is more structural rather than personal status, individual choices or bilateral relations that we can call men and women. Sanctions such as women being in a more disadvantageous position in terms of receiving lower wages and getting paid for their labor, and taking on more obligations in domestic roles make them less important in many institutions and political masculine life (Günindi-Ersöz, 2016: 48).

It has been mentioned in the previous paragraphs that feminism did not progress as a whole from the first moment it emerged and did not consist of a single idea. This situation continues in the same way in the development of feminism as it was in its birth. It is seen that many types of the feminist movement, which is seen to be shaped according to the social environment and conditions it is in (Öztürk, 2011: 48). The movement, called first-wave feminism, develops around the struggle of a group of women for the right to vote. Women want to be represented in the public sphere by themselves, not by their husbands. Feminism movement develops around the desire to put women in the same position as men. It is said that students created the movement called second wave feminism as the main development of feminism. Therefore, it is possible to say that feminism has developed both theoretically and physically in political actions (Çaha, 2010: 58-59). While the feminist theory

questions the active role and position of women in working life, it draws attention to the distinction between gender and gender.

If it is necessary to gather the feminist thought movement, it is possible to group it in two ways. One of them can be separated as the women's rights movement and the other as the women's liberation movement. Women fighting for the women's rights movement aim to defend women's rights with these elements, using the methods of traditional pressure groups, within the framework of politics, power and the existence of women in society. The aim of these groups is to prevent the hierarchical imbalance between men and women, to follow a more egalitarian path and to place this path at the center of their social relations. Looking at the history of feminism 19th century. It is possible to advance the struggle for suffrage sought in Turkey to the studies aimed at obtaining women's right to education, more equal social work and legal rights (Çaha, 2010: 56).

Since the 1970s, much progress has been made in the field of gender with the contributions of the feminist movement. In other words, it is emphasized that there is a common decision that individuals are biologically different. Another is the emphasis on socialization and gender roles learned in its axis. The last point mentioned is that gender plays a central role in the masculine language, which takes place in the whole social structure. In addition, what can be said as another benefit of gender to the conceptual tools of feminists is that it makes it possible to remove the veil on the concept of power hidden under social relations. In order to make sense of and analyze society, gender acts as a lamp (Ecevit, 2011: 4-6).

3.8. Gender Theoretical Framework

Biological Theory

Throughout history, many scientists, especially those who can be called biologists or physicians, have made many different explanations from the past to the present. These generally assume that some physiological effects are caused in the formation of factors such as the lifestyle and character of the woman or man. For example, in the historical past, Aristotle attributes the characterization of women as more lovable, jealous, angry, and self-respecting than men to a secretion secreted by women in their bodies (Dökmen, 2012: 48).

Based on the example, it is emphasized that the starting point of the biological theory is the differences in the hormones secreted in the male and female bodies since the birth of man, and the differences in the function and structure of the brain. For this reason, the most important emphasis of biological theory is shown as hormone or libido differences between men and women during adolescence. The theory explains the difference between the sexes based on the biological and psychological differences between the sexes. According to biological theorist scientists, all generally assumed psychological states arise as a result of the actions of the neurological system in some way. Events in the brain and nervous system, behavior and events in the body act as a bridge and link the event with biological theory. According to Osborne, it is theorized that the underlying cause of the differences between men and women is related to genetics and that these underlying differences may also be related to various behavioral patterns. Considering the male gender role as psychosocial factors, it is revealed that this is a result of the socialization process culturally. According to biologists, when the source of the differences between the sexes is reached, it can be said that the biological characteristics of the two sexes affect the way they are reflected in their roles. This fundamental difference between the two sexes can be said as an important factor in shaping the roles of men and women. The female fertile feature sees the male's infertility in her private area as suitable for the outside life. It is a fact that there is a biological difference between men and women. By referring to these differences, different roles are expected from men and women in society and these roles are expected to be adopted. While the woman's inadequate physical features assign her to child care and domestic duties, the strong physical structure of the man is to take her place in the outside life. An understanding of society, in which men are seen as the ruler of the outside and limited to the domestic roles of women, is an inevitable situation (Pehlivan, 2016: 503-504).

It can be said that the theory is partially successful in explaining the close relationship attitudes between men and women who will encounter in different cultures, but it is also true that cultural diversity is quite high. In addition, the idea that the unchangeable perception of traditional gender roles, which are historically considered as the beginning of the evolution process, is still maintained and adopted today is criticized. It cannot be assumed that the differences between men and women are undeniable, but that these differences are a phenomenon of superiority between

the two sexes. The point emphasized by the proponents of modern evolution theory today is that the perception that biology is destiny is wrong and that gender roles are not unchangeable, contrary to popular belief.

Social Role Theory

Role theory can be explained as the approach to the social structure drawn by interpersonal expectations of the boundaries seen as the cornerstone of the society. Therefore, it can be said that the concept of role can be applied in various ways in gender relations. Roles can be encountered in different ways in the life of the individual with the state of being special in the society, such as the role of mother, the role of kinship, the role of the head of the house, and the most important point that this role paradigm exhibits is its absoluteness and sustainability (Connell, 1998: 78).

The concept of role, which is very active in sociology, feels obliged to meet these expectations belonging to each status, following the emerging behaviors of the duties that exist in a social group. The expectation of the society should be proportional to the individual. Thus, a defined role integrates with all the cultural characteristics of a particular status. As a result of the roles given to women and men in society, certain characteristics and roles are attributed to the genders. As a result of these social roles, individuals shape their expectations about which gender will take which duties and responsibilities and how the characteristics of which gender should be. This approach mostly focuses on gender stereotypes that are shaped by the habits of individuals' behaviors and attitudes. When the behaviors exhibited according to the expectations of this society are realized, it is seen that the features thought to be required by the behaviors take the form of expectations. As a result, gender roles develop and continue in this way (Çifiliz, 2018: 99).

According to Connell (1998: 79), the theory of gender roles combines the formation of personality with the existing social order and this is an important point for the theory. This theory draws a framework for the way of life of the individual in the society and how the dynamics are formed. It should also be emphasized that the act of deviance caused by not adopting the social role provided by this socialization is caused by the disruptions in this order. In other words, the realization of the social

role is the implicit provision of the missing element in the social structure with the biological gender category.

Social Learning Theory

Albert Bandura, who brought the learning stages of individuals' roles in social life into the literature, explains the social learning theory as follows, it assumes that the person modeled mainly the informative functions, which he took as a role model, and thus, the learning realization with the informative function and the stimulus-response associations with observers instead of the symbolic representations of the modeled activities. . If a person does not agree with or recognize the basic features of the model, they cannot connect much with the observation. In order for the individual to carefully examine the person he/she takes as an example, he/she needs to get to know that person closely. In other words, dealing with models directly deprives the individual of the distinctive features of the model and the features they will choose. This theory, developed by Bandura, is based on an explanation of the learning of gender roles, and there are some important propositions within the framework of this theory. If we need to mention these as follows, first of all, each individual's learning history is different and this helps them to provide a repertoire of reactions in the face of any situation in their past. Secondly, there are stimuli that can be divided into general and differential depending on the environment that develops in the face of the situation. Third, the impulsive factors that we can count are either affected by events or affect them. The fourth item can gain new reactions if it has the opportunity to take action. Finally, if the acquired behavior leads to positive results, it is acquired and continued (Dökmen, 2012: 59).

The theory, which emphasizes two main points, also offers individuals two ways as a type of learning. One of them is operant conditioning and the way of imitating. The actions requested from the individual take place as a result of certain conditions. These conditions are also called reward and punishment method. The second way is to take a role model. In the socialization process, individuals learn gender behaviors by interacting with people they feel close to their own gender. The belief that individuals will be accepted in social life by keeping the roles of their gender superior to their own selves and fulfilling all the roles that society imposes on that gender increases more and more as their life progresses. It is seen that a woman's

acceptance in society will only occur as long as she fulfills all of her feminine roles. As a result of all these observations of the individual in the socialization processes, it is inevitable that he will adopt and imitate the role of womanhood more (Senol and Erdem, 2019: 235-236).

Although they approve of the biological differences of individuals who advocate social learning theory, they get help from gender in explaining the difference between the two sexes. While the theory emphasizes the difference in the socialization processes of men and women, it also emphasizes that individuals adopt these codes in this process. The masculine and feminine roles learned in exhibiting the behavior patterns belonging to the genders in social life emphasize how important this process is. They adapt within the society with the actions that individuals acquire through modeling and imitation in these socialization processes. According to Bandura, as the second main function of observational learning, it is related to the long-term retention of exemplary activities or actions. Here, it is emphasized that the learned roles become permanent through adoption. This state of representation in memory is very helpful in transferring it to future generations (Senol and Erdem, 2019: 235-236).

Social Dominance Theory

Social dominance theory was developed to understand how group-based social hierarchy is formed and maintained. Unlike most theories of prejudice and discrimination in social psychology, social dominance theory analyzes and analyzes issues of prejudice and discrimination, including the interaction between cultural ideologies and policies, institutional practices, the relationships of individuals with and outside of their groups, the psychological predispositions of individuals, and the traditional psychologies of their women. It assumes that the processes that produce and sustain these issues must be understood. Thus, since this theory looks at the systems of human societies, it theorizes how functions at different levels work together with producing systematic effects. According to the theory, legitimating facts are of great importance in terms of how the hierarchical system, which is proportional to the power relationship in the social structure, is created and maintained. Ideologies, beliefs, attitudes and stereotypes that are legitimized by the society constitute judgments (Hasta and Karacanta, 2017: 24).

In social life, people tend to have an order in which a group is socially superior to another group in terms of power and social status, and social hierarchies dominate the group structure. One group is more dominant than the other. Individuals in this dominant social group, as well as being involved in production, support the uneven distribution of resources such as political power, education, health, security and welfare, and not in a fair way. As a result of this situation, low-status groups try to live within the framework of the resources that dominant groups offer them.

Social dominance theory proposes how stable economy-surplus-value producing societies form a hierarchical system based on three qualitatively different groups:

1. A system in which adults have disproportionate social power over children;
2. A system in which men have greater and disproportionate social, political and military power than women
3. It includes an arbitrary set system that can achieve positive and negative social value in different ways, based on groups built on 'arbitrary' foundations, i.e. foundations not dependent on the human life cycle. Arbitrarily determined groups can be defined by social distinctions that are meaningfully related to power, such as nationality, "race," ethnicity, class, property, lineage, religion.

According to the theory, this system may vary between societies. However, even if gender-based inequality is viewed differently from society to society, the underlying factor is the same. The theory examines the fact that men and women have different social and political powers from the axis of gender. In this case, it shows us that there is no society in which femininity is dominant in a society.

Psychoanalytic Theory

According to Freud, human behavior, which has been studied for centuries, is formed around innate impulses, drives, sexuality and aggression. Saying that people are not capable enough to express or examine their emotions, Freud states that our behavior is controlled and directed by the unconscious layer. The conscious and unconscious state of the human mind, which is described as the mechanism of human

behavior, is in constant conflict, people say that the existing impulses do not comply with the norms of the society, and that is why they spend a lot of effort to avoid their impulsive behavior in their consciousness. Focusing his theory on the concept of causality, Freud argues that the causes of human behavior are not random, but that each behavior emerges depending on the underlying cause. The concept of causality is a very important starting point for psychoanalytic theory, emphasizing that the assumption that behaviors are related to the environment is not always true, but that some behaviors may also arise from reasons that lie within the person. The psychoanalytic approach, based on Freud's views, is the explanation of the first theoretical studies brought to the development of gender. At first it emerges as a treatment method rather than a theory. Over time, the methods of formation of the treatment lead him to the path of being a theory. Freud bases his theory of gender formation on the conceptualization of the libido. "Libido is biologically based sexual energy that organizes biological and gender". Freud explains the concept of libido based on the male sexual organ (Dökmen, 2012: 42). According to Freud, an important development takes place in the first five years of a child's sexual development. In the process from five years to adolescence, it enters a passive phase and not much progress is made in this phase.

In Freud's theory, there are 3 periods related to the acquisition of gender. The period when children are not aware of the differences between the sexes is the period when they begin to understand the differences and the oedipal period. In the period when children are not aware of the differences between the sexes, that is, in the first period, the gender and gender experiences of boys and girls are the same from birth. Boys begin the world with the male anatomy. Their libido is related to the male genitalia. His relationship with his mother is also a cross-sex relationship. Girls, on the other hand, have two anatomical genders, that is, when they are born, the first has a vagina as a female organ, and the second has a clitoris as a male organ. The newborn girls experience only the clitoris, their libido is male in relation to it. Like male babies, girls' relationships with their mothers are opposite-sex relationships. In other words, when we look at the present to be deduced from these, the genders of newborn girls and boys are male. The child in this period is not aware that his mother is separate from him, and he believes that his mother's breast is a part of himself (Dökmen, 2012: 43).

Symbolic Interactionist Theory

The symbolic interaction approach is an American sociological school that has its roots in the psychology tradition. Although the founder of this school was George Herbert Mead, he influenced many theorists after him and enabled the institutional development of the symbolic interaction approach. The point that Mead wants to emphasize at the point of symbolic interaction is how the interaction is shaped and affected on micro-social lives. Interactionists seem to emphasize that in order to examine society in a general framework, it is necessary to examine the process of dual interaction, which is called the small dimension, first. It is accepted that small groups affect and change macro dimensions. Before defining a society, interaction theorists emphasize that it is important to understand the perspectives and reactions of people from the same root family in that society (Şenol et al., 2016: 48-49).

Mead emphasizes the point that a self that can be separated from society is not possible, and the behavior of the individual forms the society by interacting with social actions. Due to the bidirectional effect between behavior and the environment, the individual becomes both the product and the producer of the environment. The choices developed in accordance with the conditions of the environment allow the individual to shape his life. With socialization, the individual naturalizes these roles. On the one hand, the individual shapes his own environment with the behaviors he acquires. On the other hand, it determines which behavioral patterns are appropriate for environmental impacts. These influencing factors appear before the individual as family, school and social norms, which are described as social agents in the socialization process. In this process, parents' socialization and behavioral attitudes in raising children are also determined. According to Cooley, it is seen that the groups with which he interacts are very important in the individual's life in enabling him to become an individual through socialization. It is emphasized that it is impossible for the individual to be considered separately from the society with the concepts he brought to the literature as a primary and secondary group. According to him, the main factor that determines the life of the individual is the primary groups. It is the main factor in forming the social life and nature of the individual. Since intimacy with primary groups is inevitable and communication with the group, with which close relationships are established, covers an important period of life, it becomes the basic

area of social self for every individual. The reason why it does not focus on primary groups as a requirement of the research subject is due to the high rate of interaction of the attitudes and behaviors of the individual developing on the axis of gender. To give an example of primary groups, family, close neighbor relations can be called playgroups. These primary groups are those that have intertwined relations with the individual and have been in close contact with him since the beginning of his life. It constitutes the main source of the information acquired during the socialization process (Senol et al., 2016: 60).

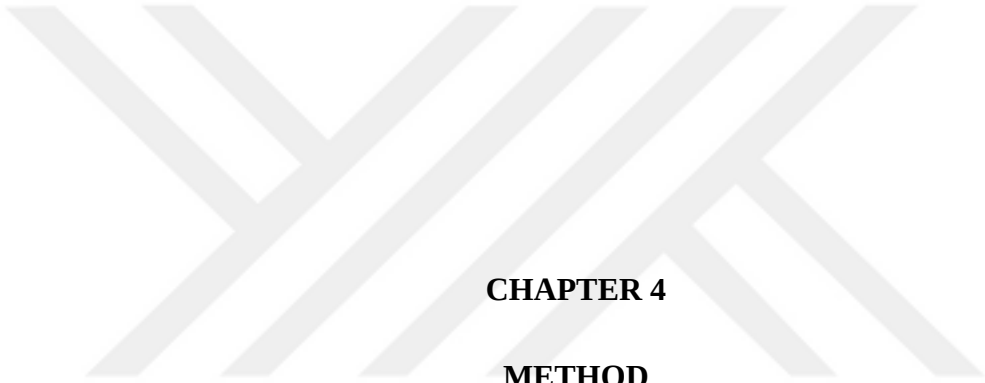
The development of the assertive instinct in the individual and learning how to live as a social being are formed by the close relations established with these groups. However, Mead thinks that the adaptation of human to social life is quite meaningful. According to him, the state of being social is important at the point of transferring experiences by keeping the past and the future together as a part and a whole and being in interaction. For Mead, the so-called social factor is described as a concept that lies between the characteristics of the culture and the individual and is likely to be temporary. In other words, what is called social shows the possibility of its own change with appropriate shaping rather than being a process with special situations (Şenol et al., 2016: 78).

In symbolic interaction, human relations include variability in the context of meaning. The symbols that behaviors represent emphasize an important point because of the meanings they contain. According to them, the process experienced creates the rules, while on the other hand, it ensures that they are standing. It is seen that the behavior of the individual is in harmony with the attitudes in the society. The intertwined ties of interaction and action constitute societies. People have the power to change the meanings and symbols they use in the interactions and actions they create. Therefore, the level of interaction in actions also shows that attitudes can lead to symbolic changes.

According to Mead, it is emphasized that it is not possible to explain the group behaviors existing in a society with the behaviors of the individuals who built it, but the behaviors of each individual forming the social group can be examined by looking at the current situation in general. This situation can be used in gender behaviors. While explaining gender, it is not explained as the behavior of a single person.

Because gender roles determine an outcome of the socialization process of the individual. Understanding the behavioral patterns related to gender roles constructed according to the environment in which they interact in the socialization process can be understood according to the meanings put forward by the group. Because all the social practices mentioned here are symbolic and therefore it is seen that they are also prone to cultural formation. When gender roles are considered within social sanctions, it can be said that they are both symbolic and traditional, that is, a cultural contribution (Şenol et al., 2016: 78).

It is said that the reasons for the differentiation between the genders and the point of view are the common denominator of the concepts of gender roles and the individual's personality is the source of the socialization process in the family. According to Parsons, who says that internalized emotions affect behaviors and even thoughts, as a result of this situation, harmony with society is achieved and order is established. But this is not so for symbolic interactionists. Because they say that the behavior of the individual is not standardized according to the society, and even the personality of the individual varies from environment to environment. In other words, the meanings attributed may differ between societies. In this situation, it is seen that it is possible to experience changes in the meanings of gender roles in the individual's behavior. It can be mentioned about the variability in the meaning and responsibilities given to the genders (Senol et al., 2016: 79).



CHAPTER 4

METHOD

4.1. Research Method

In the study, advertisements containing gender stereotypes broadcast on Turkish television screens were analyzed using semiotic analysis. In the analysis, the concepts of connotation, denotation and Roland Barthes's sign chart were used.

In the study, which was prepared to understand how gender stereotypes in advertisements are reconstructed through women, answers to the following questions were sought:

1- How is the diversity of women's roles in the changing and transforming society presented in advertisements?

Semiotics is a method that analyzes signs with linguistic and non-linguistic research areas and whose main research area is language. According to Barthes (1979), semiotics is a very broad branch that studies "signs and sign systems" and sometimes deals with contradictory approaches. The main unit of semiotics is the

sign. It aims to understand the world as a system of relations by investigating the nature of representation (Gottdiener 2005: 15). Semiology starts from the meaning of language and examines the meaningful whole consisting of the relationship between the content units of the discourse. On the other hand, he is interested in many subjects (color, smell, taste, geometric shapes, behavior, etc.) other than language (Guiraud 2016: 12-13). The concept of semiotics was first used in the field of medicine in Greek history. Aristotle's words expressed by language are different, but the ideas that come to mind have a long history with his questioning the same thought. It gained its real importance in the 20th century. In the 20th century, thinkers known as the representatives of contemporary semiotics have used this approach in many branches by combining the semiotic method with different fields of study. Today, semiotics has become an important discipline with different application areas.

4.2. Research Universe and Sample

In order to determine the problem in the research, it was prepared to understand how gender-based stereotypes are built on women. In the context of non-probabilistic (judicial) and purposive (monographic) sampling technique, advertisements with female stereotype and gender content published in 2016-2017-2019-2020 and 2021 were examined. In the selection of non-probabilistic (judgmental) sampling, the samples are not chosen by chance, the presence of certain features is sought in the samples to be selected (De Vaus 1990, 60). The study was carried out in order to examine the change and transformation of advertisements in the historical process by emphasizing the gender stereotypes and stereotypes towards women in advertisements. While television advertisements shape people, they also provide a positioning. This positioning is an important factor in learning and reinforcing the roles attributed to men and women by society. In order to identify the advertisements aiming to change the judgments against women, advertisements on national television channels were scanned. A total of 13 commercials featuring gender stereotypes in Turkish television commercials were selected and analyzed through semiotic analysis. On the other hand, the commercials of the “Elidor” brand, which was chosen differently from the other commercials, were chosen to express how it stood against the stereotypes created over women, due to the values represented by the brand beyond the products it offers. While it does not separate women from

traditional roles while marketing the products of other brands, it is seen that the Elidor brand presents women in a different status.

In the study, it was investigated how much the advertisements bring gender and female stereotypes to the fore within the framework of patriarchal ideology. It is thought that if the stereotypes in the advertisements are reduced and the types of roles attributed to women in social life are reflected in the advertisements, the actions of the individual consisting of gender differences can be affected and transformed. For this reason, this study is an important step in changing the perceptions in advertisements, which are a part of our lives. Although there are many studies carried out in this context, some advertisers support the change and transformation in the roles of women in the historical process, while some advertising companies evaluate this change and transformation from a patriarchal perspective.

Advertising films in the study can be listed as follows:

- Fairy Home Economics Lesson (2016)

<https://youtu.be/6Ta4WKUlxu4>

- Elidor Nature's Energy (2017)

<https://www.youtube.com/watch?v=lc5-87TFXp4>

- Eti Form – Let Life in Form Begin! (2017)

<https://www.youtube.com/watch?v=jWs3NobT6FU>

- ABC Furniture Advertisement (2018)

<https://www.youtube.com/watch?v=1lJqrK8DFck>

- Bosch Once, Bosch for Life (2019)

<https://www.youtube.com/watch?v=IIqwIMAsV9o>

- Enza Home (2020)

<https://youtu.be/Hw9EcUq0wKk>

- Easy Fish Oil “We Have That Job” (2020)

https://www.youtube.com/watch?v=OfnhWlwl_GU

- Elidor “We are ready on our way” (2021)

<https://www.youtube.com/watch?v=-FotxGZaExU>

- Bosch Perfect Bake Home Appliance (2021)

<https://www.youtube.com/watch?v=T2RG2bfVD3M>

- Eti Brownie Intense (2021)

<https://youtu.be/GLfvHmJhfT8>

- Peros “I Wash It, You Know!” (2021)

<https://www.youtube.com/watch?v=tcqJyhLPYek>

- Certain Winner in Home Economics (2021)

<https://youtu.be/1f2IwwPRoBo>

- No Limits to Employees and Producers with Yapı Kredi! – Fashion Designer (2021)

<https://youtu.be/7PFRpqWUoMU>

4.3. Scope and Limitation of the Study

Women and men are attributed with certain roles in the socialization process. These roles cause the concept of gender to be shaped and reproduced. In addition to many factors affecting this situation, advertisements that appear in every area we watch every day, by attributing cultural codes to women and men separately, present the femininity and masculinity that should be to the society. Ads equipped with pleasure impulses support the target audience to feel as if they are. In this study, it was carried out to reveal how women are presented in uniform roles in advertisements despite their diversifying roles in social life. In the advertisements broadcast on Turkish television channels, the type of woman presented and how these typical

stereotypes were constructed were examined. In this context, it has been examined from which perspective women are evaluated in cleaning products, furniture additional food, personal care products. It is aimed to examine from which point of view the women, who are the main focus of the advertisement, are presented, from which story the woman is told, with which perception and what kind of a role model she is shaped as a personality.

4.4. Analysis of Data

4.4.1. Conceptual Semiotics

Since Aristotle, many thinkers have pointed out that the main feature that distinguishes humans from other living things is language. Since language is an important means of communication, it constitutes the cornerstone of social life (Bircan 2015: 44). Philosophy of language; It is a branch that has similar characteristics with “individual psychology, psychology of perception, social psychology and social sciences”. The task of semiotics is to establish a "universal metalanguage" for related fields by communicating between different branches of science (Güneş 2012: 32). How do individuals organize their signs, how do they organize their knowledge, what systems do they set up to perform these actions, why do they want to understand and become conscious of something? Semiotics seeks answers to these questions and investigates communication, which is the most important component of culture (Akerson 2019: 30-31).

Semiotics is a science that examines verbal and nonverbal sign systems and the function of existing systems in constructing meaning, applying linguistic methods to objects, aiming to make sense of every phenomenon through language and to explain the phenomena that are not included in the language by adapting them to language metaphor (Mutlu 2008: 116; Güneş 2012: 32–). 33).

Another name for semiotics is known as “semeion”. The word semeion derives its meaning from the ancient Greek term semion, which means sign. The term “semeion”, as it is used today, was used for the first time in the English philosopher John Locke's "Essays Concerning Human Understanding", which consists of four books, written in 1690. After Locke, Ferdinand de Saussure and Charles Sanders Peirce also wrote "semeion" in their works. (Çomak 2018) They used the term Linguistics Communication In this context, the term "semiotique" (Fr.semiotique or

semiologie) is defined at first glance as "the branch of science that studies signs" or "scientific study of signs" (Rifat 2009: 11). In this study, the current field of influence of semiotics has gained a different dimension from the semantic sum of the words "Sign" and "science" (Rifat 2009: 11).

Peirce and Saussure, who are important representatives of semiotics, explain semiotics in different ways. In this context, Peirce views semiotics as a process of "making sense" and understanding the meaning behind signs and symbols.

While basing on the concepts of "Interpretation", Saussure led to the development of "Communication Semiology (Semiology)". Besides establishing equivalence between the signifier and the signified, it is excluded. In other words, the decoding of the transmitted message is mentioned. In this context, semiotics, founded and pioneered by Saussure and Peirce, has become an independent science after the 1960s.

A sign is any kind of form, object, phenomenon, etc., which generally represents something outside of itself and therefore can take the place of what it represents. is defined as. At this point, words, symbols, objects are accepted as indicators. In short, natural languages that enable communication between people consist of communication between units called indicators. Linguistic signs, that is, words, are an inseparable whole among themselves. Sound or words are connected in two ways as a whole and as a concept. At this point, linguists call the sound or the whole of sounds, and the concept as the signified (Rifat 2009, 11).

Although the main unit of semiotic processing is the concept of symbols, his main interest is the way symbols work together. The indicators that come together with their harmonious structures reveal the concept of the system (Akerson 2019: 27). In general terms, the system is defined as "the network of structural relations in language". At this point, language is expressed as a "systematic order made up of gradually arranged units". According to this view, the language system; It consists of "sound, grammatical and semantic systems". Semiotics, which has a very high level of abstraction, examines the relationships between different forms of expression. "Where does meaning come from, what function does it have; how is it described,

how are the meaning systems classified, how are they evaluated? tries to answer the questions (Güneş 2012: 32).

Everything we see around us is called a sign. Semiotics is accepted as a science based on meaning. At the same time, this Semiotics used is also referred to as semiotics. Today, semiotics takes all the signs and symbols used in communication sciences into its field of study. In this context, “The foundations of semiotics are based on linguistics. It is a science that includes the processes of interpreting and interpreting signs and symbols. The branch of science called semiotics in Turkish, with its simplest definition, examines and describes the operation of sign systems with a scientific method” (Rıfat 2009: 12).

Languages consist of meaningful word sequences (Akerson 2019: 33). The string is not a concrete entity, it is perceived by the emergence of words one by one (Bircan, 2015: 45). All cultural organizations express the system. Strings belonging to that field are formed by the combination of indicators belonging to similar fields. While the indicators form the units of the system, the question of how they will be brought together determines the rules of the system (Akerson 2019: 37). Languages created and used by people as social beings to communicate with each other; “Turkish, French, English etc., various gestures; hand-arm-head movements, deaf-mute alphabet, traffic signs, used in some occupational groups; streamers, advertising posters, fashion, etc. It expresses a string composed of different units.” Units formed by all meaningful wholes whose purpose is communication constitute the string. The so-called indicators are the units of the said systems (Rifat, 2009: 113).

Signs are used to communicate between people. Indicators express the thought process that people create to convey the message in their minds to different people. It is the common code or grammar that individuals in the communication process have learned. The indicator generally represents everything but itself. The sign has three essential qualities: It has a physical form, it refers to something other than itself, it is accepted and used as a sign by people (Mutlu 2008: 115).

The concept of indicator has been defined in different ways by various authors; “sign, indication, pictorial sign, symbol, allegory” are other terms expressing the sign (Barthes 2014: 44). In Saussure's dual sign understanding, the sign is

explained as "a unit consisting of concept and form", while Peirce's sign is "triplane" (Akerson 2019: 101). Many thinkers, whose field of study is semiotics, have given new terms to the approach in question according to their own point of view. Basically, semiotics asserts that people who share the same common culture agree with similar systems. The strings in question are the product of similar communication codes acquired through learning. Semiotics emphasizes that people actually express the same signs by using different languages/systems in the communication process. These indicators reveal a signification process that is "laden with cultural codes".

Another person who has important studies in the field of semiotics is Roland Barthes. The semiotic principles developed by Saussure and Peirce based on their studies are one of the most widely used methods. In its simplest definition, "it is a tool that communicates by evoking that thing, even though it is not that thing. The indicator has a dual structure of form and content; "signifier" is the form& object, and "signified" is the meaning (Parsa 2012).

The main goal of semiotics is to deal with the universe in which human beings exist and the production process of meaningful layers in the sign systems in the universe. Thus, it aims to create a meaning process (Güneş, 2012: 42; Rifat, 2009: 83). It examines meaningful wholes consisting of connections between discursive content units starting from linguistic processes (Guiraud, 2016: 12). At the core of semiotics is a process of making sense. The semiotics process, which started with Saussure's language studies, was also applied to popular culture areas such as movies, paintings, cartoons and advertisements by different thinkers in the following years.

4.4.2. Semiotics of Roland Barthes and Ferdinand de Saussure

While Saussure's main interest was in language and its components, he believed that familiarization with other signifying systems such as rites and customs would contribute to his theory of semiotics. Saussure's ideas on semiotics were discussed by the French philosopher Roland Barthes in his semiotic analysis of images in his work "The Rhetoric of the Image".

Barthes' experiment focuses on the meanings of images: how does meaning become embedded in something and where does meaning end? Barthes distinguishes the linguistic message and its denotative and differential parts, the four symbols, from

the image of which he knows. These four differential symbols form the iconic message of the image, also called the intended message. Interpretation of all symbols in the iconic message requires "cultural knowledge in general". Therefore, the interpretation of social and cultural symbols has gained importance starting from Saussure's times. Moreover, there is a third message that is real, which can also be called the message indicated in the image. According to Barthes, this message is not encoded like its iconic counterpart. It is his pure image. Interest in signs and their meanings goes back several thousand years. Starting as a branch of medicine by Hippocrates (460-377 BC), semiotics was discussed by Greek philosophers and English scientists of the Enlightenment. However, the modern understanding of semiotics was clarified at the beginning of the 20th century by the Swiss linguist Ferdinand de Saussure. Saussure, in his work "Cours de linguistique generale", introduced various concepts that form the basis of semiotics, the name given by linguists to studies on symbols.

Among the concepts, two parts of linguistic symbols are called signifiers and signifieds. The indicated refers to the concept of cognition (comprehension) in Saussure's theory, while the denoting sound-image is the phonemes collected into a word. For Saussure, which signifier corresponds to which signifier is accidental: an idea is not linked to sounds through "any inner relation". The underlying idea, then, of language is that it is traditional. It is the "collective behavior" that determines which signifier will be used to refer to which signifier (Danesi, Perron 1999: 413).

CHAPTER 5

FINDINGS

5.1. Fairy Home Economics Class Advertisement (2016)



Figure 5.1. Fairy Home Economics Class Advertisement (2016)

Source: <https://youtu.be/6Ta4WKUlxu4>

Table 5.1. Fairy Home Economics Class Advertisement Indicator Analysis

INDICATOR ANALYSIS			
INDICATOR	SHOWING	SHOWN	
		Straight Meanings (Signifier)	Side Meanings (Signified)
People	Woman	The teacher's visit with her students to a women's work area for a home economics lesson and the show of the brand's fat-lifting power.	Reinforcing the emphasis that the woman in the role of a teacher goes to the scullery where women work in order to explain the household economy, that women are responsible for the dishes, that they have to choose the economical product as well as the cleanest product for their work.
People	Students	Students studying in the scullery with their teachers	
Article	Scullery	Work area where women are responsible for cleaning	Emphasizing that it is women who wash dishes and who should do the washing, and that only women are shown in this area is reflected as if it is perceived that women do this job better.

Denotation: The teacher's visit to a field where women work for a home economics lesson with his students, and the fat-lifting power of the brand in question is displayed.

Connotation: Reinforcing the emphasis that the woman in the role of a teacher goes to the scullery where women work in order to explain the household economy, that women are responsible for the dishes, that they have to choose the economical product as well as the cleanest product for their work.

Decoding the Visual and Linguistic Codes in the Advertisement: The woman who portrays the role of a teacher turns to the children and begins by saying, "Children, here are our guests for home economics, Berna Laçın and Fairy.". Berna, the famous character in the ad, said, "Why should we view Fairy as a more economical option together? He calls out to the women next to him. While women are presented as rivals to each other here, the image of successful and unsuccessful women is reinforced.

One of the women says, "Let's see," then Berna "Come on, ordinary detergent or Fairy?" she asks. Women start to clean the dishes in their hands by pouring detergents on this problem. While doing this, they are very happy and content with their situation. Meanwhile, the children are busy putting the dishes washed by the women on the tables.

After saying "Fairy washes twice as much as other detergents", the woman who doesn't use Fairy shows her surprise by saying "Oops, the foam is gone". The woman using the Fairy is put on display and said, "Fairy continues" as if it were Fairy doing the dishes. Berna is here; After saying "Fairy proved to be more economical", the advertisement ends with the words " Fairy brought oils and regular detergents for their heels".

The fact that the teacher was chosen as a woman is due to the fact that they are gendered in their profession in gender roles. The perception that women should take place in more maternal and softer professions in societies, especially the fact that a female teacher was taken as a basis in the home economics course in the cleaning advertisement, has led to the reinforcement of gender roles. Teaching is called a profession attributed to women in traditional societies. While the character is all made up of women, the voice-over was also done by a woman. While the creation of a certain image in the minds of women's professions was reinforced, the home economics lesson was presented practically in the cleaning product.

The presentation of the profession and the task shown as belonging only to women has been added. While there is a perception that it is only women who understand cleaning, it is explained that women who do not use Fairys cannot achieve a successful cleaning result in the same way. Two female figures are brought face to

face, there is a woman directing them, and the voice-over presenting the information about the product is again a woman.

5.2. Elidor Nature's Energy (2017)



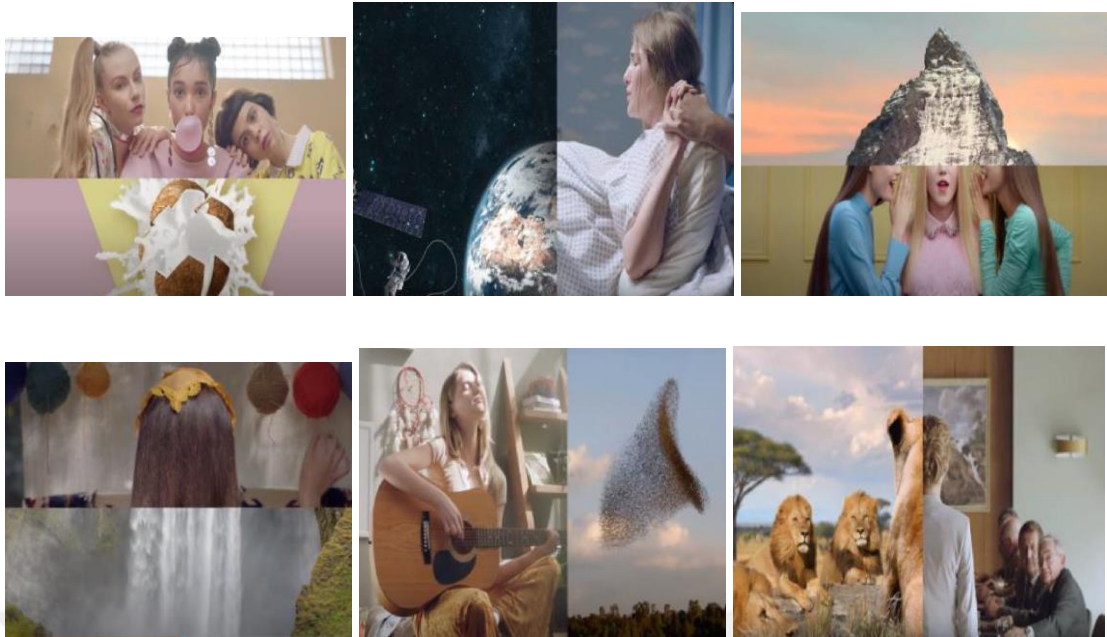


Figure 5.2. Elidor Power Is In Our Nature Commercial (2017).

Source: <https://www.youtube.com/watch?v=lc5-87TFXp4>

Table 5.2. Indicator Analysis

INDICATOR ANALYSIS			
INDICATOR	SHOWING	SHOWN	
		Straight Meanings (Signifier)	Side Meanings (Signified)
People	Woman	A young woman walking in the woods, a dancer woman rehearsing, a woman jumping into the sea from a hillside, women riding a motorcycle, and a young woman giving birth in the side frame, the completion of the peak mountain image with women's hair, the completion of rooted trees with female heads, people having a meeting	In the commercial, women are identified with nature, respectively, as free, brave, adventurous, natural, flexible, determined and healthy, majestic, strong, rebellious, fast, aesthetic and ostentatious, maverick, competitive, speed-loving, noble, successful, courageous and challenged. reading, resistant to pain, having a miracle, displaying the power of femininity, leader, manager and took an active role.
Animal	Various animals found in nature	Blonde woman looking at fox, running horses, lion	Associating women with various natural events in which they gain their strength and animals that roam freely in nature

Denotation: Young woman walking in the forest, the blonde woman looking at the fox, the rehearsal of the dancer woman and the sea wave in the side frame, the woman jumping from the slope into the sea, the women riding motorcycles and the horses running in the side frame, a young woman giving birth and completing her belly in the side frame. There are images of the world, the summit mountain image

being completed with women's hair, rooted trees being completed with female heads, people meeting and the images of gathered lions in the side frame.

Connotation: Women are identified with nature in the commercial, respectively, as free, brave, adventurous, natural, flexible, determined and healthy, magnificent, strong, rebellious, fast, aesthetic and ostentatious, maverick, competitive, speed-loving, noble, successful, courageous and challenging, resistant to pain, miraculous, displaying the power of femininity, leader, manager and took an active role.

Analysis of Visual and Linguistic Codes in the Advertisement: In the advertisement of Elidor brand "The Power in Our Nature", nature and woman are brought together through split screens, emphasizing the power of woman and nature. The first scene begins with a young woman walking, encountering a fox in the forest and paying attention to each other. then, when the dancers rehearse, a large wave frame will be displayed in the side frame, which is the same as the dance move. At that moment, two young women are having a pillow fight, showing bird feathers blowing in the wind and dandelion flowers fluttering in the frame next to them. The next image shows young women riding motorcycles at the top of the split screen and horses running parallel at the bottom. Again, the next image shows the world with the woman giving birth on one side of the birth screen and half her belly on the other. In the picture, the female lion dominates the male lion, and next to her, the dominance of the female manager in front of the male employees attracted the attention of the people. Finally, a delicate flower on one side of the screen, and a woman in a flowery dress on the other, lies happily in the flowerbed. The name of the latest brand is displayed on the white screen.

The woman who appears in the first scene of the advertisement gives the impression that walking in Western clothes is a sport. Here the woman gets her strength from nature. This young woman is presented to the audience with the image of love of nature, courage and freedom. Then another young woman's face and the fox's eye area appear in blocks. While the fox is known as an animal that draws attention with its beautiful feathers, the natural beauty of the woman presented in the same frame with the fox is emphasized here. The fox lives free and strong in the forest by nature. The message that is wanted to be emphasized here is the presentation

of the power of the fox and woman in a way that complements each other. The young woman's face and the fox's eye area appear in blocks. The fox is an animal that attracts attention with its beautiful feathers. This woman also showed her natural beauty. The fox lives in the forest, it is free, it is strong. For this reason, as the slogan says, the power of the fox and the woman is presented in a way that complements each other. Then, the dancer woman shown in the commercial dances by making very flexible movements, just like the wave of a sea. Here, the woman is emphasized with her determined and athletic structure.

Riding a motorcycle in social life is considered a man's job. However, this advertisement breaks this perception and includes a visual effect based on the power and freedom of women. Performing on the same stage with horses shows the freedom and nobility of women. Horses are known as strong, loyal and noble animals. Women's performance is also successfully presented on the basis of power and freedom.

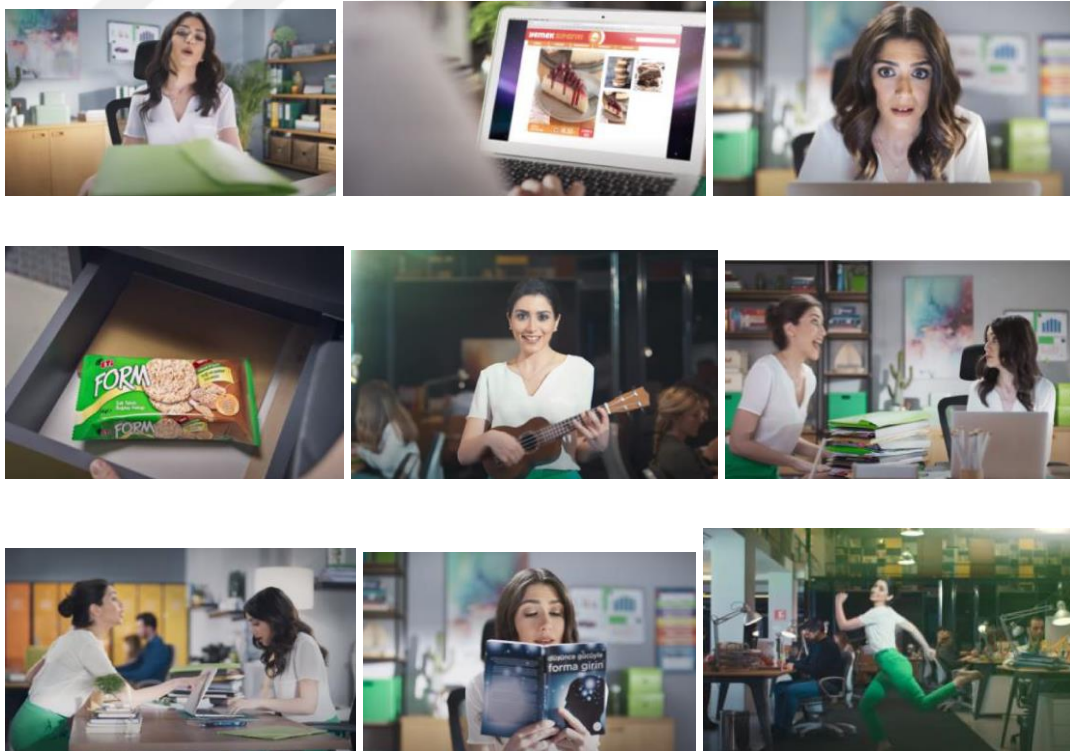
In the next scene, the young woman who is about to give birth shows a strong and pain-resistant stance. Birth is a miraculous event that shows the courage and endurance of the women in the picture. On the other hand, women's clasped hands emphasize support and sympathy. This woman is depicted as a strong woman. In this image, a similarity has been established between the belly of the expectant mother and the view of the world taken from afar. It is worth noting that in the next scene, the lioness is in a leading position in front of the male lion. While women stand in the background next to men and play a passive role in public displays, advertisements present the situation in the opposite way. Although the image of men in advertising is generally seen as a manager and leader, it is seen that the image of a woman and a man that is prominent and dominant in the working environment is strong and effective.

It is seen that the women we see in many advertisements now have been promoted from secondary position to leader and pioneer position. The lion is one of the strongest animals in nature, showing the lioness's importance and leadership, it establishes a bond between women and allows women to show their managerial and leadership status in front of men.

In advertisements, women are defined by nature, and it is emphasized that women get strength from nature and are strong. In advertisements, women play the role of secondary or sexual object, unlike the performance we are used to seeing in advertisements. In this commercial advertisement, the woman is portrayed not as an object but as a subject and adopts a feminine advertising style. The advertisement contains images of women exactly the same as nature.

Setting out with the slogan "Strength is in our nature", the Elidor brand commercial film is presented to the audience with a positive female image. The phrase "Our nature has power" emphasizes that the power of women comes from nature. Although power is symbolized through events and live animals in nature, it continues this slogan by explaining the power that women gain from nature. The last sentence is expressed as "the new Elidor, the energy of nature". It emphasizes that the newly formulated Elidor hair care products have the energy, nature and power coming from nature and that the bond between woman and nature will be integrated with Elidor.

5.3. Eti Form - Let Life in Form Begin! (2017)



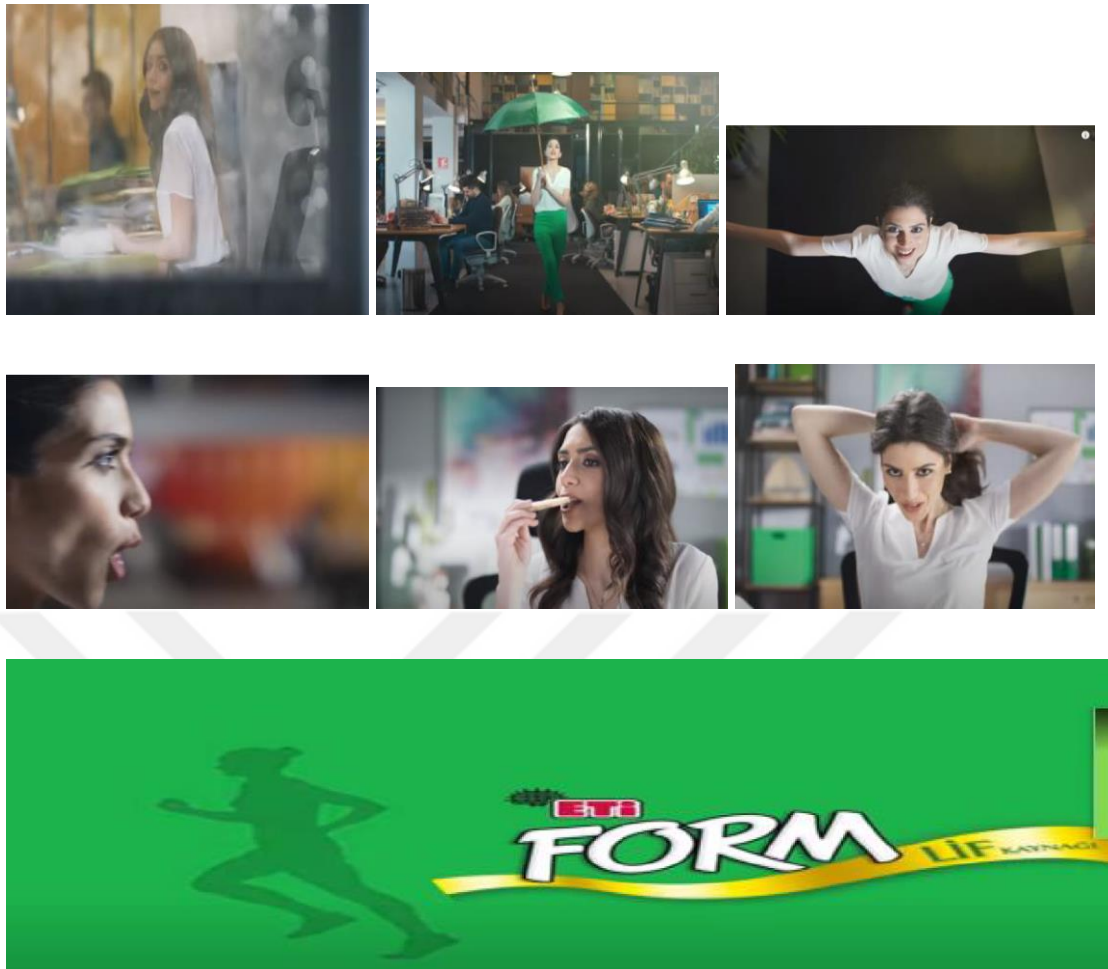


Figure 5.3. Eti Form - Let Life in Form Begin! (2017)

Source: <https://www.youtube.com/watch?v=jWs3NobT6FU>

Table 5.3. Eti Form - Let Life in Form Begin! Indicator Analysis

INDICATOR ANALYSIS			
INDICATOR	SHOWING	SHOWN	
		Straight Meanings (Signifier)	Side Meanings (Signified)
People	Woman	The woman remembers the existence of a eti-form biscuit while she was in turmoil about her body in her office.	Presenting the group that needs to be in shape and pay attention to their form as if they are only women, calling out to women who say they will start a diet every Monday and cannot start dieting, and making them believe that feeling good comes from having a proper body.

Article	Office	Workplace of the woman in question	The area where her singing and dancing show is exhibited enthusiastically with her inner voice that she thinks should stay in shape while experiencing inner turmoil in her work area.
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Denotation: Presentation of a woman who wants to reward herself with a meal after a busy meeting, but does not stay fit.

Connotation: Reinforcing the idea that a woman's well-being in some way depends on the size of her body.

Decoding the Visual and Linguistic Codes in the Advertisement: After leaving the commercial in the file in the woman's hand and saying, "Oh, I think I deserved a treat after this meeting," she starts looking at a website to order food. All of a sudden, she opens her drawer by saying "But I had a Eti form", then as soon as she says "Anyway, I'll start on Monday" with a mischievous look, a dancing woman comes out and gives the woman directions by saying "We came to the twentieth Monday because it's Monday". The main character says, "This is Monday for sure," says to the other woman, "Don't procrastinate, start feeling good. Then the main character woman says "I'm thinking for a second" and takes the book of getting in shape with the power of thought and looks around. The singing woman, on the other hand, constantly dances with her fit body and says "Decide, take a step" accompanied by flexible movements. In fact, it is possible to perceive it as a conflict between the inner voice of the main character woman and herself. Later, the main character woman points to the rainy weather outside and says, "I would have walked but the weather was bad". The dancing woman opens an umbrella in her hand and says "Let life begin with form", throwing the umbrella aside again and saying "Don't give up, eat form, eat form, stay fit" with a very ambitious look, then the main character takes the form pack out of the cabinet drawer. She takes a bite out of her form, puts her hair in a bun at the back, and says "We're getting started" with an assertive look.

In the commercial, the message is given that the woman will feel better when she is fit by being confined to her body measurements. When women succeed, they

want to reward themselves. When it comes to mind that there is a form of female meat who wants to reward herself, she thinks, "Anyway, I'll start on Monday", which is the day of starting the classic diet. Then her inner conflict begins. Although the woman shown in the advertisement is very fit and thin, she will pay attention to what she eats and drinks to feel happy, so she will feel better by maintaining her physique. In fact, although these judgments are male-dominated discourses increased by the perceptions of model women, fit women, well-groomed women, women are made to believe that they must remain weak in order to feel happy.

The advertisement film emphasizes the idea that it should be the ideal, by making the female body fit into certain dimensions, starting from a healthy diet. While thin and fit women are used in the advertisement, it is conveyed with a song that this form should be preserved, that women avoid a healthy life and postpone the diet all the time, and that their measurements will be beautiful at certain standards. We know the fact that even women's bodies are socially named. For example, 90-60-90, the tomato paste of the meal is called a woman with hips, a fat woman is called a woman with fish meat (chubby), and a very thin woman is referred to as a skinny woman, with stick legs. We can increase the examples. The fact that women's physical characteristics are placed in certain patterns by the society is a situation that damages the woman's self. Despite the fact that men also have weight problems, the advertisement is only explained over the female body. However, living healthy and having a fit body is not a feature that is unique to women and that women should have.

This advertisement, which places stereotypes about being fit in women's thoughts, on the other hand, is presented as if the issue of fitness plays an active role in women's motivation and should be a part of their life. It has been such an overwhelming issue that the main character even tries to look for ways to get fit by reading the book titled "Staying in shape with the power of female thought". On the other hand, while being the main focus of the advertisement, the characters are also composed of women. The ad is presented in a forward-looking perspective. The role of woman is presented only with the perception of being fit and beauty. In the advertisement, they are women who are standing on their own feet and have a place in

the business field. By focusing on women without creating any perception about men, the representations of women are built on stereotypes.

Here, women who work at a desk, spend their days in front of the computer all the time, and always wait for a Monday to diet are chosen as the consumer target group. The system, which teaches women that their physique should be fit, sexually appealing, attractive and beautiful, unfortunately does not bother men with their belly.

5.4. ABC Furniture Advertisement Hadise (2018)



Figure 5.4. ABC Furniture Advertisement Hadise (2018)

Source: <https://www.youtube.com/watch?v=1lJqrK8DFck>

Table 5.4. ABC Furniture Advertisement Hadise Indicator Analysis

INDICATOR ANALYSIS			
INDICATOR	SHOWING	SHOWN	
		Straight Meanings (Signifier)	Side Meanings (Signified)
Person	Woman	The singer woman spends her time at home, treating her house as if it were a stage to perform on	The house, believed to belong to the woman, takes on a different meaning. Like a scene viewed from a unique perspective, it becomes associated with the renowned singer. With the brand, her house transforms into a stage, capturing the essence of freedom, beauty, and confidence that Hadise embodies, creating a perception of feeling at home
Article	Furniture	Life in the fields resembles a scene from a play, with seating groups forming act and the pre-bedroom team setting the stage	Living furniture in a woman's space brings a sense of ownership, peace, and echoes her stage experience at home.
Article	Lights	The lights serve as enlightening objects that enhance the	Transforming the house into a stage-like view adds a positive element to the environment.

		transformation of the house into a stage-like view	
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Denotation: It presents the promotion of furniture belonging to the famous, brand and singer that sing with pleasure at home.

Connotation: The house, which is thought to belong to the woman, is associated with the famous singer woman by comparing it to the stage with a different perspective. Home is where it belongs, but with the brand in question, the perception is created that the house can turn into a stage and the audience will feel the freedom, beauty and trust that Hadise feels at home with this brand.

Analysis of Visual and Linguistic Codes in the Advertisement: The red curtains open, the show begins, and the famous woman Hadise, used in the advertisement, peels off the curtain and appears accompanied by a song. The lights are stage-like. The red curtain has already been used to make the house look like the stage. "ABC, ABC furniture, ... come on, come on, come to this love... While visiting the rooms of his dimly lit house, which is likened to the scene of the incident singing this song, and touching the furniture, he lay on his bed in the last scene and said, "Come on, live your dreams." says and the curtain closes.

While the main focus of the advertisement is women, the target audience is also women. The advertisement was presented with a masculine point of view, but in a way that would appeal to women. The phenomenon of beauty and the fondness for beauty of women, who are among the gender stereotypes, have been tried to be conveyed. The role of women at home and their priority in the use of furniture are presented with the perception of beauty. While the celebrity used is a woman who is independent, standing on her own feet and using her femininity dominantly, with the presentation at home, the message that the famous singer will reach the emotions felt by the famous singer is given with the furniture in question at home, where they belong. The dance of the famous woman, her gaze, her little touches, the presentation of the house as if it were a stage while singing the song draws attention rather than the furniture.

Based on the use of a famous singer and the fact that she also appears on the stage, the place where the woman staged and exhibited herself was shown as home. In addition, the female body is presented through the male eye. Hadise, who dances and sings in a very agile and sexually appealing way, is shown running her hands on the furniture with soft touches.

The product is presented to the consumer by making it attractive with the celebrity used in the advertisement. While the external appearance of the woman is very well-groomed and attractive, a great deal of importance has been given to her visuality, and the products that need to be promoted and the benefits they will provide are kept in the background. While women are generally considered as consumers in such advertisements, at the other extreme, they are transformed into the advertised product. The purpose here is to make consumers think that when they use or buy the products they see, they will reach the attractiveness and beautiful feeling of the woman in the advertisement.

5.5. Bosch Once, Bosch for Life (2019)





Figure 5.5. Bosch Once, Bosch for Life (2019)

Source: <https://www.youtube.com/watch?v=IIqwIMAsV9o>

Table 5.5. Bosch Once, Bosch for Life Indicator Analysis

INDICATOR ANALYSIS			
INDICATOR	SHOWING	SHOWN	
		Straight Meanings (Signifier)	Side Meanings (Signified)
Person	Mom	After entrusting her child and the responsibility of taking care of the house to her own mother, the mother arrives with a suitcase.	Traditional roles of motherhood even when you're a grandparent in traditional societies where the grandmother spends her life leaving at home and the traditional this duty of the mother adorned with roles by handing over to grandmother trust relationship between consolidation

Person	Grandmother	Grandmother stayed at home to take care of household chores and look after her granddaughter, and in the meantime, she was folding laundry	Society's traditional repetition of cultural ideals reinforces the maternal role, including the important responsibility of grandmothers in caring for their grandchildren
Article	Washing Machine	The product has been used for generations in this culture, indicating its longstanding significance and usage	the bond between mothers and daughters in this culture is passed down from generation to generation, just like the enduring usage of the specific washing machine brand. However, this bond is sometimes portrayed or presented as a product, adding a unique perspective to its significance.

Denotation: While the grandmother is passively folding her granddaughter's clothes, the woman in the role of mother enters.

Connotation: Consolidation of the relationship of trust between them when motherhood continues its traditional roles even when she is a grandmother/grandfather, in traditional societies, the grandmother spares time for her grandchild passively at home, and the mother, who is adorned with traditional roles, handing over this duty to the grandmother.

Decoding the Visual and Linguistic Codes in the Advertisement: The commercial begins with the woman in the role of the mother walking in and saying "I'm here" while the grandmother is folding the laundry. The mother hugs her daughter and asks, "You didn't upset your grandmother, did you?" Here the roles are mother, grandmother and a daughter.

While the female character in the role of grandmother continues to fold the laundry, she says, "Does she ever upsets me? We played our games, ate our meals, and washed our cute clothes". Here, the mother and grandmother say with the last word "Oh how nice". As if the task of washing the laundry, playing games with the child and feeding the child is left to the grandmother, which is attributed to the role of mother, the woman reacts as if she felt relieved. The grandmother finds her daughter's childhood cardigan among the laundry and says, "Oh look how quickly time flies, I used to wash yours just yesterday," she says. Then, when the camera angle of the woman in the voice-over and the photo of the grandmother and the mother in the past years are displayed on the screen, she says, "Even though the years pass, the trust in her remains the same." The commercial ends with the words "Bosch once, Bosch for life".

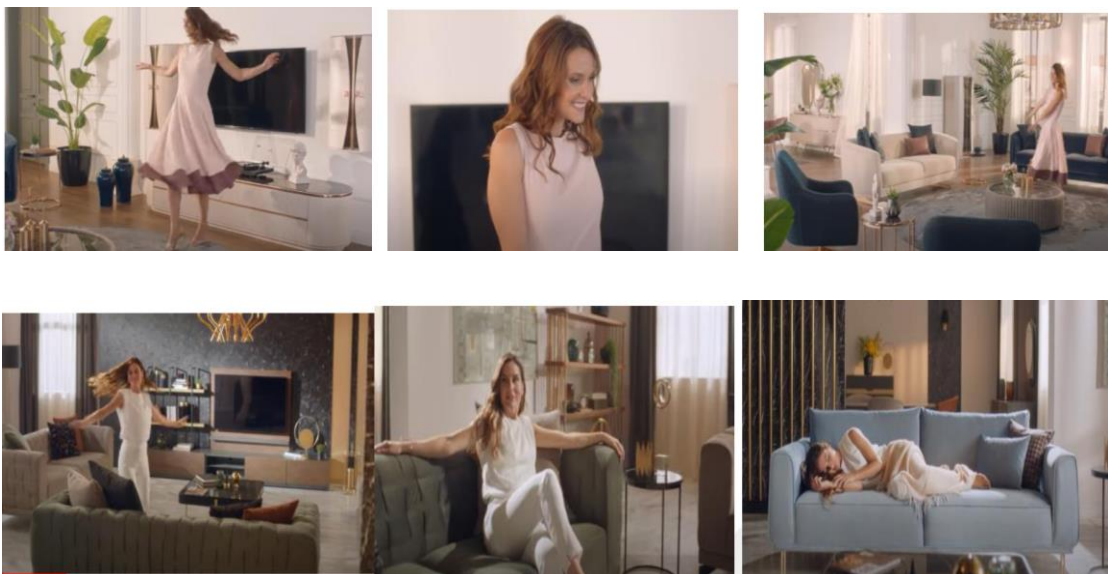
Women were used as mothers and grandmothers in the advertisement. While the grandmother is busy folding her daughter's child's clothes, she talks about the past. "I used to fold your clothes now I fold hers," she says. The woman in the role of mother comes from outside. He has suitcases with him, but it is unclear where he came from or if he is on any business trip. Her only duty here is motherhood. The woman in the role of grandmother, who says, "We ate our food, we played our game," happily tells these. After the mother, the duty of the grandparents is shown as spending time with the child who stays at home and being responsible for a healthy diet. There is no male figure in the ad. Women are shown in purely traditional roles. They are well cared for and happy. Here, the myth of motherhood is also unveiled. A wonderful mother and grandmother is someone who nurtures and attends to the child or grandchild, meeting their needs at any given moment.

The woman in the role of grandmother is constantly seen folding laundry. Then he turned to the woman in the role of his daughter and said, "Time passes so quickly, isn't it? Just yesterday, I washed yours like that," and the camera angle turns to the woman in the role of her daughter. She casts a sad but proud look at her mother, where sacrifices cannot be met. Then the picture of the mother and daughter from the past years is displayed on the screen. Later, another woman who did the voice-over; "As the years pass, the trust in him remains the same," she says. In fact, the Bosch washing machine is mentioned here, but there is a reference to the sacrifice of

motherhood and her dedication to caring for her children. Because the grandmother takes care of her daughter in the same way, the mother's fulfillment of her duty and devotion to her children are presented as identified with the washing machine. The grandmother is presented here as a domestic and calm female character. At the same time, both women are shown as modern-looking, self-sacrificing for their children. Here, motherhood is presented as a means of conveying traditional roles in the family and maintaining the traditional family culture. The grandmother is shown here passively folding laundry. The mother, on the other hand, looks like she came from a trip with her modern look and suitcases, but she follows in the footsteps of her grandmother, equipped with traditional roles.

While the sense of motherhood is portrayed by exaggerating and keeping it in front of everything, unfortunately the absence of any male role causes the gender roles attributed to women in the society to be reinforced in the advertisement examined. The commercial, which imagines that women are emotional and sensitive beings, has also reinforced the mother-daughter relationship and the grandmother-grandchild relationship with the same feeling that the washing machine has been used for years. The message that the machine will be bought once and will be used for years is given out of a stronger bond of love between mother and daughter. While advertisements construct gender roles in this way, they affect people most by appealing to emotions. It is possible that the audience who connects with the advertisement and attaches importance to the mother/daughter relationship will be more affected.

5.6. Enza Home Furniture Advertisement (2020)



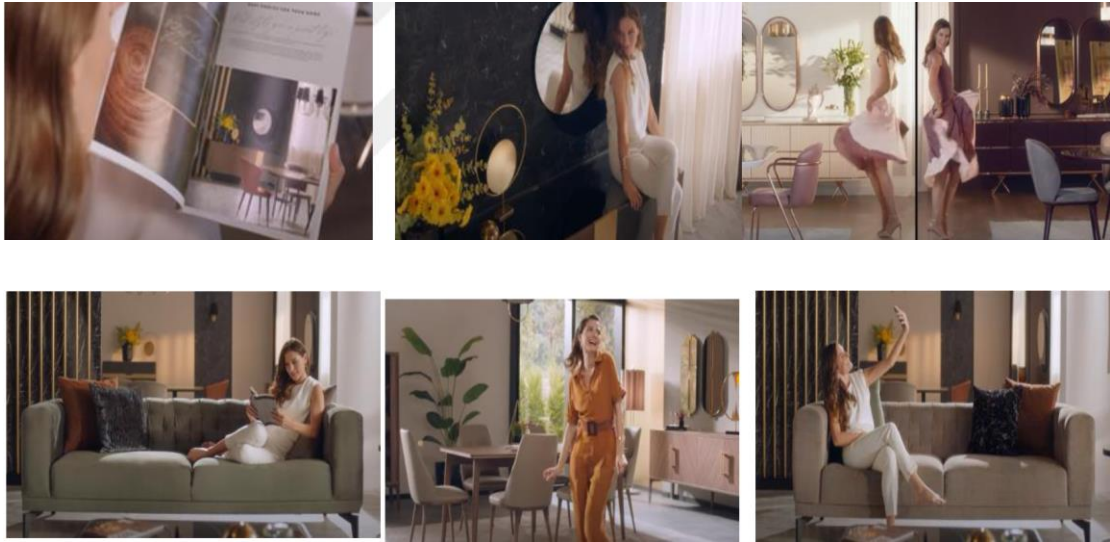


Figure 5.6. Enza Home Furniture Advertisement (2020)

Source: <https://youtu.be/Hw9EcUq0wKk>

Table 5.6. Enza Home Furniture Advertisement Indicator Analysis

INDICATOR ANALYSIS			
INDICATOR	SHOWING	SHOWN	
		Straight Meanings (Signifier)	Side Meanings (Signified)

Person	Woman	Joyfully wandering through all the rooms of the house, there is woman who watches over her furniture and dance at home	Gender roles reflect a male-dominated perspective, emphasizing women's connection to their homes. They invest time in maintaining furniture and show interest in fashion presentation.
Article	furniture	domestic use material	The woman is often identified with the furniture and house
Object	Dress code	Chic	The advertisement film portrays women as confined to the home, finding excitement only through their furniture. It objectifies well-groomed women, perpetuating beauty stereotypes within domestic spaces.

Denotation: Women happily strolling in all the rooms in the house, watching the furniture and dancing happily in their house.

Connotation: Women, who spend a significant portion of their lives, including their leisure time, at home, have a strong interest in furniture and fashion. They are at the forefront of gender roles, which are often portrayed through a male-dominated lens.

Analysis of Visual and Linguistic Codes in the Advertisement: In the furniture advertisement, it is seen that women are active and excited in every corner of the house with their happy, well-groomed and quite fit states. The women, who are seen in every corner of her house, dance for 59 seconds only to the accompaniment of songs. While dancing, she touches the furniture in their home, lies on her bed, and looks at the catalogue. Then a male voice interferes with the voice-over. Here, the

voice-over says, "New designs that turn life into pleasure are again in the Enza collection. After saying "Enza, to the best moments", the ad ends. Here, women's enjoyment of life is associated with home and interior decoration.

Today, in furniture commercials, the main focus of the advertisement is presented as women and their home environment. In advertisements where women are not used, the male voice-over gives information about the fashion of home life.

The commercial was presented entirely in the context of traditional gender roles and was only shown on women. The presentation of women at home accompanied by positive emotions continued to follow the traces of where women belong. Women in traditional societies have to spend most of their time at home. The advertisement film emphasized that those who should not have a place in any area outside the home and who experience excitement only with their furniture at home are again women. Well-groomed women are presented by objectifying the perception of beauty in their home. The stereotypes of women who are presented in all rooms in the house; Although it is presented outside of duties such as cleaning, child care and spouse responsibility, the fact that only women are included in the house shows the fact that gender equality is not included.

In every corner of her house, in every room, women simply dance, look at the catalog of new home furniture, sit, take selfies, sleep, look at their furniture and only reflect their happiness. Women are presented as a single type in this state. The presentation of women in the home, not in the public sphere, is shown in the context of gender roles and stereotypes.

5.7. Easy Fish Oil “We Got This” (2020)

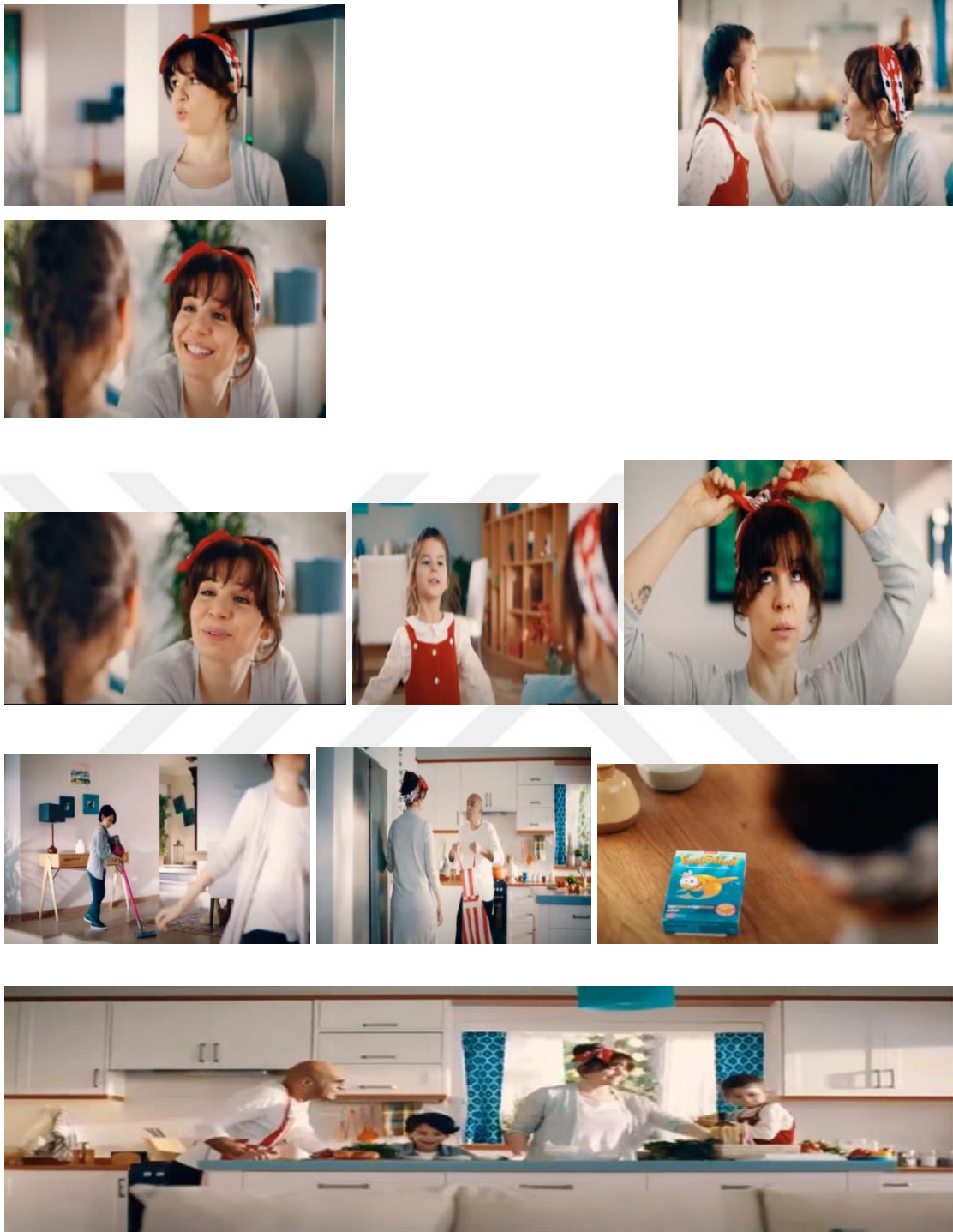


Figure 5.7. Easy Fish Oil “We Got This” (2020).

Source: <https://www.youtube.com/watch?v=OfnhWlwlGU>

Tablo 5.7. Easy Fish Oil “We Got This” Indicator Analysis

INDICATOR ANALYSIS			
INDICATOR	SHOWING	SHOWN	
		Straight Meanings (Signifier)	Side Meanings (Signified)
People	Woman	Highlighting the supplemental food options that a family includes in their children's daily routine to enhance their well-being	The fact that the woman is shown as responsible for the house and for the children and that the family members (father/child) undertake the work that she does with the same routine every day, this time, the surprise of the woman who is surprised when she goes out of her lifestyle can be seen. Motherhood becomes a kind of “work” that women perform in the spatial setting defined as the private space; however, this is shrouded in popular culture products that emphasize that there is nothing more important than a woman's motherhood.
People	Man	Husband who enters the kitchen wearing the kitchen apron instead of his wife	The situation in which women's work will be done by men outside of the daily routine
People	Man,girl,boy	The boy who helps his mother The girl who always demands supplement from her mother	The mother, who takes action to fulfill the duty of femininity, motherhood / companionship attributed by the society in its usual course, is unusually helped by her husband and son and is quite surprised.

Article	daily food/ supplement	Promoted product	The demand of the daughter from her mother is met by her mother at home every day.
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Denotation: Presentation of the supplementary food that a family uses for the health of their children in their daily routine.

Connotation: In the commercial, the woman is shown as responsible for the house and the children, and this time the family members (father/child) undertake the work that she does with the same routine every day. Motherhood becomes a kind of “work” that women perform in the spatial setting defined as the private space; however, this is shrouded in popular culture products that emphasize that there is nothing more important than a woman's motherhood.

Analysis of Visual and Linguistic Codes in the Advertisement: In the first scene of the advertisement, the woman in the role of mother is shown with a bandana tied to her hair. She shows here the preparation she started to do the housework. As soon as the woman in the role of mother/wife throws her hand at the vacuum cleaner, the boy says, "Mom, that's my job, shhh." He takes the broom in his hand and takes on the duty of his mother. As it is presented in the daily routine advertisement, the wife undertakes the dinner, the cleaning is undertaken by the son.

The woman in the role of mother/wife moves towards the kitchen in surprise. On the stage in the kitchen, while he wants to put his hand on the kitchen apron for meal preparation, the man in the role of husband / father winks at his wife by saying, "My dear, the menu tonight is amazing, that job is for me." The woman in the role of wife/mother again shows her surprise and says, "I don't understand, everyone is behaving differently these days," and takes her unusual place in her seat. While a reference is made here, the woman in the role of mother/wife finds this situation strange. While she wants to carry out the domestic actions, where the individuality of the woman remains in the background, as usual, it surprises her that she has undertaken the duty of the household.

Then, in the voiceover where the voice-over is male, it is said, "Instead of being surprised, we should hug everyone and everything that makes our job easier in

difficult times." Just at this moment, while Easy Fish Oil is being shown on the table, my baby girl mom says, "Can I have my "Easy Fish Oil" for today? The mother/wife, on the other hand, says that everything continues as usual here, and that her daughter's daily routine, which she only requests and needs from her mother, says, "At least this is normal." In the commercial, only men say "We have the job" and it is a man who gives information about the details of the product. The fact that a man gives information about the product in a voice-over, that he directs about the product and presents what is good for the health of his children to women, ensures the continuation of gender stereotypes for men as well as women.

In the advertisement, it is presented that in a daily routine, a woman first prepares to clean, then prepares to cook, and then gives her additional food for the health of her children. In Turkish society, the identification of women at home (although women have begun to take their place in business life), unfortunately, these roles socially attributed to women continue to be replaced by advertisements. The commercial creates an awareness about the subordinate position of women against masculine power and reveals the ongoing discrimination. On the other hand, the ad shows the splendor of motherhood. The construction of motherhood discourse includes some codes in advertising such as tradition, altruism, rigor, home-centeredness, consumerism, and "mother construction". Ironically, the myth of motherhood is produced through this consumption and lifestyle. Feminist perspective emphasizes that the media is one of the political struggles and that it should take a responsible stance in producing content created in the context of gender (Doğanay and Kara 2011: 78). While the woman is presented as the performer, the performer of the said action. While the advertisement was presented from a male-dominated point of view, the job description of the main character, the woman, was made, and the representation of the woman here was presented through stereotypes.

5.8. Elidor “We are ready in our own way” Commercial Film (2021)

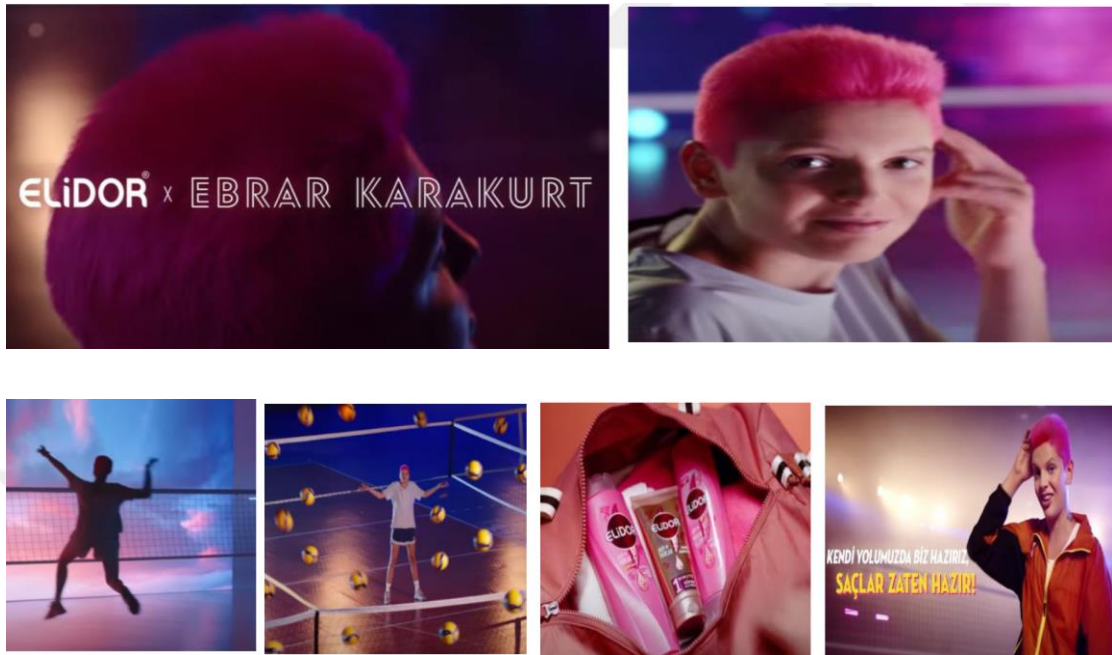


Figure 5.8. Elidor Our way we are ready (2021).

Source: <https://www.youtube.com/watch?v=-FotxGZaExU>

Tablo 5.8. Elidor “We are ready in our own way” Indicator Analysis

INDICATOR ANALYSIS			
INDICATOR	SHOWING	GÖSTERİLENLER	
		Straight Meanings (Signifier)	Side Meanings (Signified)
People	Woman	Woman playing volleyball on the volleyball court.	Presentation of a woman who is as she wants to be despite the stereotypes of the society, who is cheerful, successful in her job, strong enough to meet all kinds of criticism, self-confident, experienced, successful, defying pressures, strong socially and self-confident.

Article	volleyball court	The place where the volleyball player practiced her profession	The volleyball court is an area where the volleyball player named Ebrar receives the balls, while also meeting the criticisms she takes while making the decisions she takes with her appearance and lifestyle.
Article	Shampoo	product for hair cleaning	Showing the same color shampoo as the Pink Woman's hair color, it is tried to break the taboos of women.

Denotation: Presentation of a shampoo for women by a short-haired volleyball player.

Connotation: Creating the perception that a woman can be confident in a masculine atmosphere, while her perception of beauty is not hair.

Analysis of Visual and Linguistic Codes in the Advertisement: The advertisement was first written by national volleyball player Ebrar Karakurt, "Is there a short-haired girl in the Elidor advertisement? It starts with the phrase "They said, I said it may be". Here, a reference is made to the perception that women have long hair, that they should be long, and that they should be away from a masculine air. However, women are women whether they have long or short hair.

By saying, "I may have said that there is a long road ahead of your dreams, you will have difficulties", she expresses that the opposite is possible against the society, which says that women have difficulties climbing the career ladder and that they are sensitive by nature and that they cannot face difficulties. The message is given that not only men but also women in the field of sports can stand upright in the face of any difficulty.

They said, "Don't fly too high, is that a dream? As the visual of the rhetoric "I said it may be", there is the image of Ebrar Karakurt pulling a dunk and quite high from the ground. Here, a reference is made to the word she used especially for self-sufficient, free and successful women.

“They said there could be criticism as well as praise, so I said it could be. We will meet you”, while talking about the vocabulary that belongs to his profession, he also states that there is no external force that will make him give up on his way, and that it is not possible to turn himself away from any criticism that will turn him from his path.

Finally, she says, "If you are ready, all your dreams can come true," she closes the sports bag containing Elidor shampoo and confidently takes it on her shoulder and touches her hair by saying, "We are ready in our own way, the hair is already ready". She points out that beyond the roles that society imposes on women, there are also women who talk about their success in every field they exist.

The advertisement generally takes place in a single setting, on the volleyball court. Elidor, a hair care product, used a girl with very short and pink hair after the commercial film "Our hair is long, we have long in our minds" in order to criticize the long-haired and short-haired discourse of the society towards women, and the stereotypes created on women are kind of absent. took one step to count. Elidor, which presents women with long hair and short minds, this time with short hair and in a shampoo advertisement, with this output, leaves the stereotypes imposed on women aside and gives the message to the society, especially to women, "Anything can happen" as long as you never give up on your dreams. At the same time, it creates the image of a strong woman who stands on her own feet, is confident and stands behind her decisions.

The message of how the phenomenon of hair, which is defined as the ornament of women, proceeds on the targeted path without focusing on whether it is actually long or short, is given. While the color and length of their hair is not a factor in the path women aim for, it is reinforced with the message "As long as you don't give up". The advertisement is based on the strength of volleyball player Ebrar Karakurt's inner world despite the pressure of the outside world. Whether we have long hair or short hair, the motto "We women are ready in our own way" is emphasized.

With this commercial, Elidor puts aside the stereotypes created over women and shows that women are also successful in volleyball, that women can exist, that a young woman who stands on her own feet can be successful in any condition.

It can be said that Elidor's advertisement refers to the image of a successful, brave, omnipotent and self-confident woman who can show her presence in different identities in business and social life. On the other hand, the message is given that consumers who use the brand's shampoo can also have these characteristics of self-confident and successful women in the advertisement. In the advertisement, profiles of successful, free, assertive, self-confident, self-actualized women are presented. Here, it is seen that the Elidor shampoo brand is not only in the product marketing motive, but also presents a perception that tries to break social stereotypes and gender stereotypes. Despite the fact that women are exposed to many negative comments in the society about their appearance and posture while climbing the ladder of success, the Elidor commercial shows that it is possible to break these stereotypes. A few examples of this are voicing Volleyball Player Ebrar Karakurt in a verbal advertisement, which also performs an encouraging function for other women. Generally, in advertisements, while women are featured with their female characteristics, products, goods and services are presented, it is seen that the mentioned elements are not included in the advertisement. Presenting the women presented in advertisements with self-confident, successful and self-confident images reveals that it is more effective than the use of women as objects.

It can be said that the examined Elidor brand has followed a successful strategy in activating the effect/interest of the product on consumers by including these elements in the advertisements above. The name in the ad, on the other hand, is a real-life image of a woman. In other words, the female figure presented in the advertisement is the female figure who has broken the stereotypes in life. It is seen that the idea of breaking stereotypes in advertising is also related to reality, thus supporting the effect of necessary information. In general, it is seen that advertisements encourage women to develop their strong selves and not to let social pressures hinder their personal development.

From another point of view, we can evaluate the advertisement as follows: no matter how much it tries to get away from gender stereotypes, it creates the perception

that a self-confident woman can be confident in a masculine atmosphere. Here, the volleyball player shown presents that a woman's self-confidence is possible when she takes on a masculine form. This situation shows the viewer that the point where the woman transforms is a position away from her femininity and herself.

5.9. Bosch Perfect Bake Home Appliance Commercial (2021)



Figure 5.9. Bosch Perfect Bake Home Appliance Commercial Film (2021)

Source: <https://www.youtube.com/watch?v=T2RG2bfVD3M>

Table 5.9. Bosch Perfect Bake Home Appliance Commercial Film Display Analysis

INDICATOR ANALYSIS			
INDICATOR	SHOWING	SHOWN	
		Straight Meanings (Signifier)	Side Meanings (Signified)
People	Woman	Modern looking woman about to leave the house	The way of experiencing and perceiving modernization through developing technology, changes in daily life and changes in gender roles
People	Man	The father/husband who is responsible for the cake and child in the bakery after his wife leaves the house	The man who does not know what to do after the woman leaves the house, and runs after his wife, experiencing confusion and uneasiness about when the cake in the oven will be baked.
People	Girl	Girl doing homework at the table	A girl whose mother is only responsible after she leaves the house
Article	Smart Oven	Easy to use household product	Promotion of a product that even men can easily use but under the control of a woman. Creating the idea that women do not have to direct the men they share their roles with this oven

Denotation: Nuclear family in which mother, father and child are shown in the kitchen and practical use of kitchen appliances.

Connotation: It is interpreted as the way women experience and perceive modernization through family technology, changes in daily life, and changes in gender roles.

In the commercial, it is shown that the father will take care of the child, while the mother has to leave the house. The father has placed a cake in the oven before the mother leaves, and the father does not know what to do. The mother is shown getting into her car with a confident stance, while the father is surprised that he does not know when the cake will be baked. It is emphasized that the spouses who work in the new home appliance Bosch oven will put their cake in the oven and entrust it to the spouse who stays at home. It is learned that its superiority over other ovens is that it cleans itself with the last sentence of the father. In the advertisements examined within the scope of this preliminary research; The existence of dual representations emerged in the categories consisting of woman mother, housewife and wife qualities and public and free woman images has been noticed (Timisi 1997; 36).

Analysis of Visual and Linguistic Codes in the Advertisement: The advertisement of Perfect Bake, a Bosch Home Appliance, features Leyla Lydia Tuğutlu and Şükrü Özyıldız and a girl as a child. The well-groomed, well-dressed woman who is presented as the mother in the advertisement, puts her cake in the oven, kisses her child and says that she has to leave the house. The woman leaves the house, saying bye to the man in the role of his wife. Meanwhile, the child shows the father the cake in the oven. The man in the role of the father says that he does not know what to do, and runs after his wife and says there is a cake in the oven to the woman who is about to get into the car. His wife, on the other hand, says "How beautiful" and smiles at her with a confident look. In the last scene, the cake is served on a baked plate and the woman in the role of mother is shown coming home and tasting the cake. In this commercial, the woman in the role of a well-groomed and self-confident mother is presented while leaving the house to catch up with work, while fulfilling her motherhood role and her responsibility to her husband. Technological tools are produced to adapt to the new lives of working women, in line with the system that does not allow women to leave aside the responsibilities at home while keeping up with their business life. As it is understood, in the advertisements, while women are included in business life on the one hand, they are not presented

independently from their homes, on the other hand they fulfill their duties. In this commercial, although the woman is presented as strong and self-confident, she cannot be thought of independently from her home. The woman, who is shown as both successful in family life and having a career, is shown by presenting a happy woman profile who can suffice for everyone in every field and does not get tired while doing this. It is possible to read from the commercial film that the mother can take care of her responsibilities at home in a short time thanks to the oven, while the rest of her time can be spared for the rest of her responsibilities with her child and spouse.

Although its appearance may vary according to the target audience, the display of married and mother women is usually prepared with a structure that exhibits the most appropriate behavior and tries to protect it. Typically, women in this model appear in advertisements for cleaning products or appliances. In the advertisements, in which the female model who understands housework and knows the best for her family and children is featured, there is another female model who directs the product to service, gives advice by a male voice-over or gives advice and explains her knowledge (Elden et al. 2011; 544).

5.10. Eti Browni Intense Advertisement (2021)





Figure 5.10. Eti Browni Intense Advertisement (2021)

Source: <https://youtu.be/GLfvHmJhfT8>

Table 5.10. Eti Browni Intense Advertisement Indicator Analysis

INDICATOR ANALYSIS			
INDICATOR	SHOWING	SHOWN	
		Straight Meanings (Signifier)	Side Meanings (Signified)
People	Woman	The woman who can't wait to eat chocolate.	The existence of a woman who eats chocolate and knows how to get sexual pleasure while consuming it. The fact that the woman says "I can't stand it" without even taking off her clothes, is actually reflected as if she is addressing

			a man, but what is unbearable is actually a chocolate. It is understood from the expression on his face while eating the chocolate that she does not actually sell the product with its beauty and attractiveness, but that she shares the pleasure he gets from eating it.
Article	Chocolate	The woman's desire to come home and eat the chocolate	The woman used in the chocolate advertisement has an intense desire for chocolate, and while doing this, she brings her femininity to the fore and establishes a bond with chocolate as if there is the opposite sex.

Denotation: The woman eagerly opens a chocolate bar and enjoys eating it.

Connotation: The portrayal of a woman who derives sexual pleasure from consuming chocolate. Although she exclaims "I can't stand it," she remains fully clothed, suggesting she is addressing a man. However, the unbearable sensation she refers to is actually the pleasure of eating chocolate. It is evident from her expression while eating that she is not promoting the product based on beauty or attractiveness, but rather the pleasure she derives from consuming it.

Analysis of Visual and Linguistic Codes in the Advertisement: The woman covers her mouth with her hand with an evasive smile and looks at the chocolate in front of her. She says "without even changing my clothes" and takes the chocolate in her hand with the same smile. She slowly opens the package with a glance that expresses her pleasure with the rustle of chocolate coming out of its outer bag. Later, she starts to bite the chocolate in a sexually appealing way by saying, "I can't stand it. I just have a piece." Then she says, "I've been waiting for this moment all day," and takes the chocolate into his mouth with a more exciting and pleasurable bite. "Exactly what I wanted mmmm," she says. She smiles and takes the last piece of it with the same delight and says "There is only intense and me right now" and the advertisement

ends with the opening of the intense chocolate again. The woman is in an environment where the facial expressions are clear in the lights.

Here, while the woman eats the chocolate, it is used in a satisfying, exciting and interesting presentation. Although it is not a physiological need, chocolate contributes to the cycle by creating an artificial pleasure paired with concepts such as pleasure and happiness by presenting chocolate over the female body. Human nature wants to escape from pain and be close to pleasure. In the system produced through advertisements, it is aimed to reach satisfaction with false pleasures by using women.

As it can be understood from the advertisement, it is marketing with the presentation of sex by proxy, through the woman who advertises, and with a presentation that evokes sexuality. In order for the advertisement to be successful, a connection must be established between the product it promotes and the user of the product. The impatience and pleasure of a woman, who is equipped with a male gaze and male discourse, is not just a product, but the pleasure that the product brings into existence by proxy in women.

5.11. Peros Commercial Film “I Wash It, You Know!” (2021)



Figure 5.11. Peros Commercial Film “I Wash It, You Know!” (2021)

Source: <https://www.youtube.com/watch?v=tcaJvhLPYek>

Table 5.11. Peros Commercial Film “I Wash It, You Know!” Indicator Analysis

INDICATOR ANALYSIS			
INDICATOR	SHOWING	SHOWN	
		Straight Meanings (Signifier)	Side Meanings (Signified)
People	Woman	Laundry detergent brand used by the famous woman	Explaining that the success of the famous woman in business life is also reflected in the cleaning of the house.
People	Woman	Woman wondering how the working woman does her cleaning	Referring to the ideas that the society does not understand working women about cleaning.
People	Woman	Woman wondering what brand of detergent she is cleaning her clothes with	That women who are opinion leaders will also get very clean laundry with the specified brand, while emphasizing other women instructive.
Article	Detergent	Product used in laundry cleaning	While conveying to other women how women attach importance to laundry cleaning in all circumstances, the message is given that clean laundry means happy women. Presenting the woman as a representation of her daily life.

Denotation: The advertisement showcases the brand's laundry cleaning features through the cleaning journey of a well-known woman.

Connotation: Daytime television host Esra Erol stars in the commercial, reinforcing traditional gender roles while also featuring a celebrity in a professional setting. The famous woman, who leads a busy professional life, is depicted as making

the best choice for her laundry. The ad conveys the message that clean laundry leads to happier women, highlighting the importance women place on laundry in all circumstances. The woman is presented as a representation of her daily life.

Decoding of Visual and Linguistic Codes in the Advertisement: The commercial begins with Esra Erol approaching her car with a smile. When the back door of the car is opened, Peros brand detergents appear. Then, while the two women will be surprised to see Esra Erol, they are more surprised that Esra Erol uses Peros brand detergent. One of the women said with a sarcastic and curious look, "Miss Esra, do you also use Peros?" she asks. Esra Erol, on the other hand, is surprised and says, "I always wash with Peros." Then the other woman says, again in a sarcastic and unsatisfied tone, "Tell us how you wash it, Ms. Esra, and we'll see." In this scene, while trying to convey the message that a woman can be successful in only one field, it is staged that Esra Erol happily and successfully tells the other two women how she meticulously washes her clothes as a well-known celebrity in the scenes she represents. While creating the image of a happy and strong woman in her social life, she also claims to be clean. While creating a competition among women about cleanliness, the message is given that the secret of success is clean-smelling laundry.

In the seventh scene, Esra Erol makes a minute sign and takes the Peros brand detergent in her hands, and the scenes in which the properties of Peros detergent are explained and experienced are shown. In the scene that continues with the words "I can wash it, you know", the women are again in a state of bewilderment. Then, in the next scene, Esra Erol's experiences while using Peros detergent are staged.

"I Wash It (also can be considered as I destroy or break taboos) You Know

I Make It Clean With Peros

I Don't Know, I Don't Recognize Tough Stains.

I Smell, I Smell Amazing.

I Break The Rules

I Wash It You Know"

While saying “I make it clean with Peros”, the view of the laundry and Esra Erol from inside the washing machine is shown. In this scene, the gender roles imposed on women at home are reinforced. She is then shown happily strolling through the laundry, satisfied with the cleanliness of the laundry, in a large garden where the laundry is hung. Meanwhile, the image is accompanied by the words “I do not recognize a stain that is hard to recognize”. The colors of the laundry are generally the colors that represent freshness. Here, it is emphasized that the secret of women to be successful and happy women is to have clean clothes.

While the words "I smell amazing" continue, Esra Erol is seen at home this time smelling them next to her laundry. She opens the closet and Peros brand detergents appear, and she goes back to the stage where the two women take place, with the words "I break them, I break the rules". While it is not sufficient to have the laundry washed in pure white and vibrant colors, it is also among the secrets of success that the laundry is washed with a nice scent.

In the last scene, while Esra Erol does not let go of Peros brand detergent, the other women are doing laundry (sitting) on their right and left hands, while at the same time getting excited with the song Esra Erol sings. While the "fencing" movement, which is one of the movements of women identified with laundry and housework, is also performed by women, it is seen that they reflect that this is a task that entertains them.

After one of the women laughed and said ”Ay Esra Hanım, we understand, but was there really a necessity for such songs?” then the other features of the brand with Esra Erol as the voice-over began to be listed.

The advertisement film utilizes celebrities and encourages the target audience to use the same product. However, it reinforces traditional gender roles by depicting women in stereotypical patterns. The cleaning journey of a famous woman is showcased, capturing the attention and curiosity of ordinary women who also engage in laundry activities. The representations in the advertisement rely on stereotypes, suggesting that clean underwear is essential to a woman's identity. The advertisement implies that for a woman to be happy, her laundry must be clean and smell good. The celebrity is shown touching white sheets, suggesting that the color white is a measure

of successful cleaning. Whether the woman responsible for laundry is a housewife or a successful celebrity, the criterion of laundry cleaning is equated with success. The celebrity appears content and satisfied throughout the process, creating a sense of duty and responsibility associated with laundry. The advertisement implies that choosing a good detergent leads to clean laundry and women's happiness and success. The importance of laundry cleaning is conveyed to other women through the song, linking it to the idea that women must prioritize it to be successful and valued. It is worth noting that women featured in cleaning product advertisements are often confined to the domestic sphere, and these advertisements are directed and presented by women. Despite the modern image presented by the celebrity in the advertisement, traditional gender roles are still emphasized. This reinforces the societal perception of women's social roles as domestic experts, defining their duties and expectations.

5.12. The Winner in the Home Economy - Fairy Commercial Film (2021)



Figure 5.12. The Winner in the Home Economy - Fairy Commercial Film (2021)

Source: <https://youtu.be/1f2IwwPRoBo>

Table 5.12. The Winner in the Home Economy - Fairy Commercial Film Indicator Analysis

INDICATOR ANALYSIS			
INDICATOR	SHOWING	SHOWN	
		Straight Meanings (Signifier)	Side Meanings (Signified)
People	Woman	The woman who experienced the ease of using the detergent in question	It is emphasized that while showing that women are socially responsible for the house, at the same time, they make women "compete against each other" like the products of rival companies, and that the smart woman evaluates the home economy and fulfills the task of purchasing detergents.
People	Woman	A woman who prefers another brand instead of the brand in question	A woman who does not use the brand in question and does not understand home economics. At the same time, there is the message that this role is attributed only to the woman and that she has to think about the economy of her home.
Article	Dishwashing Liquid	Product used for cleaning dishes	That the brand in question is the choice of "smart women" who only think about the home economy. The smart woman prefers the economical detergent, and the unintelligent woman has a claim on the non-economic

			detergent.
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Denotation: The advertisement showcases cleaning women using detergent.

Connotation: The advertisement features women, who are typically responsible for household chores, promoting an economical and effective detergent. The advertisement suggests that smart women choose the economical detergent, while implying that less intelligent women opt for a non-economic option.

Analysis of the Visual and Linguistic Codes in the Advertisement: Fairy The commercial begins with the presentation of two women, Nilay and Miray, by comparing their opinions and preferences regarding the detergent brand as being economical. Then the voice-over woman calls out, "Let's test it, let's see who's right, we put an equal amount of detergent in the containers, it's ready, shake it." The women then obey the given commands. Then the women rinse their bodies and hands with the storage containers in their hands. Then the voiceover woman said, "And Fairy's superior oil removal technology provided powerful cleaning with just a few drops. The other container needs more detergent. One-half liter Fairy washes dishes equally with four pounds of oversized detergent. Moreover, at a more advantageous price. The ad ends with the words "The Fairy is a winner in the home economy". After the women shake, their image leaves its place to the detergent and the woman in the voiceover. A total of three female models were used in the advertisement. The woman who thinks she's smart about home economics, the woman who thinks she's smart about home economics, and the voice-over woman who gives direction to both characters about detergents. Here, smart women who think about the home economy should choose both the best and the most economical. The message "The smartest woman should think about home economy" is given by a woman again.

When it comes to shaking, it is seen that women shake not only the plates in their hands, but also their whole bodies. While "Shake" is popularly known as the woman's moving her hip, the said behavior is reinforced in the role attributed to the woman. Then, the women in two groups are removed from the advertisement and

only the skills of the detergent are explained by the voice-over. It has been transferred by evaluating not only its strength but also its economic suitability. In fact, the phrase “Smart women are the ones who do not force their husbands in the household economy” reminds us once again of the role that society ascribes to women. In the advertisement, which is adorned with traditional images, her work as the female main character is conveyed with positive emotions. On the other hand, when the colors of the clothes of the two groups of women are evaluated, it is seen that the women who prefer the economical Fairy are dressed in the green and white colors found in the brand's box. While green and white dominate the upper parts, completely white color dominates the lower parts. Here, white color is preferred as a color representing purity.

Only women were featured in the detergent advertisement. The purpose of this is the perception that only women can understand cleaning. The women are well-groomed, their hair is done, and there are opinion leaders among them. Women from two groups are presented as rivals to each other. There are two different categories of presentation of women as a woman who understands home economics and as a woman who does not understand home economics. While the advertisement is shown in the context of traditional gender roles, the woman's obligation to be perfect in every job is explained as if it is very important when choosing a cleaning product. At the same time, while it is in question to be approved by the society, the framework of qualifications specific to women has been determined.

5.13. No Limits to Employees and Producers with Yapı Kredi! - Fashion Designer (2021)

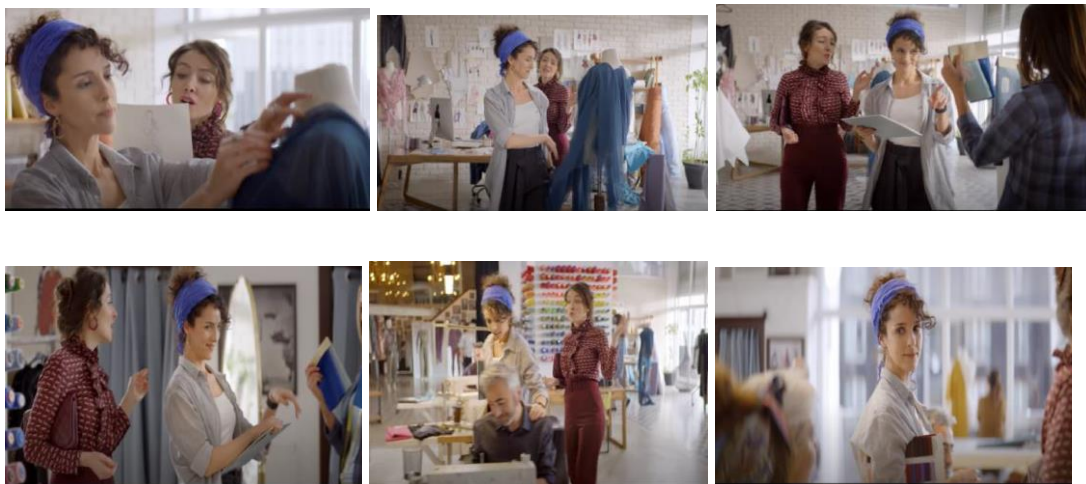




Figure 5.13. No Limits to Employees and Producers with Yapı Kredi! - Fashion Designer (2021)

Source: <https://youtu.be/7PFRpqWUoMU>

Table 5.13. No Limits to Employees and Producers with Yapı Kredi! - Fashion Designer Indicator Analysis

INDICATOR ANALYSIS			
INDICATOR	SHOWING	SHOWN	
		Straight Meanings (Signifier)	Side Meanings(Signified)
People	Woman	Women working to contribute and produce.	While drawing attention to the fact that women will always face an obstacle while working and producing, the woman's stance is displayed against a fellow woman who does not trust her to the point of her competencies.
People	Woman	The woman who has the belief that other women will not be successful	The suppression of the woman who tried to stand on her own feet and opened a fashion design workshop for her dreams by another woman.
Article	Atelier	Fashion design	In fashion and design, there is a belief

		workshop where women mostly work	that women are more intense and dedicated, leading to a job sector where they are more prevalent.
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Denotation: The advertisement portrays a woman with aspirations in fashion design, working in a workshop alongside both men and women, and striving to continue her production.

Connotation: The advertisement suggests that the workshop shown is primarily occupied by women, with only two men present. This highlights the gendered nature of professions. Additionally, the advertisement portrays the challenges faced by women on their journey towards their goals. It implies that women can experience pressure not only from men but also from other women, revealing the existence of competition and hostility among women in their pursuit of personal development.

Analysis of Visual and Linguistic Codes in the Advertisement: The advertisement film takes place in the company of women working in a fashion design workshop. One woman in the ad sarcastically said, “So. It's nice to create your own brand. It's nice to follow one's dreams, designs are good too, but... But instead of trying to create a brand like that.... Isn't it better to do it? So, I'm telling you so you don't get upset later, and they keep walking. The woman who hears the words continues to smile with an attitude that does not take the situation into consideration, and meanwhile, a male employee touches the shoulder and checks the work of the employees. The other female character continues her speech “So this is not a job that will take place in three days, it takes time, experience, effort, patience or capital.” The other female character, on the other hand, remains silent and points to working women. Working women start to operate the machines in front of them. While the environment resonates completely with the working voice, the other female character continues to speak.

The woman who owns the workshop is completely devoted to her work, we are working by pointing to the female character who makes negative comments about her dreams, it gives a message like there is noise and then. Later, the commercial film

with the voice-over of the male character says, 'Do not limit yourself to those who say you can't'. After all, Yapı Kredi is on the side of the employee and the producer to remove all borders.' While the saying 'I can't resist those who say you can't do it' is mentioned, the message is given that women can be suppressed by a fellow woman, while it's not only about men's suppression.

While there are generally employers in the society, environments where men mostly work and male dominance is in question in workshops and factory-style areas, female workers are in the majority in the atelier in the commercial, while the employer is also a female character. The fact that only two men are included in the fashion design workshop also provides information about the gender division of professions in the society. It reinforces the idea that women are more prone to fashion than men, and that men have more power, intelligence and dominance in finance. However, while there are many male designers in fashion, the fact that it was designed in a workshop environment where female characters are concentrated reveals this situation. It is possible to read from the commercial that the male characters featured here will be presented under female domination, and that there will be female dominance in professions that are not attributed to men in society.

In fact, it is possible to talk about two types of women who exist and continue to exist in society. In the design workshop, the woman who has dreams and knows no obstacles and tries to stand on her own feet, is trying to stop the woman who is socially commodified, who does not believe in the existence of women's power, and who believes that she will be able to create herself without getting tired by dealing with simpler tasks. The idea that another woman can always be an obstacle in front of a woman's dreams has also been reinforced. This conflict between the women who try to dissuade her from "the idea that she doesn't even see a competitor" by belittling the work of her fellow man, continues with a male voice that sings the commercial, "There is no limit to the worker or the producer".

CHAPTER 6

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

Onaylı Şengül (2018: 62) in her advertisement analysis in her study titled "The Presentation of Femininity in Women-Oriented Advertisements" concluded that "the gender roles of men and women have begun to change, women no longer accept stereotypes without questioning them, and women reject the ideal understanding of beauty imposed on them. Cihangiroğlu (2018: 96) also likewise follows this trend; "In the advertisements of femvertising, it is seen that women take place in social life with their achievements, talents and stances. There is no such representation of women as is customary in the history of advertising. (2018: 96). interpreted as. Lamia Baki (2019: 116) stated that the concept of femvertising created a revolution all over the world and used expressions such as "Femvertising has destroyed all the stereotypes that have been imposed on women until today." In these studies, it is noteworthy that the ideology and connotations underlying the messages given in the femvertising advertisements are not fully read.

Arruzza, Bhattacharya, and Fraser (2019: 23) define liberal feminism as part of the problem, not part of the solution. Just like in femvertising advertisements, a few women who are privileged, successful, come from good economic conditions and have a good education background are taken into consideration, and the social, economic and cultural backgrounds of women who make up half of the society are ignored, and liberals hiding behind the discourses of equality, individual effort and personal success. The so-called feminist advertisements created by feminism also convince unsuccessful women that they are unsuccessful because they do not want enough and do not make enough individual efforts. But for women they consider unsuccessful, these brands also have a solution. These brands advise women to buy and use their own brands in order to reverse their fate, after making them believe that they have failed due to lack of individual desire and effort, by making them forget under what circumstances they have failed (social, economic, educational, cultural reasons). According to Arruzza, Bhattacharya, and Fraser (2019: 24-25), feminism is reduced to individualism and shown as a stand-alone movement.

In the words of Uğur Tanrıöver (2007); When media contents are examined, we can sometimes see that women are really portrayed as equal to men, but the explicit discourse here complicates our understanding of the covered discourse. The presentation of the woman in a success story creates a "kaleidoscope" effect, in Barre's words, that is, when a single or very small sample is frequently given in media texts, this message will create a misleading impression of recovery in the eyes of the audience. Similarly, as we watch femvertising advertisements over and over, it is natural for us to be mistaken for an improvement in women's rights. In addition, the image is drawn that women who want to compete with men and want to be equal to him must be "better, more successful" than men.

Today, women are shown in various roles in advertisements. Although there has been an increase in the roles of women in social life, they cannot take an active role in advertisements. As it can be understood from the advertisements examined, it is understood that women take a passive role and men take a more active role. While the presentation of self-confident and masculine women is presented in a masculine manner; In the advertisements in which well-groomed, fit-bodied women take part, male voice-overs are dominantly used. It continues to be emphasized that the male voice is persuasive, dominant and authoritative. Although it is seen that gender roles are softened in some areas, they continue in line with masculine thinking, accompanied by male-dominated presentations. Although images of strong women are included in the advertisements and the men are presented at home, it is emphasized that the main workforce is men and women are in business life only for additional income. On the other hand, men are only depicted spending time at home in their spare time outside of work. At the same time, brands try to market consumers as they want to see them. This is a kind of male fantasy; It is the manifestation of fantasies such as being strong but not giving up on compassion, not sacrificing anything while being successful, earning money but not falling out of shape.

It is understood from the studies that women still have an active role in cleaning/personal care products. Cleaning/personal care products, which are identified with women, on the one hand present the consumption phenomenon of women to their fellows, on the other hand, make them compete. While women provide the voice-over for child care, house cleaning, personal care and beauty products that

concern women in advertising belts, while men make up the majority in technology and bank advertisements, men are the voices of such advertisements.

It is possible to see that the transformed gender roles in social life are reflected in advertisements, albeit to a limited extent, but it would not be wrong to say that the said change has not been adequately covered. It is seen that their traditional roles are still reinforced in advertisements. Although the roles of women in today's advertisements have diversified, unfortunately, women play a role as extras in these advertisements. She is either the man's sidekick or she is in a non-speech-reacting state. While women were not involved in automobile advertisements and were not interested in promoting the user or product, today, women are in the position of displaying the features of automobile technology in advertisements. However, although the women are presented as visually strong and standing on their own feet, they do not have any verbal reaction and are read because of all their reactions. In addition, the show of power that takes place in the presentation of men is not used in the presentation of women and is presented as a visual musical.

Gender roles have spread to all areas of life and continue to exist as a control mechanism. In the study, it continues to present the woman, for whom the construction of gender role patterns still continues, in the form of objects, mothers, and spouses. The fact that the roles attributed to women are only these moves away from the reality in social life. People are beings who believe more in what they see, and for this reason, the stereotypes and stereotypes of women presented in advertisements unfortunately cause these concepts to become more evident day by day. The increase in studies on gender roles and women's stereotypes and the publication of more publications on the subject in order to enable the change of societies unfortunately only affect a certain group. Today, there are still mentalities that state that "woman is a sin". The idea that women are always stigmatized by society and that they have to do this through certain stereotypes while sustaining their lives stands before us like a sharp knife. Advertisements, on the other hand, continue to maintain these facts in the same way as the masses that will appeal to the marketing of their products are in these patterns.

It is an issue that should be considered about which part of utopia should be formed by the fact that the way for women's existence to be valuable in society falls

on women. It is among the teachings that a woman should be able to be self-sufficient for herself in society, and that she should be in a great struggle. Unless the houses and closed environments attributed to women and the streets that are men's homes change, it seems difficult to organize and discuss certain stereotypes attributed to women and men in our society. As a result, while there are many factors in the examination of women by society, the most important of these factors are gender roles and existing stereotypes. Gender inequality causes power inequality between men and women in the patriarchal social structure. Unfortunately, advertisements also contribute to the provision of this unbalanced order in society. While the existing gender roles in Turkey create inequality between men and women, they ensure that men are exalted by excluding women. At this point, advertisements, while dictating what should be done to women and men, ensure the continuation of the existing order in society, and at the same time teach both genders their roles in society. With the teachings in question, it is not possible for men to be forced into the public sphere and women to the domestic life, so that gender roles cannot be differentiated. While many factors teach women their roles, advertisements only attribute their roles such as cleaning, housekeeping, being responsible for spouse and children. As can be understood from the results of the advertisements examined, women were presented within the framework of patriarchal discourses, embellished with traditional family roles.

While women are associated only with the home, it is seen that only one brand produces advertisements in order to criticize women's discourse arising from gender stereotypes. Elidor creates advertisements by emphasizing the power of women and the modern stance of women, beyond the benefit of the products of the brand advertisement. If we touch on the subject within the framework of other brands, unfortunately, women are not independent from their traditional roles, but on the contrary, they are presented in traditionally known "woman" roles.

Gender codes both affect the contents of advertisements and are fed by these contents. As acceptances about gender roles change, it will be inevitable to reflect on advertisements.

As a result, when the findings obtained from the study are evaluated, it reveals the argument that the subject still does not end the conflicts that exist today, although there are many studies on this subject in the literature. For this reason, it is thought

that the more studies are carried out, the deeper the subject will be in today's world where the concept of gender is so integrated into our lives.



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