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COMMUNICATION SCIENCES

EDITORS

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Chapter 1

AS AN ELEMENT OF SECURITY AND RISK

IRREGULAR MIGRANTS

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INTRODUCTION

Migration movements have been among the important developments over the thousands of years, starting from the hunter-gatherer periods of humanity and ending with today's post-industrial society. Among the dynamics that prepare migration movements, it sometimes stems from the desire to find food, sometimes to protect from external threats, and sometimes to live in new places. Fundamental problems such as the 1st and 2nd World Wars, the Cold War period, the Gulf Crisis, economic depressions, epidemics (Covid-19) and global climate change in the last hundred years have forced people and communities to migrate. However, the development of mass media and the ability to be informed about everything at all times, such as the internet becoming a network that surrounds the world, are considered among the most important developments in human history. In the process that started with the Arab Spring, people organized protests in online communities, followed by harsh interventions that led to international military operations, and in the last fifteen years, the region was redesigned for the international balance of power, never to return to its previous state. Turkey's border neighbor, Syria, was the country that gave the most immigration during the Arab Spring events; The population escaping from the war and moving to the west has had its share of migration movements. While migration poses important problems for both Turkey and Europe, international irregular migrations that started with the September 11 attacks have caused security concerns, and concerns about migration have increased again, especially in the West. As a result of the migrations that started again in 2011, it was necessary to implement strict security policies with Syrians and those coming from eastern countries. In the section where the relationship between migration and security is examined, basic concepts such as immigrant, refugee, asylum seeker etc. are emphasized. By explaining the concepts, an attempt has been made to explain what the legal status of these people corresponds to. It has been tried to reveal how immigrants adapt and integrate in the country they go to and how they are welcomed by governments and local people. The level of public attitudes towards irregular immigrants in Turkey and Europe has been discussed. News and programs in the media about irregular immigrants, those under temporary protection and those who came illegally were examined with various examples.

1. Immigration and Security Terminology

Migration appears as a sociological phenomenon that concerns all societies. Migration is a phenomenon experienced in every community. To briefly define migration; It means the temporary or permanent displacement of communities. In migration, status, interaction and many factors are important through language (Giddens and Sutton, 2006: 109). Migration

occurs differently in different periods (Dogru, 2004: 159-160). Various problems are also experienced in these migrations made to provide better living conditions. The most important of these problems are cultural and sociological problems. In this process, Turkey has become one of the important routes for those migrating in terms of security (Busdachin, 2005: 59). They should be provided with economic support as well as psychological support. The main factor to be done here is; Social life support must be provided first by ensuring the economic well-being of families. Refugee is the name given to people who have to leave their country and seek a safe place in another country. If a broader definition is to be made, it refers to people leaving places where they have lived for a long time due to certain reasons (social, political economy) (Kasdemir, 2010: 28).

Refugees are classified in three ways: Those who came to Turkey in 1934, those who came to Turkey in 1951 (Geneva Convention) and in the last classification, those who came within the scope of the refugee regulation (Kirişçi, 2001: 74). Refugees and asylum seekers constitute an important component of external migration. The international community has developed various agreements, laws and programs to assist, protect and defend the rights of refugees and asylum seekers. Among these, international legal texts such as the 1951 Refugee Convention and the 1967 Protocol regulate the rights and protection of refugees and asylum seekers. Additionally, many countries provide protection to refugees and asylum seekers through national laws and policies. In order to hold on to life, refugees had to migrate from one place to another. Historically, migrations have continued very rapidly. For various reasons, mass migrations have continued their existence in the historical field (Betts, 2017: 15).

The concept of security is a unit that has an international dimension and is built on by units. In this sense, it is important for international states. Because every country is obliged to protect its border areas against threats that may come from outside. The concept of security is defined as international units and the systems they produce (Balazs, 1985: 146). Copenhagen reshape the concept of security. One of the factors that changed this concept, especially during the Cold War period, was globalization. The loss of the unique characteristics of time and space in parallel with the technological developments that cause rapid change and transformation has changed the way the concepts of security are perceived. The rules of law are the rules of law of having peaceful experiences in society and everyone's respectful to each other. Societies that comply with the rule of law can continue their lives in peace. These rules are sometimes rejected by the society (Giddens, 2000: 182). The crime is defined as actions that do not want to be in the individual and harm them (Güllü, 2014: 104). Everything that is against the law is a crime. For this, everyone must obey the law. There are many elements of the crime.

The first of these is legal, material and spiritual elements. The legal element is the involvement and implementation of crimes and penalties in laws (Elalli, 2013: 244). The element that arises as a result of the actions of the individual is defined as the material element. The fact that the crime is committed by the individual is the moral element (Alacakaptan, 1970: 9).

Nation states use strict control methods to protect their borders and prevent migration. They also resort to international systems to prevent migration (Sayın, 2020: 119). Migration can have various dynamics that can be considered a security issue. Among these factors:

- **Border Security:** Intense migration flows can make it difficult to control country borders. Illegal immigrants may create border crossing points used for smuggling, drug dealing or other criminal activities. This can cause security challenges for governments. In 1949, the UN demanded that entry and exit to the countries be kept under control (Cillov, 1960: 381).

- **Intelligence and Terrorism:** Terrorist organizations or extremist groups may infiltrate other countries through immigrants, or these groups may operate among immigrants. Therefore, security authorities must continue intelligence gathering and counter-terrorism efforts by closely monitoring migration flows. The media places concepts such as terrorism and aggression in people's minds. According to Baudrillard (2017), representation is carried out more actively through the media.

- **Social Cohesion:** Large waves of migration can lead to security problems due to their effects on the social fabric in destination countries. Ethnic or religious tensions, discrimination, social conflicts or extremist activities can lead to tensions between immigrants and local communities. One of the main purposes of migration is the need to ensure the social adaptation of immigrants (Anadolu Ajansı, 2018).

- **Employment and Economy:** The participation of immigrants in the workforce can raise unemployment concerns among local people and increase competition. This can lead to social unrest and economic security issues.

- **Public Health:** Intensive migration movements may facilitate the spread of infectious diseases. Monitoring the health status of immigrants and their access to healthcare can be an important security issue for both immigrants and destination countries.

These factors represent security-related aspects of migration. However, treating migration only as a security issue may be a wrong approach. Migration is a complex phenomenon that also has economic, social and humanitarian dimensions. Therefore, it is important that migration policies

take into account security concerns as well as other important factors such as human values, human rights and integration. Culture is also important in the development of security. Beliefs, attitudes and behaviors can ensure the spread of this culture. Since the relationship between culture and security is bidirectional, it paves the way for the spread of this culture (Patankar, et al., 2012: 25).

2. The Relationship of Immigrants to Homeland Security

International migrations, which have been carried out rapidly and intensively in recent years, have begun to be discussed among the important security problems of the near term. Civil wars, oppressive governments, persecutions, violation of human rights, etc. Hundreds of thousands or even millions of people who had to leave their homeland for various reasons migrated to other countries. Forced and irregular migrations, on the one hand, are the scene of tragedy, and on the other hand, they pose a significant national and international security threat (Dağı and Polat, 2004: 61). While international migration was considered a humanitarian intervention until the 1990s, it was no longer considered normal, especially after the September 11 terrorist attack in the USA. Thus, it became a phenomenon that began to be considered as a national security threat. The legal reasons for the changing perspective include the terms national identity, sovereignty and national unity, as well as employment and social security, etc. It took place for personal reasons (Özerim, 2014: 16-17).

The 'causes, consequences and states' reactions to migration' of forced migrations fulfill an important role in perceptions of forced migrations in global politics. While people generally have difficulty in living their lives due to reasons such as war, conflict and oppressive and authoritarian governments; They are forced to migrate due to economic collapses and also as a result of climatic changes such as global warming. Activities such as displaced individuals, transnational mobility, diaspora, smuggling that arise as a result of refugee movements, and organized crime organizations are among the results of migration across the border. The reactions of states to immigration at home and abroad are considered as a balancing factor between their own citizens and immigrants. States can engage in peace negotiations and various interventions to provide protection to immigrants or to achieve a permanent solution (Betts, 2017). While countries take on some responsibilities towards refugees, the responsibilities of immigrants regarding certain initiatives related to the countries they come from are increasing. Irregular migration movements bring with them some risk factors for the society they come from. These risks include disruptions on social, demographic and regional scales, increasing competition in the job market and housing sales, conflict of ethnic and ethnographic patterns and rules of behavior, extremism of groups in

society within the socio-cultural framework and directing them to crime, the increase in factors that will create social problems, and the increase in xenophobia. can be expressed. Recently, the statements of far-right parties, especially in European countries, that crime and terrorist incidents have increased with immigrants have required security planning to be reconsidered in the social and political conjuncture (Hrubinko, 2020).

The negativities experienced as a result of political tensions between countries have prompted individuals to leave their homelands, risking a long and tiring journey in order to better lead their lives. While the civil war in Palestine, Jordan, Iraq and finally Syria resulted in migration to Western European countries; It is the scene of the power struggle between America and Russia. In addition to Europe, which is the target region, Turkey is also affected by the events as it is a transit country between the east and the west. In this period when the Middle East was slowly moving to Europe, irregular migrations were carried out to different countries; Survivors decide on the country and city they will go to on their migration path. In terms of international security, migrations can become a security threat by limiting the sovereign powers of the target country to determine whether it can pass through its borders. Mass migrations and changes in the demographic structure of the target country can threaten national identity and social security. In security terminology, migration can pose a threat to national security when used as a tool for states to be successful in foreign policy or to move the target state in the desired direction (Erdoğan, 2013: 282).

Although the relationship between migration and security did not begin with the September 11 attacks, these attacks brought the previous problems in the European internal security issue to the agenda again. In the following period, migration began to be seen as a threat and was associated with security (Mandacı and Özerim, 2013: 106). As a result of recent military and political developments, a rapid migration movement to Europe began and a political stance was taken against immigration in Europe; It has caused a negative perception of immigration and refugees in society. The involvement of immigrants in crime in the countries they go to has increased security concerns in Europe. The crimes involved were exaggerated in the media and used as important issues addressed by far-right parties in the elections. At this point, immigrants began to be associated with crimes such as gang affiliation and smuggling. In the USA, immigrants, who were associated with terrorism after September 11, began to be viewed as criminals. An example of this situation is that 40% of judicial crimes in Greece are committed by immigrants (Sever and Sever, 2013: 92).

3. Immigrants' Integration Problems and Social Unrest (Integration, Otherization and Discord)

The most important problem in the phenomenon of migration is 'integration'. The component of integration is the social, economic and cultural adaptation of immigrants to the society in the geography they migrate to. The adaptation processes of immigrants in the places they go have important effects in terms of the results of migration. In order to live a healthy life, special precautions must be taken to provide food, shelter, health facilities and education, and to protect children, the elderly and women. Failure to take necessary regulations and precautions in employment conditions, as well as the elements listed above, during the adaptation process will cause immigrants to become isolated and to experience internal conflicts (Kaygalak, 2009: 227). As a result of this situation, immigrants will adhere strictly to the values they have, which will bring about possible problems in the integration/harmonization process. Among the values; These may include ethnic identities, beliefs, lifestyles and traditions (Özservet, 2015: 96).

In the "Syrians in Turkey: Social Acceptance and Harmony" report of Hacettepe University Center for Migration and Politics Research (HUGO), which is one of the studies conducted on Syrian refugees; It has been revealed that those who chose to stay in Turkey permanently started begging due to extreme poverty. In the report, although the fact that refugees who opened their own businesses started to compete with tradesmen was seen as positive for the country's economy, it was perceived as disturbing in terms of social harmony. Problems experienced in state services, job losses caused by cheap labor, the phenomenon of 'xenophobia' arising due to cultural and sectarian differences, the increase in epidemic diseases in children, the increase in immorality with prostitution and gambling becoming an industry, and on the other hand, the allegations that asylum seekers who passed without examination are settling in universities. was among the other important factors that fuel xenophobia (Erdoğan, 2015: 330). Syrian refugees experience economic problems, causing them to move away from urban life in order to avoid paying too much rent. Thus, distorted structures and ghettos resulting from slums are formed and prevent the refugees from integrating with the local population, making the adaptation process difficult. Not knowing the culture of the place they come from causes adaptation problems to persist (Quadir and Çimen, 2018). The provinces in the border region of Turkey, where Syrian immigrants live, have a conservative culture. One of the reasons why the region has the idea that Syrians have a negative impact on the social structure is that men marry Syrian women. And since these marriages are made through religious marriages and open the door to other marriages, Syrian women are seen as a threat by the people of the region. It is stated that divorces are caused by Syrian women and Syrian women are seen as an important reason for the child bride problem (Öztürkler and Göksel, 2015: 16).

Adaptation processes regarding immigrants are evaluated in three different ways. First of all, from a legal perspective, immigrants have legal rights, just like every citizen. Secondly, economically, the immigrant can live a life in line with the standards of the country he lives in, with the income he and his family earn. In the third and last criterion; Socially and culturally, immigrants establish bonds with the country they immigrate to without being exposed to any racism/discrimination, and are accepted by society by expressing themselves freely (Karasu, 2016). In ensuring social and cultural integration in external migrations; It is important for sustainability that children learn the traditions and customs of the places they migrate to and benefit from the education and health conditions of their children. In Turkey, the provision of free health services for immigrants is announced to the public by official authorities (Özservet, 2015: 108). However, according to official figures, there may be difficulties in the education of children in Turkey, where there are nearly 5 million registered refugees.

4. Citizens' Attitudes Towards Immigrants in Turkey

As a result of migration, individuals change, being influenced by the societies they migrate to, and the places they go to also change. While immigrants bring their own culture to the geography they come from; They are affected by the social and cultural values in the geographies they migrate to (Karasu, 2018b: 36). Although studies on security, which is one of the important dimensions of migration, show that there is an increase in crime rates due to the increase in migration, there is no dominant view in the literature about the relationship between migration and crime. Frankly, there is no consensus on whether there is a relationship between immigration and crime, or whether it is positive or negative. In addition, while the crime structure and level in the host country, cultural tolerance, socio-economic level, and the attitude towards immigrants are effective; The factors included in the determination of the relationship are the profile of the immigrants, their pre-migration problems, their expectations, their knowledge levels, their social and psychological situations, their adaptation status in the place they migrate to, their level of knowledge about the place they migrated to and their tendency to crime.

Many studies have been conducted to determine the crime rates of Syrian refugees regarding the security aspect and the concerns of the people in the region. When the results of a research are examined; As the city of Kilis hosts the highest number of refugees in proportion to its population, the question 'Is it true that Syrians increase the crime rate?' 77.5% answered 'yes', 14.5% answered 'undecided', and 8% answered the question 'no'. In the continuation of the research, 67% of the participants answered the question "Is it true that the Syrians roaming freely in the city harmed the local people?", and

13.5% answered no, that they did not harm (Memiş, 2015: 108). In the study conducted in Ankara in 2017 with 400 people, the rate of participants who said "There was an increase in theft cases after the arrival of Syrians" was 62% and the rate of those who said "There was an increase in cases of violence, assault, killing and wounding" was 60% (Taştan, Haklı and Osmanoğlu, 2017: 7).

According to the International Crisis Group (ICG) in 2018, 'Syrian Refugees in Turkey; In his report titled "Reducing Urban Tensions", he stated that there may be incidents of violence due to the competition for jobs between Syrian refugees in Turkey and those who feel excluded among the local population. The report also states that the increasing reactions in society against refugees sometimes turn into violence. It was stated that Syrians were involved in 181 criminal cases and social tension incidents across the country in 2017, and at least 35 people, 24 of whom were Syrians, lost their lives in the incidents. It was subsequently claimed that the number of violent incidents was higher than those recorded (International Crisis Group Report, 2018: 5).

The security aspect of dealing with Syrians in Turkey may cause problems in ethnic and cultural differences as well as public order (Olçar, 2013). The impact of migration on national security can be seen in three ways. The first of these can threaten the sovereignty and border security of the state by preventing the state from fulfilling its functions. The second effect can damage elements of national identity by changing the demographic structure. The third and final effect is the use of immigration to influence another state and to get its policies accepted. These three situations make migration a security issue (Erdoğan, 2013).

The most common foreigners in Turkey are Syrian refugees, most of whom have temporary protection status. In addition to the 5 million Syrians registered during the period when the open door policy was followed, the risk of demographic change in the southern and eastern regions of the country and in large cities increases with Afghan and Pakistani refugees and illegal immigrants. The entry of refugees and illegals who enter the country irregularly in a short time will increase the security risk.

5. Citizens' Attitudes Towards Immigrants in Europe

The social movements that started as the Arab Spring took place in North African countries, one after the other, and showed their greatest impact in Syria. In the country where internal turmoil is taking place, Syrians had to leave their homeland because their lives were at risk. Migrations that started in 2011 have intensified since 2014, and Western European countries have been preferred as migration destinations. Europe's II. In order not to face such intense and irregular migration since the World War, it was necessary

to follow a policy that includes strict and new regulations. As the migration wave reached millions in a short time, social and cultural crises began to occur in European countries and the borders began to be closed to irregular immigrants. The developments have caused European people to experience deep concerns.

Crime and terrorism issues, which have recently increased in the world, have become an important problem that threatens the internal security of countries. The crisis in Syria has turned into a refugee and asylum seeker crisis, and it has been brought to the agenda by European Union (EU) documents and the media that the jihadist mentality is associated with terrorism and has become a security problem (Europol, 2017: 14). In the Eurostat (2022) report, although there were no major increases in crime rates compared to previous years; When the type of crime was examined, it was seen that there was an increase in drug and sexual crimes. Additionally, there has been a decrease in crimes such as theft and robbery. Another point that draws attention here is that the drug trade is controlled by gangs and the gangs are generally immigrant-based, causing the drug problem to be associated with immigrants. It is thought that the increase in sexual crimes is due to the influence of the EU culture, such as the fact that western societies do not hide these events and do not consent to them, compared to eastern societies, and that they are brave in reporting crimes to law enforcement and judicial authorities and keep records. Former US President D. Trump's attitude towards migration movements that came to the fore on the other side of the ocean with the project of building a wall over Mexico to the USA; The extreme right and the populist approaches of the party and its leaders were pumped into the public and an attempt was made to create a criminal image through immigrants (The Economist, 2018; Farley and Robertson, 2017; Wike, Stokes and Simmons, 2016: 3).

In the report published by Eurobarometer in 2018, EU citizens were concerned about the economy until 2010; Since 2010, immigration and terrorism, namely security, have become among the main concerns (European Commission, 2018). The security concern mentioned is that immigrants, especially irregular immigrants, can be a potential security element. The fact that the economy comes in second place and the idea that immigrants are responsible for the decrease in welfare levels basically constitutes a multi-dimensional cause of loss for Europeans due to the immigration problem. Since the EU contains a common state and decision-making mechanism, the decisions to be taken concern all member states. In the 'White Paper on the Future of Europe' report published by the EU in 2017, it is seen that the phenomenon of migration is given importance in its projection for the future of Europe until 2025 (European Commission, 2017). Findings obtained from research on immigrants show that the crime rate changes according to generations in terms of the relationship between immigrants and crime.

First generation immigrants have a low crime rate; It is observed that there is a disproportionate immigrant-crime relationship among second and third generation immigrants. This situation is mostly due to discrimination and social position. The structures that produce anti-immigration discourses confront immigrants with racism and xenophobia (Trimikliniotis, 2020: 135). The fact that new generation immigrants are still exposed to these situations, even after many years, pushes them towards crime.

It can be said that the anti-immigration policies and discourses of far-right parties have had a significant impact on immigration becoming an undesirable and worrying problem in Europe. How this situation resonates with the public can be determined by the increase in the votes of right-wing parties during election periods. While center-right and left-wing party candidates were eliminated in the Presidential elections held in France in 2017, the fact that far-right candidate Marine Le Pen received 35% of the votes despite being eliminated in the second round was described as a victory. Similarly, far-right parties such as FIDESZ (Fidesz-Hungarian Citizens' Union) in Hungary, PİS (Rights and Justice) in Poland and FPÖ (Austrian Freedom Party) in Austria either took power or increased their vote rates. While the votes of the Christian Union Party, which was in power in Germany, decreased in 2015; The votes of the anti-immigrant 'Alternative für Deutschland' party increased by 10%. When the common characteristics of the mentioned parties are examined, it is understood that they are anti-immigration and, in particular, anti-Muslim (Arıboğan, 2019: 77-78).

6. Discourses Towards Immigrants in the Media

Media, also known as mass media, is among the important socialization tools of individuals. Therefore, when one enters the media environment to follow the agenda, news, programs and discussions about Syrian refugees directly affect perceptions. During the day, there is a lot of positive or negative news about refugees in both traditional media and new media.

When news is conveyed in the media, it can be presented in an eye-catching and frightening way. The media's use of this language causes followers to develop anxiety and fear about crime (Wynne, 2008: 18). In a study conducted within the scope of fear of crime regarding refugees, 30.6% of the participants stated that the news positively affected their perception of refugees; The rate of those who stated that it had a negative impact was 41.6%, while those who stated that it did not affect it negatively had a rate of 24.8% (Karasu, 2018a: 344). As the fourth power, the media can shape its news according to its political views. Media channels aligned with the government avoid making negative news about refugees; It was observed that an opposition media organ exhibited a critical attitude. In the study examining the attitude of the print

media regarding refugees, a balanced attitude was displayed with 87.58%, and a news language that generally protected refugees and did not exclude them was preferred. Subsequently, those who supported the government showed a positive approach, while those who were seen as opponents were used as a tool to criticize the government (Paksoy and Şentöregil, 2018: 246). In another study, it was determined that the discourses used in the news discriminated against asylum seekers, associating them with crimes as "others", and presented them in a way that created concern for the public (Gölcü and Dağlı, 2017: 33-35). In another study, news about Syrian refugees was shown with negative content such as disrupting social order, smuggling, and posing a security risk (Çambay, 2019: 176-177).

Between 2012 and May 2019, the 21st Century Turkey Institute Foundation published a report about the crimes committed by taking 371 news stories from 73 news sites about criminal crimes involving asylum seekers.
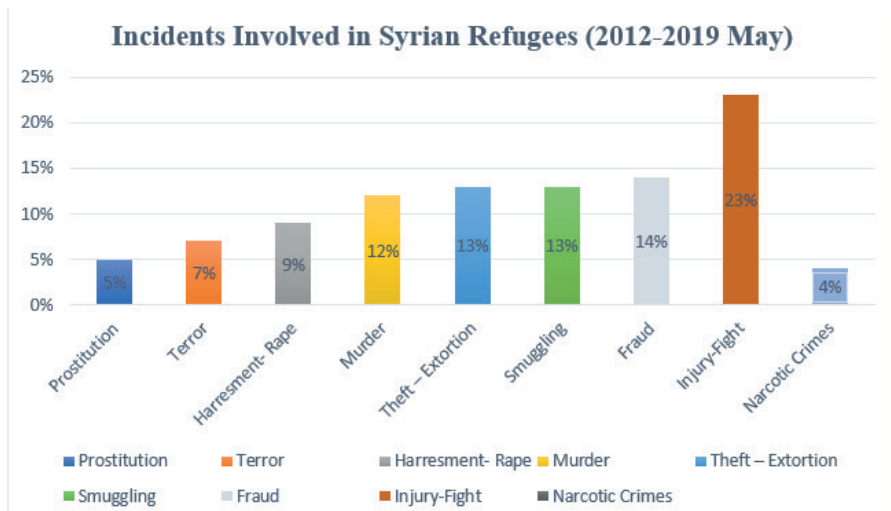

Figure 1. *Incidents Involved in Syrian Refugees (2012-2019 May), (Ünlü, 2019).*

In Figure 1, the highest crime rate occurs with injuries and fights, and it can be said that the city where the crimes occur the most is Istanbul and the majority of the incidents occur between local people and Syrian refugees. Other crimes are as follows; Fraud is 14%, theft-extortion is 13%, smuggling is 13%, and murder is 12%. The city with the highest smuggling is Hatay, and the area where smuggling occurs most is irregular immigration. Migration movements that started from Syria in 2011 increased the rate of smuggling in the border cities. It is seen that the rate of smuggling is also high in cities such as Izmir, Aydın and Mersin, and the reason for this is that Syrian refugees try to cross to Europe illegally by using the sea route. While harassment-rape crimes are at 9%, terrorism is at 7%, and prostitution is at 5%; In the ranking, narcotic crimes constituted the lowest crime rate with 4% (Ünlü, 2019).

While concerns about refugees are increasing both in the media and among the public; It would be more consistent to look at the situation from the perspective of official records. For this reason, in the press release of the Ministry of Internal Affairs dated 05.07.2017, the annual average of the ratio of incidents involving Syrian refugees to the total public order incidents in Turkey between 2014 and 2017 is 1.32%. It was stated that most of the incidents resulted from disagreements among themselves. It was also stated that the numerical increase in incidents involving Syrian refugees in 2017 decreased by 5% compared to the first 6 months of the previous year. When official public records are evaluated, it is observed that the crime rate is low among Syrian refugees. The fact that crime is proportionally low in a country where there are nearly five million registered refugees means that security concerns are alarmingly unrealistic. Although the events reported in the press and the public's concerns about refugees do not match the official figures, a reason for concern is that, in addition to unregistered Syrian refugees, many illegal immigrants from Afghanistan and Pakistan have entered the country in recent years. For this reason, what is unregistered is the factor that poses the most important security risk. It is thought that these people have a high tendency to commit crimes and when they are involved in crimes, they are deliberately not registered and move frequently in order to avoid punishment (Yazıcıoğlu, 2015).

In the mainstream media's news about the refugees under protection in Turkey, there are people expressing the difficulties they experience, presenting their socio-cultural contributions, emphasizing the common culture and belief, condemning negative attitudes and positionings, conveying opinions defending their rights, reflecting the thoughts of the refugees verbatim and, albeit relatively little, against positive news (Pandır, Efe and Paksoy, 2015), columns and interviews; In general, representations and discourses depicting refugees as a 'threat' and a 'burden' are constantly produced in the Turkish media. Asylum seekers are generally associated with negative expressions in the mainstream media; They are defined as people who create socio-cultural, moral and economic 'problems' for the country; It is observed that they are presented as the source of many security-related problems. It can be said that the academic studies carried out are parallel to those mentioned above. Studies clearly reveal that asylum seekers are positioned as a problem in naming in the media.

It is associated with the constant production of discriminatory discourses in the naming of immigrants in the media. Refugees are called "war deserters", "terrorists", "cowards", "dirty", "traitors", "thieves", "freeloaders", "ignorant", etc. in the media and the internet. are subject to naming. Thus, the media constantly produces harsh, marginalizing and racist discourses against refugees. When the news about refugees in the media is examined,

it is seen that the 'problems' that arise with them are discussed rather than the humanitarian aspect or the injustices they experience. For example; The allocated budgets, the amount of aid and the high number of refugees are kept on the agenda (Doğanay and Keneş, 2016).

In news articles where marginalizing discourses are generally used about the capture of fugitives, asylum seekers are excluded or portrayed as needy and passive. Refugees are portrayed as an economic burden, causing social problems, and as people in need of help. It causes negative emotions such as anxiety and worry in those who read it; It is represented as the hostile owner of the refugees who disrupts the social order and causes danger (Ayhan, Livberber and Baloğlu, 2018: 188-189).

In the 'Monitoring of Hate Speech in the Media' research in 2019, it was determined that 4364 columns of news targeting national, ethnic and religious groups were published in national and local newspapers. Refugees:

- It is systematically associated with criminal events such as murder, theft, and harassment, and is coded as a potential criminal, and is identified with security problems and terrorism.

- They were targeted in news texts and columns regarding Operation Olive Branch simply because of their presence in Turkey.

- He was shown as responsible for the negative economic conditions and unemployment in Turkey.

- They are stated as a threat to Turkey's demographic structure, a source of discomfort and tension (Yılmaz, 2020).

All these studies show that; The program and content produced in the media about refugees generally indicate a negative situation. Considering that mass media is an important tool for creating perception; The effects it will have on the public should be carefully monitored by both country administrators and other decision-making mechanisms.

CONCLUSION

People have migrated from one region to another for different reasons in various periods. Whatever the reason for migration is, by understanding that it exists in human nature and the reasons that create it, its consequences can be approached without prejudice. Although there are many reasons for migration, compulsory reasons generally cause individuals to leave their places of residence and migrate to another place. War, conflict, oppressive and authoritarian governments and collapsed economies cause forced migration; Unprepared and unplanned migrations are considered irregular

migration. The security issue, which is thought to be the result of irregular migration, creates anxiety and worry for the countries and peoples to whom the migration takes place. While 13 million people left the country due to the civil unrest that emerged in Syria in 2011 with the Arab Spring (UMHD, n.d.), a significant number of them began to migrate irregularly to Turkey and from there to Western Europe. Migration movements intensified in the following few years, and with Turkey following an open border policy, every irregular immigrant arriving at the border was taken in. Compared to Turkey, European countries have dispersed irregular immigrants in certain proportions within the framework of certain criteria and initiated integration programs. Syrian refugees, whose legal equivalent is 'those under temporary protection'; According to official figures, the number of registered people under temporary protection is approximately 5 million. While those who came to the country illegally and were not registered are unknown; There are around 1 million refugees in Europe. One of the important results of this process has manifested itself in the axis of security and public order.

It is of great importance for refugees to integrate socially, economically and culturally into the society where they migrate. Employment environments must be created while special measures are taken to provide food and shelter, health facilities, education and the protection of children, the elderly and women so that they can live a healthy life. Otherwise, problems will occur in the integration/harmonization process. Although the fact that refugees who opened their own businesses started to compete with tradesmen was seen as positive for the country's economy, it was perceived as disturbing in terms of social harmony. Problems in state services, job losses caused by cheap labor, the phenomenon of 'xenophobia' arising due to cultural and sectarian differences, the frequency of epidemic diseases in children, as well as the allegations that asylum seekers with passes without examinations are settling in universities are among the important factors that fuel 'xenophobia'. When the research and reports conducted in Turkey are examined, it can be said that the general perception is negative and the competition for jobs will lead to employment and shuttering, sudden population increases, a housing shortage, an increase in housing prices and irregular construction. In Europe, although the results regarding crimes did not show a visible increase, there were increases in categories such as drug and sexual crimes compared to previous periods. In addition, while EU citizens were concerned about the economy until 2010; Since 2010, immigration and terrorism, namely security, have become among the main concerns (European Commission, 2018).

While the media fulfills its important functions for societies; News, programs and discussions about refugees directly affect the perception. The language used by the media can cause anxiety and fear about crime in the audience. The economy-politics of the media comes to a point where news

about close relations with governments is presented in a way that creates a positive perception; A critical and harsh language is used towards the media on the opposing side. At this point, refugees are generally associated with negative expressions in the mainstream media; They are defined as people who create 'problems' in the sense that they impose a socio-cultural, moral and economic burden on the country; Asylum seekers have been represented as the source of many security-related problems.

It has had various consequences, primarily economic and security, for asylum seekers under temporary protection and in countries where a new order has been established. At this point, the policies followed by the media are important in the perceptions created on the public by the policies implemented. Because societies are bombarded with messages over the internet, which has become an indispensable part of daily life with the functions of the media; Difficulties in deciding what is true and what is false in the content presented with disinformation cause insurmountable problems for the public. For this reason, the situations that will be encountered due to irregular refugees caused by migration waves will not only be faced today; At the same time, future planning should be made with fifty to one hundred year time projections and efforts should be made to manage the irregular immigration process correctly.

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Chapter 2

HYPERREALITY IN VIDEO GAMES: POPPY PLAYTIME CHAPTER -1 EXAMPLE

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Introduction

Communication tools simulate all kinds of appearances with the development of technology and also perform their own shows (Güdüm, & Erdinç, 2022, s. 204). Digital games, which renew themselves constantly with the support of the technological elements used, are also one of these channels. Digital games have become an important area of cultural production and consumption in this rapidly changing and developing environment. Digital games have become highly popular, especially with the interest of the young population. Along with popularity, innovations in hardware and software have further increased the impact of digital games (Maksetbekova, 2019, s. 16). Virtual reality and augmented reality are also some of the innovations used in the gaming industry. Mutlu Binark defines digital games as "the act of playing games in virtual space" (Sezen, 2019, s. 40). The players feel themselves within the game and get away from the outer world with the virtual reality (VR) technology used in these digital game channels.

The increase in the use of digital games and the fact that the concept of hyperreality is frequently seen in recent video games has made the subject more up-to-date and has formed a basis for academic studies in the field. In this study, the theory of simulation and simulacra by Baudrillard has been discussed and the concept of hyperreality that emerged as a result of the development of technology has been examined through Baudrillard's fundamental concepts of simulation. In addition, a literature review on video games and virtual reality was conducted. As a result of the literature review, it was determined that many academic studies were carried out in the field of video games and virtual reality. A large part of these studies were on the effect of virtual reality used in video games on users (Karaduman & Aciyan, 2020). Based on Baudrillard's concept of simulation and simulacra, digital games and addiction created by virtual reality were dealt with. In one of the studies, game addiction and its effects were examined based on the change of digital games with technology over time (Sucu, 2021). Further, virtual reality effects in digital virtual world games were studied. In another study, "reality" inquiries were tried to be made in digital games from the perspective of Plato's theory of ideas and Baudrillard's simulation theory with a theoretical literature review (Dinçer, 2022).

In this study, similarly, Baudrillard's simulation and simulacra theory was taken as bases, but it was aimed to show how hyperreality was placed instead of the effects of hyperreality in games.

The sample of our study is the Poppy Playtime Chapter 1 video game, developed and published by the American independent developer MOB Games, produced in 2021 and played by more than 500 thousand users

("Poppy Playtime Chapter 1 - Google Play'de Uygulamalar", t.y.) In the study, hyperreality phenomena were examined. Poppy Playtime Chapter1 gives the user the impression of being in a real world with its subject, content and visuality and gives the opportunity to produce a new reality. Under the concept of hyperreality in the game Poppy Playtime Chapter1 elements that can be associated with consumer culture and capitalism have been identified.

Baudrillard "Hyperreality-Simulation" Theory

Technology and mass communication play an important role in Baudrillard's theory of simulation. According to Baudrillard, technology and media not only create an impact but also create a perception by producing signs and simulations. Media, by producing images, codes, and signs that make life meaningful through detached signs from reality, has become the producer of a reality that has detached itself from the actual reality. Baudrillard examines the media in stages within the simulacrum system. According to this system, Baudrillard discusses three successive levels of simulacra that have emerged since the Renaissance, parallel to the changes in the law of value. (Baudrillard, 2010, s. 87). The first level of simulacra, from the Renaissance to the Industrial Revolution, was characterized by imitation of forms. The second level, during the industrial era, was dominated by the production of forms. The third level, which is defined as the current era dominated by codes, is characterized by the dominance of simulated forms. The first level of simulacra is determined by the law of natural value, the second by the law of commercial value, and the third by the law of structural value. Baudrillard relates the industrialization of production and the era of simulation, which he defines as the third stage, to the hegemony of codes and mass communication. The dominance of mass communication tools corresponds to this simulated reality. According to J. Baudrillard, who argues that the West has collapsed along with all its values and cannot produce anything new, the creation of a simulated universe is a way to conceal this fact, and mass communication tools play a crucial role in creating and maintaining this simulated universe (Kurtdaş, 2018).

The stage that follows the triadic order of simulacra is the fourth order, the fractal or viral stage, in which things multiply rapidly. After completing the process of modernization, the West's relationship with reality has transformed into a simulation universe, or hyperreality. This universe is devoid of reality and resembles a synthetic and holistic reality based on images. Everything created in this universe is isolated from its own reality and reduced to a code through digital programs. As a result, while the real universe disappears, its synthetic twin produced as a synthetic reality takes its place. At the same time, this synthetic reality continually reproduces itself (Dağ, 2011, ss. 178-180).

Baudrillard believed that the best way to understand the form and spirit/

soullessness of our current age was to construct its own framework of concepts. Along with simulation, he introduced concepts such as reality, virtual reality, viral (fractal) stage, seduction, symbolic exchange and resurrection, ecstasy and uncertainty, and the idea of hyperreality (Dağ, 2011, s. 141).

Reality: According to Baudrillard, reality is a produced entity. Any event, situation, structure, phenomenon or thought is presented to the individual as if it were reality itself or a part of it. Reality is a new type of fiction that is equivalent to rationality, truth and simply constructed. The deadly violence is the simulacra that has been presented to us as something to believe in because there is nothing else to believe in. The story of the game is a fiction. Simulacrums are presented as if they were real. Adanır emphasizes that individuals living in this artificial life simulation created by the principle of reality can turn into human simulacrums and mentions the influence of virtual technologies on this transformation; "The principle of reality attempts to convince societies that, with the help of virtual technologies that emerge when a social life that has lost its reality turns into a kind of virtual life, they are living a real life, not a virtual one, and tremendous effort, energy and money are spent for this purpose" (Adanır, 2016, s. 53).

Baudrillard, who perceives reality itself as a metaphysical, intellectual, or mental process, states that this principle has emerged in the last two centuries in modern societies. Baudrillard defines the principle of reality according to two main views that have emerged in the last two centuries. The first is the bourgeois worldview, which is the general understanding in capitalist societies. The other view is Marxism or socialism, which is the opposite of this. Accepting the principle of reality means that people build their daily lives on some kind of human values and beliefs. Baudrillard argues that people have constructed their economies, politics, and cultural lives based on these two general worldviews. However, since the 1960s, people have started to detach themselves from the principle of reality. In this process, concepts such as capitalism, bourgeois view, Marxism, and socialism have lost their meaning. An environment has been created where people accept without questioning. According to Baudrillard, societies that have lost the principle of reality must reproduce life. This process, according to him, is the realm of simulation. The modern era, based on oppositions such as capitalism-socialism, is replaced by a period that is distant from reality and uncertain (Güzel, 2015, s. 72).

Simulation: "The artificial reproduction of the mode of operation specific to a tool, a machine, a system, or a phenomenon through a model or computer program for the purpose of examination, demonstration, or explanation." (Baudrillard, 1998, s. 3). Simulation is a fictional reality and Baudrillard defines simulation as what appears as a perception of reality.

Simulacra: A concept defined as images that are presented as if they are real, but actually replace reality and are copies of copies of a reality. (Baudrillard, 1998, s. 3). According to Baudrillard, simulacra are copies that can appear more real than the original. These copies, which replace reality, have taken the place of ideologies and ideologues(Baudrillard, 2002b, s. 3).

Symbolic Exchange and Rejuvenation: The concepts of Symbolic Exchange and Rejuvenation are terms used by Baudrillard to express his thoughts on postmodernism and consumer culture. The concept of Symbolic Exchange is central to Baudrillard's ideas on consumer culture and the influence of media. According to him, consumer culture is based on a system of exchange that replaces real values with symbolic values. The symbolic value of objects takes precedence over their real value. People try to obtain these symbolic values by purchasing and consuming objects. This situation changes people's perception of reality and values in consumer culture. The concept of Rejuvenation is a term used by Baudrillard to express the constant renewal and change process of consumer culture. According to him, consumer culture is constantly fueled by new products, fashion trends, and media events. This constant renewal and change process encourages people to constantly buy and consume new things. However, this situation leads people to a state of constant dissatisfaction and insatiability. Baudrillard emphasizes with the concepts of Symbolic Exchange and Rejuvenation that consumer culture is a system of exchange based on symbolic values, and that the constant renewal and change process leads to dissatisfaction and insatiability in people. With these ideas, he criticizes how consumer culture affects people's perception of reality and values. (Baudrillard, 2002b)

Seduction: Seduction is seen as a challenge, a game, an endless exchange ritual, and it is the very essence of love."Symbolic exchange and reanimation: Baudrillard critiques the politics of society through the concept of exchange. In modern societies, symbolic exchanges are prevalent, where living beings may die, but symbolic exchange continues indefinitely (Dağ, 2011, s. 189).

Reanimation is the opposite of simulation and also has the property of simulation. It operates from the sign. Reanimation is the reflections of reality. Fashion aims to be aware of everything, and sees it as its duty to constantly renew objects, cars, and clothes from year to year, season to season.

Jean Baudrillard's concept of "seduction" holds an important place in his studies on communication and media. Baudrillard uses seduction to understand the relationship between reality and the symbolic world. Seduction is, according to Baudrillard, a process in which reality is manipulated through communication and media. Instead of representing reality, the media reproduces and simulates it. Seduction represents a state

in which the boundaries between reality and the symbolic world become blurred. According to Baudrillard, the media and communication tools draw people into a symbolic world disconnected from reality by simulating it. This symbolic world replaces reality and influences people's perception of reality. Seduction is the process of drawing people into this symbolic world that replaces reality and trapping them within the consumer culture. Baudrillard emphasizes with the concept of seduction how the media and communication manipulate reality and change people's perception of reality. Seduction criticizes how consumer culture alienates people from reality and makes them dependent on its symbolic world. According to Baudrillard, with the process of seduction, reality disappears and simulation takes its place. This situation leads people to continue consuming without questioning reality (Okuyan & Taslaman, 2018).

Trance and Uncertainty: It is a quality specific to all matter that revolves around itself until it loses its meaning and eventually reappears in its pure and empty form. In a world where everyone is both a player and a spectator, there is no longer a stage called "stage". Because everywhere has turned into a stage (Baudrillard, 2002a, p. 3).

(Dağ, 2011).According to Baudrillard, the concept of reality has changed in contemporary society and uncertainty prevails. According to him, reality is now constructed not through the objects or events themselves, but through symbols and signs. Baudrillard also addresses the concept of "self-surpassing" in this context. According to him, in modern society, people are constantly striving to escape reality and present themselves as something else. People constantly reconstruct themselves through consumer culture and media. In this process, individuals lose their true selves and create an artificial identity. Uncertainty is a result of Baudrillard's approach to the concept of reality. According to him, since reality is constructed through media and symbols, reality is no longer definite and fixed. Reality is a constantly changing and uncertain state. This uncertainty complicates people's relationship with reality and distances them from reality. According to Baudrillard's views, self-surpassing and uncertainty are fundamental characteristics of contemporary society. As people strive to escape reality and present themselves as something else, reality constantly changes and becomes filled with uncertainty. This situation reflects the complex and contradictory nature of postmodern society.

Fractal: In addition to the concepts of natural phase (use value), commercial phase (exchange value), and structural phase (sign value) that Baudrillard has established, he also adds the concept of fractal. Fractal is the radiation-like spread of viral value. There is no value law in this phase, only rapid reproduction and chaining events. In this phase, all forms of action, opposition, and spectacle are virtualized. Bodies, money, cultural exchange,

war, and politics are all virtual. Baudrillard emphasizes that everything undergoes transformation and becomes "trans" in this stage (Baudrillard, 2002a, s. 194).

The concept of fractal attempts to explain the structure of contemporary society and our perception of reality by using the mathematical concept in sociological and cultural contexts. According to Baudrillard, in the postmodern society, reality is now a representation and is constructed through symbols. These symbols shape our relationship with reality and mimic it rather than reflecting it. The concept of fractal is used to represent these mimetic and repetitive patterns. Baudrillard claims that postmodern society has a fractal structure, meaning that similar patterns are repeated at every level of society. For example, the media mimicking reality or the consumer culture constantly repeating the same patterns.

The concept of fractal also emphasizes that our perception of reality is complex and constantly changing. Baudrillard argues that the boundaries between reality and symbols have become blurred and reality is no longer fixed and certain. This complicates people's relationship with reality and claims that we live in a world where reality is imitated.

Baudrillard's concept of fractal is a tool used to understand the structure of postmodern society and our perception of reality. This concept expresses that we live in a world where reality is imitated, symbols construct reality, and the boundaries between reality and symbols have become uncertain (Ercan, 2021).

Hyperreality, on the other hand, is when the real and the fictional become indistinguishable from each other. Reality itself is a metaphysical, intellectual, and mental process. Behaviors and thoughts of people in societies in daily life are determined by this perception of reality. According to Baudrillard the phenomenon of reality began to lose its power with the emergence of capitalism in 1960. Modern societies, individuals and the universe are now included in the consumption system with industrialization and enrichment. Thus, the society, which moved away from the reality phenomenon and lost its goals and expectations as a result, began to reproduce reality. The truth began to be produced as an infinite number of repetitions with the technology and machines that emerged with capitalism (Adanır, 2016, p. 51). Depending on these developments, computer systems were also renewed, and data began to be collected in these technological tools. Thus, this process, which is called digital, was effective in the production of reality. One of the most important phenomena that destroys the difference between this perception of reality and reality in life is the technology called virtual reality. Technology is the simulation itself created by this virtual world (Güngör, 2013, s. 191). Today, it is

possible to see hyperreality in many fields like mobile applications, 3D videos, and digital platforms such as education, health, entertainment, architecture and construction industry, culture and tourism. Now, individuals in the consumer society are mentally distanced from life with this technology, they perceive the world through moving or fixed images produced by technology (Baudrillard, 2010, s. 311). According to Akgül, the interface revolution that emerged as a result of Web 2.0 technology, the transformation of the world into virtual and simulative, and the transformation of emotions from reality into indicators by this new communication technology support Baudrillard's views (Akgül, 2020, s. 415).

Hyperreality in the Game World

There are video games with different features that have been becoming popular lately. Some of which are as follows; simulation, action, racing, puzzle, card and brain game, mobile game, strategy, role-playing game and sports, and FPS (first person shooter). These games generally come to the fore in the form of stories and characters and produce their own reality. These video games show themselves with different narrative styles with the change and development of technology.

The game story is a simulation of real life. The fictional narration of the games gives the impression of representation, experience, and elimination of loneliness, while providing superiority to the players. In these digital games, where reality is abstracted and turned into virtual, users can assume identities independent of real life. As users consume, they feel the need to consume more with this pleasure.

Baudrillard tries to reveal how the simulation environment, which is the reproduction of reality, affects our lives and gives the example of Disneyland in this regard. Disneyland is the perfect example of the simulacrum universe. The games in it are illusion and fantasy. In this imaginary world, the individual is asked to fulfill his duty successfully. Imaginary enjoyment and different emotions are experienced with games (Baudrillard, 2010, s. 28). Disneyland, a game center designed like the real thing, is a model that summarizes the situation of the individual in the virtual environment. In this imaginary universe, individuals move away from reality and exist in a new simulacrum. They are far from the real world until they exit the game.

Poppy Playtime Chapter 1 Video Game

Poppy Playtime Chapter 1 is a survival, horror and puzzle game that continues to increase its popularity recently with its different story and its own special characters. Developed by the American independent developer MOB Games, the game is set in the former Toy Factory of Playtime Co. where

its toys are located and manufactured ("Poppy Playtime", 2023). The game is based on mystery and uncertainty. Poppy Playtime both distances players from the real world and offers a new virtual reality experience while showing the terrible secrets of the Playtime Co. Toy Factory.

The video game Poppy Playtime Chapter 1 begins with a letter from a staff member 10 years after the entire staff of the Playtime Co Toy Factory mysteriously disappeared inside. According to the letter, the employees are still inside, and no one knows what really happened to the factory workers. On this mysterious journey, players take on the role of a former employee who disappeared in the mysterious event that caused the closure of the facility. The player (former staff member) is there to solve the mystery of the workers who disappeared at the factory.

Table 1: *The basic concepts of simulation*

Reality	Game Story
Simulacra	Indicators (Garpback, factory, toys)
Seduction	Doors, Letter, Video, and Cassette (Elements of curiosity, mystery, and surprise)
Symbolic Exchange And Resurrection	New Characters and New Stories
Trance And Uncertainty"	Chills, coincidence, surprise, mystery, and curiosity elements.
Simulation	Codes (game elements)
Hyperreality	The reality turning into indicators and disappearing.
Fraktal	Poppy Playtime (2) game hints

Reality

Game Story: At the beginning of the game, there is a cassette tape, an envelope, and a letter. The letter provides information about personnel who disappeared 10 years ago and introduces Poopy, the world's first toy baby with real intelligence produced by Playtime Co Factory, as actually existing.

In this game full of curiosity and mystery, the player visits the abandoned factory to find out what happened to this doll and the missing personnel at the factory mentioned in the letter.

The player encounters the other character, Huggy Wuggy, during the

factory tour and tries to escape from this toy-looking character, which also has a frightening appearance, in the factory. The player, who can open the doors with passwords and escape, then gets rid of the Huggy Wuggy character and finds the room where the Poppy doll Toy is located and frees it.

The game story is fictional and presented as a real story. As Baudrillard mentioned in his concept of reality, technology places the individual in a universe where they believe they are in a real (actual) world through visualized reality. The player is placed into a universe that is attempted to be believed as real. The players see this universe, but it is an entirely fictional world with nothing but images. It is fictional because image-based realities are produced and consumed (Bayrı, 2014, s. 96).

Simulacra: Simulacra that try to replace reality can be seen in the game in the Grabbacks given as the player's hand, the factory where the game takes place, and the toys inside it. These elements are appearances that bring down the reality phenomenon.

Toys: The characters in the video game Poppy Playtime Chapter1 are toys from the Playtime Co. Toy Factory, where the game's story takes place. These toys from Poppy Playtime are portrayed as living organic creatures. The player is asked to find the mystery in these characters by not giving full information about them.

Huggy Wuggy: Huggy Wuggy, a blue plush toy, is Playtime Co.'s most popular toy, created in 1984 according to the game plot, and remained its mascot until the factory closed. However, this blue mascot later turned into a monster with sharp teeth, chasing players in-game.

It is not clearly shown to the players who the Huggy Wuggy character actually is. This allows players to produce different theories for the origin of the character. The fact that this character chases the players and tries to get them out of the factory in the game reveals the idea that Huggy Wuggy was turned into a monster as a result of the experiment or was created to prevent the secrets inside the Playtime Co. Factory from being revealed.

When the physical features of the Huggy Wuggy character is observed, there are features proving that it is a living creature behind a scary toy appearance. For example, a pair of human eyes, hidden under its big eyes, follow the players as they move around the room in the game. In addition, when viewed closely, it can be observed that this character breathes and bleeds.

Figure 1. *Huggy Wuggy*

Poppy: Poppy, the protagonist of the Poopy Playtime video game, is introduced in the game as the world's first doll with real intelligence produced by the Playtime Co. Factory. In the game, Poppy has the appearance of a doll with pale skin and red curly hair gathered into two ponytails. However, when examined carefully, it is possible to say that the baby's eyes move and resemble a living thing with its capillaries. Poppy, who appears at the beginning of the game, can talk like a human and introduces the game. After the game introduction, Poppy says that it is a real baby too.

In this game, which is full of mystery, there is no full information about the character of Poppy. Its descriptions at the beginning of the game and the course of the game reveal the idea that Poppy, like Huggy Wuggy, is one of the employees of Playtime Co. or a live doll that was turned into a toy through experimentation. Trying to help the player until the exit of the factory at the beginning of the game, this baby tries to keep the player in the chaos in the factory later on, making it difficult for the player to understand whether this character is a friend or an enemy.

Figure 2. *Poppy*

Grabpack: There are Grabpacks that act as hands in the game. These grabpacks can be used to reach great distances, help decipher codes and

interact with the atmosphere of the game. These hands, which allow the players to use their creativity, offer a different experience to the players compared to other games.

Figure 3. *Grabpacks Serving as Hands in the Game*

Factory: The toy factory where the game takes place can give the impression of an unused toy factory with its dark atmosphere, old-looking floor and worn toys. Huggy Wuggy, chasing the player, directs the player to the narrow and scary corridors of the factory. Fear is given to the player by a power cut in the factory. The player tries to find the electrical room while escaping. The chase inside the factory takes place where there are ventilation holes, which gives a frightening appearance. Thus, it is tried to make the player feel fear and excitement together. The position of the toys in the factory, the interior of the factory, and the color of the toys are placed according to the technique used by toy companies in real life

Figure 4. *Playtime Co. Factory*

Seduction: Seduction, as Jean Baudrillard sees it, is the force that presents the pleasure and desire consumed through images, ideas, and signs. (Baudrillard, 2002a, s. 51). Poppy Playtime Chapter1, a horror and survival video game, has a spooky atmosphere as well as a mysterious story. This mysterious structure undertakes the seductive task of keeping the player engaged until the end of the game. Chapter 1 is the first look at the game. Players are just witnessing the terrifying secrets of the Playtime Co. Toy Factory, and in this first version of the game, most mysteries remain unclear. The player is given some visual

and textual clues in order to solve this mystery. The important thing is to understand and solve these clues. To achieve this, certain images and signs such as letters, cassettes, doors, and videos are used. With the advancements in technology, these signs have become more powerful than reality. Signs often use the strategy of seduction through mass media to make reality disappear (Baudrillard, 2005, s. 39).

Letter: At the beginning of the game, the player is presented with a letter. This letter reads: "Everyone thinks the staff disappeared 10 years ago. We're still here. FIND THE FLOWER". The player tries to decipher the cipher on the flower. According to this letter, all employees are still inside.
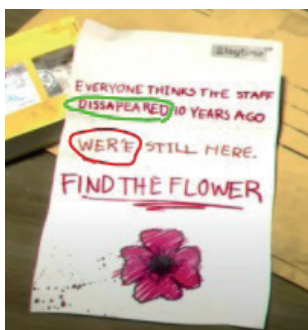
Figure 5. *Letter noting factory staff survived in Poppy Playtime Chapter1 video game.*

Video: There is a black-and-white video at the beginning of the game. In this video, Poppy doll, which is stated to be the most important toy of the factory, is introduced. It is not specified who introduced this baby. Knowing the toy closely and describing the factory reveals the opinion that this person is Elliot Ludwig, the owner of the factory. The following statements of this person are included in the video:

"You're about to see the most incredible doll ever invented. Poppy is a really smart doll. A little girl can talk to it, Poppy can answer her. It's a baby who can really do it. Chat with a child. Hard to believe? Then watch."

Later, together with the images about the production of this baby in the factory, there is the following dialogue:

Voice: Poppy can be loved like a real girl and can talk like a real girl.

Poppy: Hey my name is Poppy, I love you. Do you want to shine my shoes?

Voice: Like a real girl, Poppy wants to look good.

Poppy: Perfect, thanks.

Voice: Her hair also smells like a weasel.

Voice: Poppy, is there anything you want to say?

Poppy: I'm a real girl just like you.

Voice: In addition to the good toys we have created, you can also tour the factory for 3 dollars per person.

Tape: At the beginning of the game, the player finds a green VHS tape at the entrance of the factory. The tape contains the following warning:

"After closing the factory, we loop this tape. In addition to our wonderful children's toys, we also care about safety. For example, this factory is surrounded by hidden motion sensors. If you activate it, you will meet other officials. This method, the most docile method of our system, let's not talk about other methods and let's not get you demoralized. You understood my warning."

Then the player sees a door with colored codes and follows the colors in the factory to decipher the security codes. When he enters the door, he encounters a second tape. Taking on the role of a staff member who goes missing at the factory, the actor must watch the training video on how to acquire GrabPack in this tape.

Doors: There are multiple doors in the factory. These doors are always locked. The player is expected to find and solve clues to open these doors. These locks create the idea that there will be something important behind the doors

Figure 6. *Coded doors in playtime co. factory*

Symbolic Exchange and Resurrection: Since its initial release, Poppy Playtime has become a popular game among many users, praised for its story and characters. However, the first chapter was criticized for being short, and it was claimed to be roughly 30-45 minutes long. Later, the sequel, Popy Playtime Chapter 2, was released. The game quickly gained attention on platforms such as YouTube and Twitch. Old videos that reached millions of views and games

based on Poppy Playtime on Roblox increased the game's popularity. With the new game, new characters were created.[1] The products of these games being presented to the market as popular culture items and being resurrected is, in a way, a simulation model that has been put into circulation. This simulation model is the consumption of what is shown.

Franktal: Poppy Playtime game consists of 3 parts and in Chapter 1 there are some symbols and images that the player will try to solve in the other game. For example, posters of some of the other toys produced in the factory hang on the walls.
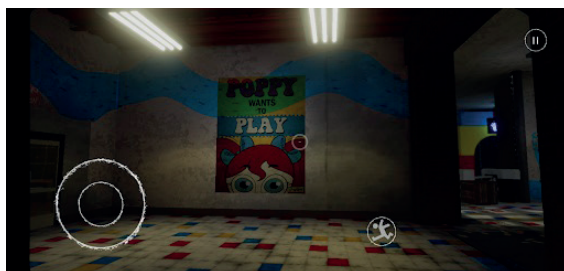
Figure 7. *Poppy Playtime -2 poster*

Trance and Uncertainty

Baudrillard divides this universe into two categories: the warm and the cold universe. He defines the universe of desire, passion, seduction, expression, and competition games as a warm universe. The universe of self-indulgence, obscenity, enchantment, communication, chance, and eerie games, on the other hand, is the cold universe (Baudrillard, 2002a, s. 194). It is television that induces the state of trance. In the game, it is possible to see the warm and cold universe through graphics, symbols, environment, and sound used together with digital technology.

It is tried to make the player feel the fear and tension with the graphics of the game. Even though it is a toy factory, the setting looks pretty eerie. Different toys, dim lighting, meaningless posters, and images of blood are also used in the factory.

Here is some information for ciphers that will appear in other chapters. In addition, danger signs often appear in front of the player. These signs arouse a sense of curiosity and guide the player to decipher their meanings.

Blood: The blood found on the toys and on the walls of the factors gives the impression that the toys in the factory are living creatures.

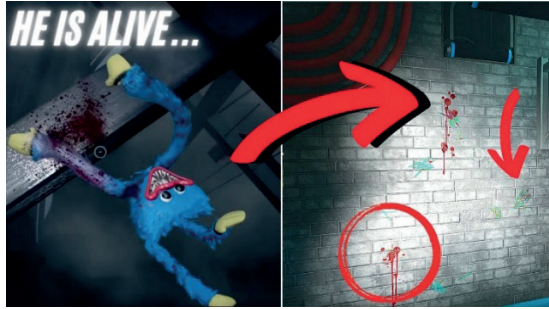1 https://tr.wikipedia.org/wiki/Poppy_Playtime.

Figure 8. *Blood from huggy wuggy toy*

Sound: Footsteps of the main player are heard in the game. Unlike the sound effects used in other games to give the game fear, the sounds and music are set quite calmly. It is possible to say that this usage aims to immerse the players in the reality of the environment by giving the impression that the environment is safe while playing the game, and then to make them vulnerable to frightening things. The environment and sounds are given in harmony with each other. There are also frightening and noisy sounds coming from toys and devices, depending on the theme and location of the game.

Hyperreality: The phenomenon of reality is being destroyed within the game, and a new hyperreality space is being created within it. The delivery of reality through virtual means is the most prominent feature of Poppy Playtime Chapter 1. The reality represents the simulation age we are in.

The hyperreality in the game shows that it has become a part of its own unique hyperreality system with its own codes for reproduction and revival. Therefore, the game is immersed in a mixture of "real and imaginary", belief, enchantment, hypnosis, and subjugation. The loss of reality is also highlighted in this process.

The Examination Of Hyperreality Concepts İn The Game

The principle of reality in the Poppy Playtime game refers to the player questioning their perception of reality based on the events and entities encountered in the game world. As the player progresses through the toy factory in Poppy Playtime, they encounter an ambiguous line between reality and imagination.

The toys and events encountered by the player are different from their normal perceptions in the real world. Toys come to life, and the game world has a dark and threatening atmosphere. This situation shakes the player's perception of reality and makes it difficult for them to distinguish between what is real and what is imaginary in the game world.

The principle of reality in the Poppy Playtime game serves to enhance the player's feelings of fear and suspense. As the player tries to understand what is real and what is imaginary in the game world, they are constantly faced with uncertainty and doubt. This makes the player's experience more terrifying and impactful.

Symbolic exchange and animation are concepts that contribute to a deeper and more interactive experience in digital games. They aim to enhance the realism of the game while providing players with social and economic interactions. These concepts are becoming increasingly important with advancements in the gaming industry.

Symbolic exchange refers to players trading or purchasing valuable virtual objects in games. It can create an economic ecosystem among players and strengthen the social and competitive aspects of the game. In the case of Poppy Playtime, the use of "grabbacks" by the player can be seen as an example of symbolic exchange. With these hands, the player disconnects from real life and takes on the role of a former employee solving puzzles. They are drawn into a series of challenging games led by a large toy named Huggy Wuggy. Throughout the game set in a toy factory, the player collects and uses various objects. These objects may initially seem innocent and harmless, but they are used to uncover Poppy's true intentions. Symbolic exchange requires the player to explore the hidden meanings behind objects and symbols.

Animation, on the other hand, is a technique that involves the use of animated characters and toys in the game. In Poppy Playtime, the toy character Huggy Wuggy is portrayed realistically using animation techniques and behaves hostilely towards the player as it moves around the toy factory. Animation increases the player's tension and allows them to become more immersed in the game world, making the gaming experience more impactful.

By portraying characters in the game as lifelike, the game's atmosphere is enhanced, and the credibility of the characters with whom the player connects is increased. This feature aligns with Baudrillard's concept of animation, as it brings characters to life and adds to the believability of the game world.

In this way, it is possible to say that Poppy Playtime aims to provide players with both a mental and emotional impact by using the concepts of symbolic exchange and animation. Symbolic exchange requires players to explore the hidden meanings behind objects and symbols, while animation allows players to become more mentally and emotionally immersed in the game world. Poppy Playtime aims to provide players with an impactful experience by successfully utilizing these concepts.

Just like Baudrillard's concept of seduction, the game Poppy Playtime Chapter 1 also presents a perspective that questions the relationship between reality and simulation. The game provides players with virtual experiences that mimic reality while also simplifying reality and replacing the need for the real. In the factory setting of the game, players can escape the limitations of the real world and take on a different identity or role. In this case, it can be said that the game distances players from reality and seduces them through simulations.

The concept of "seduction" is evident in the game as the player is guided and manipulated by the character Huggy Wuggy. Huggy Wuggy initially presents a cute and innocent appearance to gain the player's trust, but in reality, he has a plan to trap the player. As the player progresses through Huggy Wuggy's mysterious world, the concept of seduction becomes more pronounced, and it becomes apparent that the player needs to uncover his true intentions.

Games provide players with an experience of immersion, allowing them to escape from real life. In Poppy Playtime Chapter 1, the player takes on the identity of a former factory worker. By assuming this character's identity, players can immerse themselves in the game world.

An old toy factory presented through virtual reality technology transports players to a different environment. The boundaries between reality and virtual reality become blurred in this environment. With this technology, players can completely lose themselves in a virtual world, creating an environment for immersion.

The game's story and tasks also involve uncertainty. Players must follow clues to achieve a specific goal or solve the story. This uncertainty creates a constant sense of excitement and curiosity in the game. As players make decisions within this

The fractal concept refers to complex and repetitive patterns, and digital games often have repetitive game mechanics and patterns. In the game's factory environment, dark corridors and voids, encrypted doors, worn-out toys, and similar structures are examples of the repetitive patterns of the fractal concept. In the game, players are often expected to perform repetitive actions to complete specific tasks or side quests. These tasks may require players to follow a specific pattern. In the game, players must solve puzzles by following a certain pattern. Additionally, the repetitive objects in the game can enhance the player's immersion experience and affect their perception of reality.

Digital games often have visual designs that mimic the real world. The graphics, characters, environments, and objects used in Poppy Playtime are designed in a detailed and realistic manner to mimic reality. These features

are used to immerse players in the game world and make them question their perception of reality.

The elements of hyperreality in this story are features that allow the player to dive deeper into the game world and enhance the sense of reality. The character Poppy is designed to resemble a real baby. With her pale skin, red curly hair, and moving eyes, the player can feel that Poppy resembles a real living being. Poppy can speak in the game just like a human, allowing the player to feel like they are communicating with a real person when interacting with Poppy. Other characters like Huggy Wuggy are also designed realistically. The physical characteristics and behaviors of these characters are intended to further involve the player in the game world.

The game takes place in the Playtime Co. factory, and the atmosphere of this factory is realistically designed. The chaos of the factory, detailed environments, and sound effects make the player feel like they are truly inside the factory.

The puzzles, mechanics, and interactions in the game are designed to feel like real-world experiences. The player may need to use or move objects just like in real life, further enhancing the sense of hyperreallty.

It can be said that these elements of hyperreality are established in order to make the player feel completely immersed in the game world of Poppy Playtime Chapter 1.

Conclusion and Evaluation

With the development of new communication technologies in the digital age, media consumers are being presented with new realities. Therefore, technology and media play an important role in the reproduction of reality. Baudrillard, who emphasizes the importance of technology in the transition to the simulation universe, has brought truth-seeking to a different dimension by stating that reality is disappearing and being replaced by the domination of hyperreality. In other words, the meaning produced by today's media tools and platforms leads to the questioning of reality. It is possible to say that reality is being reconstructed by communication technologies, and individuals are offered a life practice beyond hyperreality.

According to Baudrillard, there are specific stages of transition to this hyperreality phase of postmodern society. He believes that signs in human culture develop in four stages. The first stage corresponds to the development of signs, or words and images, as reflections of reality. In the second stage, signs begin to embellish, exaggerate, and even distort reality, but signs continue to reflect and symbolize reality in some way because there is no absolute detachment from reality.

However, in the third and fourth stages, signs and simulation replace reality, and ultimately a symbolic society is established. This society is a simulacrum or imitation society where symbols and signs have no relation to anything real, and even human relationships are only symbolic. In this society, which Baudrillard mentions, it is no longer possible to talk about an epistemological truth or reality. The only form of reality that can be "grasped" is hyperreality (Baudrillard, 2010, s. 14).

Virtual reality, which has emerged due to the development of technology, has become a leisure time activity used in entertainment areas as well as taking place in many areas. Therefore, the interest in virtual reality technology has increased day by day and this concept has developed and existed with different experiences. Video games are quasi-real, caught between the real and the fictional world (Jull, 2005). In these games, the players have the opportunity to experience this world by entering it and to construct their own stories.

In the study, the video game Poppy Playtime Chapter 1, which was downloaded and used by more than 500 thousand users, was taken as a sample. The theme of the game is survival and fear. Further, the main feature of the game is that it is presented as a true story. In this study, virtual reality used in video games, which has an important place in the entertainment industry, has been examined through Baudrillard's concept of hyperreality.

Baudrillard used the concepts of simulation, reality, virtual reality, viral (fractal), seduction, symbolic exchange and revival, ecstasy and uncertainty to describe hyperreality.

The story, characters, text and visuals, objects and sound elements in the game Poppy Playtime Chapter 1, which constitutes the sample of our study, were analyzed through Baudrillard's concepts of hyper-reality. As a result of the analysis it was found that; the game story matches with the concept of 'reality'; the factory, the gardback and the toys match with the concept of 'simulacra'; the doors, the letter, the video and tape, the elements of curiosity, mystery and surprise match with the concept of 'seduction'; the digital game and the factory environment match with the concept of 'virtual reality'; new characters and new stories match with the concept of 'symbolic exchange and revival'; shivering, coincidence, surprise, mystery and curiosity elements match with the concept of 'ecstasy and uncertainty'; all the elements in the game match with the concept of 'simulation'; the deciphering of codes and ciphers match with the concept of hyper-reality; the clues given about Poppy Playtime2-3 games match with the concept of 'viral (fractal)

As a result of the findings, it was observed that the fundamental elements of simulation are embedded within the game and the concept of hyperreality is present. It was found that there is the concept of hyperreality in the elements used in the game together with the game story. With the element of cipher and

riddle solving in the game, the player is asked to reveal the story of the game and the mystery between the characters, allowing them to reconstruct reality. It was concluded that the game supports Baudrillard's concept of hyperreality.

Some elements that can be associated with consumer culture and capitalism have been encountered under the concept of hyperreality in the game Poppy Playtime. Korkmaz Alemdar and İrfan Erdoğan emphasize that entertainment tools that utilize all media channels are effective tools in reproducing the capitalist system and consumer culture by spreading the messages of international companies to wide audiences (Alemdar & Erdoğan, 2005, ss. 2019-2221).

In this regard, just like television and cinema, digital games also play an important role in disseminating and producing dominant ideological messages.

Considering that the target audience of digital games is predominantly young people, the possibility of ideological messages having an impact on young individuals is higher. According to Garite, digital games, due to their interactive virtual structure, contain ideological references that affirm capitalism and consumer culture. (Doğan, 2003, ss. 1-14)

The game takes players to a toy factory. Toys are symbols of consumer culture and are often produced and sold within the capitalist system. The factory can be considered as a central space of consumer culture.

Players continue their consumption habits in the game world by chasing after characters, objects, and powers within the game. This also points to Baudrillard's relationship between consumer society and simulation. The game revolves around the Poppy Playtime brand. Posters indicating that there will be sequels to Poppy Play Time 2 and Poppy Play Time 3 are shown within Poppy Playtime Chapter 1. The Poppy Playtime Chapter brand has been supported by advertising and marketing strategies, hinting at the mysteries hidden in future games.

The game also reflects some criticisms of the capitalist system. As players strive to solve the mysteries inside the factory, they discover the dark sides of the factory. This can be seen as reflecting some negative aspects of capitalism and the unrest created by consumer culture.

Using cultural industry products like digital games to suppress existing problems leads to overlooking real and lasting solutions. Poppy Playtime Chapter 1 digital game also functions as a tool that avoids reality through the concept of hyperrealism, thus sustaining capitalist relationships.

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Chapter 3

ANALYSIS OF RANSOMWARE IN TERMS OF FINANCIAL LOSSES

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1. INTRODUCTION

Malware is software developed by malicious software developers that infects systems without the knowledge and will of the users, disrupts their functioning by making unauthorized changes to them, and causes data to become inaccessible. In today's world, cyber threats are increasing exponentially. One of the biggest threats in the cyber world is ransomware attacks that affect millions of computers. Ransomware has become one of the most important threats of today with its unique and destructive features. These features cause individuals and companies to suffer significant financial losses. Detecting and blocking ransomware has become a very active area of research in recent years as this form of malware has expanded greatly, creating a financial burden. In this study, a method was proposed to analyze malware affecting businesses without the need for professional personnel, and normal software and malware were compared to demonstrate the effectiveness of static and dynamic analysis.

Ransom is defined as "cash paid with a specific end goal to release a captured person" and "something demanded or paid so that a captive person can be released from captivity" (Saxena , 2018:1).

Malware that infects systems by using social engineering vulnerabilities, security vulnerabilities in operating systems, computer programs and anti-malware programs serve many different purposes. Today's ransomware families implement advanced encryption and distribution schemes.

Ransomware is defined as "a type of malware that prevents or limits users from accessing their systems by locking the system screen or locking users' files unless a ransom is paid" (Netto et al ., 2018:314).

Malware analysis is the study or process of determining the functionality, origin, and potential impact of a specific malware sample, such as a virus, worm, trojan , rootkit , or backdoor.

Detecting and blocking ransomware has become a very active area of research in recent years due to the massive expansion of this form of malware. In this regard, a working environment was designed to analyze the effects of malicious software on the system, the files it changes and the connections it establishes. (Doğan and Kara, 2020:1).

Although there is no standard method for malware analysis, the general trend is to progress from simple to complex. Firstly, it is a correct method to obtain all the information that can be obtained without running the malware, then to detect the behavioral movements of the malware by running it in a controlled environment, and finally to examine the code architecture of the malware . (Kara, 2018:87).

Today, internet usage in Turkey has reached 62 million users. The Internet serves 3.7 billion users worldwide. In Europe, 73.9% of the population uses networked computers, in North America 89% of the population uses the Internet, creating a wealth of targets for criminals looking to take advantage of unwary users. (Kane et al., 2017:1)

Ransomware is widely used by cybercriminals today due to its financial return, and its use is increasing day by day. Ransomware is generally transmitted via e-mail. Another way ransomware infiltrates is to exploit a software vulnerability on the target computer. Some outdated software in users' systems may contain security vulnerabilities, and target systems can be infiltrated by taking advantage of this situation. (Kara, 2018:3).

Ransomware locks valuable data and makes it inaccessible, often with unbreakable encryption algorithms. (Aidan et al., 2018:23). It is a cyber threat that targets both companies and home users and has spread in recent years due to its profitable consequences.

Ransomware affects a wide range of companies, from the manufacturing, transportation and telecommunications industries, financial companies, public institutions and healthcare. (Berrueta et al ., 2019: 144925). In addition to the money paid to attackers, it also causes commercial activities to stop and the public image of companies to be damaged.

It is very important to be aware of malicious software, to understand how they behave and what they do, to take the necessary precautions quickly, and to share knowledge and experience on this subject.

2. LITERATURE RESEARCH

Netto et al. (2018:314), based on the techniques exhibited by ransomware coders , they created a model based on static and dynamic analysis techniques. For static analysis, there are approaches to placing trap files in file systems and analyzing incoming and outgoing packets to the user system. For dynamic analysis, network packet details are analyzed in depth. To prevent further damage, the network packet is marked and the IP addresses are added to the firewall.

their analysis for the characteristic behavior analysis of the 3rd Generation Cerber ransomware through the "Access Data Forensic Toolkit" software. Network movements on the recorded data were examined with the Wireshark program. It was observed that the whois (Domain Name Search) records of the IP addresses detected during the examinations were accessible via the website www.domaintools.com .

Aidan et al ., (2018:23), system behavior is monitored and analyzed during the attack. Along with behavioral analysis, they recommended disabling SMBv1 and preventing files named perfc.dat and psexec.dat from running through sysinternals to protect systems from ransomware attack .

Min et al. (2018:43) It is recommended to prevent malware with an SSD backup system that supports automatic backup called Amoeba . This system is equipped with a hardware accelerator that can detect ransomware attacks and a backup control mechanism to minimize overhead for original data backup.

Sheen oath Yadav (2018:983) used the most discriminatory API calls to train a classifier to detect ransomware. In the study, a large number of ransomware samples were analyzed and distinctive API calls were identified.

Kara (2018:46) proposed a model showing the analysis steps to be used in malware analysis and used the proposed model to analyze the characteristic behavior of web-based malware using "Access Data Forensic Toolkit v6.2.1.10 (FTK)", " Process Explorer" and " Cuckoo ". " tools have been suggested.

Almashhadani et al. (2019:47053) proposed a network-based leak detection system by creating a special test environment that uses packet and flow levels as two different independent classifiers.

Agrawal et al. (2019:3222) recommends deep learning methods in detecting malware. A number of datasets are used to target the Windows environment of ransomware executables.

Akbanov et al. (2019:111) investigated the use of software- defined networking (SDN) to detect and mitigate advanced ransomware threats . WannaCry ransomware was used to prove the research . Based on the results obtained, an SDN detection and mitigation framework was designed and a solution based on the OpenFlow communication protocol was developed.

Kara (2019:11) recommends software and physical image creation methods in the forensic analysis of ransomware .

Davies et al. (2020:300929) conducted a study to determine whether digital forensic analysis tools can be used to find encryption keys used by malware and reduce the effects of a ransomware attack. In the study, we tried to identify the symmetric encryption keys used by taking memory information from a system affected by ransomware with forensic analysis tools.

Kok et al. (2020:1) proposed the Pre-Encryption Detection Algorithm (PEDA), which can detect crypto -ransomware before the encryption stage . PEDA provides two levels of detection; The first level of detection is signature comparison with known crypto -ransomware signatures before the ransom-

ware is activated. The signature is created using SHA-256 (Secure Hashing Algorithm) , which enables fast and accurate comparison of file contents . The second level of detection is the use of Learning Algorithm (LA), which can detect crypto -ransomware based on the pre-encryption application program interface (API) .

M. Humayun et al. (2020:1) They have conducted a comprehensive study on the evolution, prevention and mitigation of Ransomware in the context of IoT . This study on IoT It provides deeper insights into the evolution of ransomware .

Arabo et al (2020:289) investigates the relationship between process behavior and nature to determine whether a software is ransomware. The goal here is to see whether using this method can help avoid malware and whether it can be used as a self-defense mechanism using machine learning that mimics the human immune system .

Patel and Tailor (2020:14) proposed a solution that protects computers, identifies and prevents an attack by creating a large dummy file. When an attacker wants to encrypt a large dummy file, this process takes time and in the process the remaining contents of the file system are made inaccessible by the malware. The proposed mechanism has been tested in a real-time environment and proven to be useful.

Koltuksuz (2020:1) examined memory operations and access patterns for malicious actions and presented a new approach to extracting memory access images.

Rizvi et al. (2020:1) It has defined an attack surface for networks using IoT (Internet of Things) devices. A threat model is defined that allows security solutions to be systematically analyzed to reduce potential risks. An IoT architecture was designed and divided into regions, vulnerabilities or weaknesses in the system and attacks that could target this area were identified.

Değirmenci (2019:175) presented a comparison between Cryptolocker and wannacry , mentioning that they make the data inaccessible to users without damaging the originals and demand money from the owners in cryptocurrency . Cryptolocker targets individual users; He discussed that wannacry targets mostly businesses and corporate users. In these respects, the criminal characteristics of installing ransomware on target systems, making data inaccessible, causing financial losses and gaining benefits have been examined.

Eroğlu (2023:69) examined businesses in Turkey in terms of information security and discussed the cybercrime grievances faced by businesses.

3. MALWARE ANALYSIS

Remnux and Cuckoo were used for experimental analysis. Two different working environments were used: SandBox .

Monitoring network traffic is an ideal way to monitor movements on the network without the need to install any tools or client software on network devices [27] .

In the analysis study, Remnux computer acts as a bridge between the client and the internet. For this reason, since all network traffic occurring on the client will pass through Remnux , the entire network traffic flow of the client becomes traceable. Since the client on which the malware will be analyzed is encrypted during the analysis phase, the necessary results cannot be obtained from the client.

cuckoo Snapshot taken while the agent.py program is open is run on the virtual Windows 7 used as the client computer for analysis with sandbox and the analysis process is started. When the process is completed, the virtual operating system is automatically closed and a report is prepared by analyzing the process.

Examination of network traffic to obtain analysis results of malicious and harmless software , the effect of software on the operating system using Remnux computer Cuckoo It was implemented using sandbox .

4. COMPARISON OF ANALYSIS RESULTS OF HARMFUL AND HARMFUL SOFTWARE

To compare the results, WannaCry , Petya , Ryuk , Locky , Jigsaw ransomware and Putty.exe , MEB_Sertifikası.cer, yazi.txt files were used. Cuckoo of these files Comparisons are made by analyzing the data obtained as a result of running them on the sandbox .

Table 1 gives the names, types, MD5 and CRC32 values of the files used for analysis. This table contains detailed information about all analyzed files. Size, type, MD5 and CRC32 values in the table Cuckoo Taken from sandbox summary information.

Table 1 . General information of the analyzed software.

No.	Short Name	File Long Name	Dimension	Type	MD5
one	jigsaw	jigsaw.exe	283.5KB	PE32 executable for MS Windows	2773e3dc59472296 cb0024ba7715a64e
2	Wannacry	*24d004a104d4d54 034dbcffc2a4b19a1 1f39008a575aa61 4ea04703480b1022c*	3.6MB	PE32 executable for MS Windows	db349b97c37d22f5 ea1d1841e3c89eb4
3	Ryuk	fe909d18cf0fde08 9594689f9a69fbc6 d57b69291a09f3b9 df1e9b1fb724222b	152.5KB	PE32+ executable x86-64 for MS Windows	40492c178079e65 dfd5449bf899413b6
4	Locky	2016-10-04-followup-download- Locky.bin .zip	136.0KB	zip archive data , at least v2.0 to extract	f0b2acf1659d90e 10577d6d125f15cba
5	Petya	*26b4699a7b9eeb1 6e76305d843d4ab0 5e94d43f320143692 7e13b3ebafa90739*	225.5KB	PE32 executable for MS Windows	af2379cc4d607a45 ac44d62135fb7015
6	Putty	putty.exe	1.1MB	PE32+ executable for MS Windows	6fa14b3b1c54a26f 0b9bbcd2f6b45899
7	Text File	*abc.txt*	275.0B	Data	12798f1e87303f9c a2c17d66ef88540e
8	Pdf File	example.pdf	2.4MB	PDF document , version 1.5	4bef4df5cb46b85b 378f64acf2313ff1

Information in Table 2 , Cuckoo It was created using the information in the sandbox summary tab.

Sandbox dynamically analyzes the software and reports the changes made in the operating system instead of looking at fixed features, the data resulting from the analysis of the software are placed in different rows in the table. Despite these differences, it is clearly seen from the data obtained that the damage caused by Jigsaw , Ryuk and Locky software to the operating system. It appears to be malware because it creates 50 different bootkits with the Petya software. WannaCry software has 50 potentially malicious URLs . In addition to this data, by looking at the VirusTotal detection rate and score data, it can be seen that software other than Putty software is harmful or useful. Potential URL information increases the score value with the encryption-compression process performed by Putty software .

Chart. 2 . Analysis summary information of software.

Short Name	jigsaw	Wannacry	Ryuk	Locky	Petya	Putty	abc.txt	example.pdf
Unknown PE file partition	2	one				one		
Bootkit creation feature					50			
File movement with encryption				2325				
Virtualbox detection feature				3				
Creating a key file				50				
dns query				2	2			
Read user agent settings				one				
Creating an executable file				2				
Create an office document				6				
Debugger control				one		one		
Computer name query				4				
Mindows used for crypto key number of api			50					
Pdb executable path			one		one			
Executable file shortcut			25					
Potential sandbox avoidance			44					
Questionable privilege granting				2	2	one		
Number of executable files			one					
Execution permission for a different job			10					
Creating a thread with createremotethread			12				2	
memory manipulation			20					
File extension addition			9	50				
Writing a ransom message to disk			50	50				
Suspicious http traffic		one		one			2	
The debugged process	2						one	

	jigsaw	Wannacry	Ryuk	Locky	Petya	Putty	abc.txt	example.pdf
Registry	one						one	
Allocating space on memory for read-write-execution operations	50				50	2		
Data encryption-compression process	2	2			2	2		
Number of potentially malicious urls in processor memory dump	50	50				20	50	
Loading at Windows startup	one							
Virustotal detection rate	50/67	50/68	50/58	50/55	50/67	0/68	0/68	0/68
Dangerous file score	10	10	8.4	10	10	2	0	0

Table 3 shows the data obtained as a result of the static analysis. From this data, packager program information of 2 software, PDB value of 1 software, as well as section numbers, source numbers and included file numbers of the software are obtained. In addition to this data, information about the possibility of the software being harmful is obtained from the data in the antivirus line.

Table 3 . Static analysis information of software.

Short Name	jigsaw	Wannacry	Ryuk	Locky	Petya	Putty	abc. txt	example. pdf
PE Compile Time	31.03. 2016 09 :28:14	2010.11.20 11:03:08	2018.12.21 03:15:31	4.10. 2016 22 :59:32	2016.01.09 14:11:59	2019.09.22 12:28:30	-	-
PE Imphash	f34d5f2d 4577ed6d 9ceec516 c1f5a744	9ecee117 164e0b87 0a53dd18 7cdd7174	c7a0309d 45fd007c 2ce268b7 218e075c	eadb9952 7332f2bc 7e9fd730 aad84b65	1a63922d 5931d1bb 8ca51883 13f78eaa	2e3215ac c61253e5 fa73a840 384e9720	-	-
PEiD Signatures		Armadillo v1.71		PureBasic 4.x			-	-
PDB Path			one				-	-
Sections __	5	4	7	5	5	8	-	-
Resources __	2	2	one	one	3	22	-	-
Included (Imports)	one	7	3	5	10	8	-	-
antivirus	67/72	68/73	58/73	55/67	67/73	0/71	-	-

Table 4 and the behavioral changes made by the software on the operating

system during its operation are included. It is seen that the file movement of malware is higher.

Table 4 . Behavioral analysis information of software.

Short Name	jigsaw	Wannacry	Ryuk	Locky	Petya	Putty	abc.txt	example. pdf
Registry	476	63	10	100+		100+	100+	
Net	131	one	100+	100+	100+	4	20	one
network		5	100+	9		one		
Process	410	25	173	100+	2	89	17	one
Services		4	10					
Synchronization	26	one	20		one	10	one	one

Table 5 shows the network movements of the software. When network movements were examined, it was seen that while some software made useful connections, Jigsaw , Wannacry , Ryuk , Locky software made requests to unknown IP addresses that could be harmful. Although Petya is a malicious ransomware, no network connection has been identified. With the conclusion drawn here, it is seen that a network-based analysis alone does not produce accurate results.

Table 5 . Network movement information of software.

Short Name	jigsaw	Wannacry	Ryuk	Locky	Petya	Putty	abc.txt	example. pdf
SHOO	2	2	2	4	0	2	3	0
DNS	4	4	4	14	3	4	5	0
TCP	0	one	0	one	0	0	one	0
UDP	18	12	18	27	9	11th	16	0
http	0	0	0	0	0	0	0	0
HTTPS	0	one	0	one	0	0	one	0
ICMP	one	0	one	2	0	0	one	0

5. CONCLUSIONS AND RECOMMENDATIONS

In this study, a study was conducted on the analysis of ransomware, which is becoming widespread day by day and causing serious financial losses for companies and individuals. With this study, it is aimed to analyze all network movements of ransomware through the firewall structure and the dynamic movements on the operating system where it is run with the sandbox structure.

Literature research has shown that the damage caused by ransomware worldwide is increasing day by day. Since it is an easy way for cyber attackers to make money, ransomware is improving itself day by day in response to the measures taken. It seems that raising awareness of individual users and institutions about malicious software and safe use of the internet has gained importance.

In this study, a structure that allows companies to configure their own analysis environment and analyze the effects of software on the operating system is proposed, without the need for online systems. It has been shown that combining network-based analysis with behavioral analysis on the sandbox produces more accurate and effective results.

Based on this study, working environments that small-scale businesses and researchers can use can be developed.

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Chapter 4

AN ANALYSIS ON THE STRATEGIC PUBLIC RELATIONS-ORIENTED WEBSITE USAGE OF CIVIL SOCIETY ORGANIZATIONS OPERATING IN TURKEY

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INTRODUCTION

As non-profit entities, civil society organizations (CSOs) are mandated to maintain continuous interaction with various stakeholder groups. Identifying internal and external stakeholders is crucial for CSOs to raise awareness about their organization and activities, shape public opinion on advocacy issues or societal problems, attract members, volunteers, donors, and supporters to sustain their operations, and expand their influence and scope through media coverage. Consequently, contemporary CSOs engage in strategic public relations activities to achieve these objectives. According to Yetkin Cılızoglu (2004:138), CSOs complete their strategic public relations efforts in a two-stage process: first, by disseminating information to the public through various channels related to the organization, its field of work, and the advocacy issues it addresses, and second, by gaining visibility in the public agenda. However, as highlighted by Biber(2006: 43-53) & Ozdemir & Yamanoglu (2010:4), the developmental stage of CSOs in Turkey, coupled with a lack of complete understanding of their structure and functions by the public, low levels of interest from society and the media in their activities, ambiguity in their goals and strategies, and inadequacies in designing their institutional identity and culture, along with internal communication problems and self-regulation issues, hinder the formation of an organized, robust, transparent, participatory, and democratic civil society structure. Consequently, these challenges compel CSOs to structure their strategic public relations activities properly.

General public relations activities are applied by CSOs, such as maintaining relations with the media and communities, event management, media relations, issue and agenda management, reputation management, and crisis communication, all of which can be customized according to the goals of the CSO. All public relations activities by CSOs directly impact the organization's corporate reputation and the process of obtaining funds and human resources (Kinzey, 2000: 10-11). However, considering the cost of traditional communication tools today, CSOs struggle to work on maintaining relationships with stakeholder groups, event management, and promotional activities. Therefore, civil society organizations, seeking an alternative platform to convey the issues they advocate for to all segments of society, have turned to the Internet as a low-cost and fast communication channel. Dondurucu (2022) emphasized that the development of new communication technologies has rapidly transformed how CSOs manage stakeholder relations, enriching public relations activities aimed at acquiring members, funds, and volunteers by eliminating time and space limitations. Furthermore, the development of information communication technologies has digitalized the working areas of CSOs, such as crisis communication and issue-agenda management, while creating representation opportunities in alternative media and digital

channels outside of traditional mass communication censorship and editorial control mechanisms. The public relations environments and tools CSOs utilize in this process have also become digitalized. For example, brochures and booklets are now available in downloadable formats on CSO websites, and seminars and meetings have started to be held online. Additionally, CSOs have begun using social media platforms and websites to promote projects and campaigns they cannot publicize in traditional media due to censorship, editorial control, or financial constraints.

Today, social media platforms offer significant benefits to CSOs by raising awareness and shaping public opinion in the advocacy field, as well as facilitating instant, rapid, and interactive communication with stakeholders. However, websites, which can be fully customized as a digital space specific to the CSO and provide rich data, also hold significant potential for strategic public relations. Research examining the use of websites by CSOs in Turkey includes studies by Ozdemir and Aktas Yamanoglu (2010), who analyzed 50 CSO websites in terms of dialogic communication, finding that their overall capacity was low. Another study by Boztepe (2014) examined 16 CSO websites and concluded they needed to utilize their communication capacities fully. Similarly, Aydın & Aliyeva (2019) investigated 60 CSO websites in Turkey and Russia regarding dialogic communication, finding that in most cases, the principles of dialogic communication were predominantly applied in the technical and design dimensions of the websites in both countries. Building on the limited Turkish literature on CSO website usage, this study examines the use of websites for strategic public relations by civil society organizations operating in Turkey.

1. Civil Society Organizations: Key Features and Historical Development

"Civil Society Organizations" (CSOs) are defined as associations, unions, foundations, and similar formations created by citizens who share similar demands, views, and desires, coming together voluntarily outside the authority of the state (Aydın, 1998: 68). The concept of non-governmental organizations (NGOs) first came to the global public's attention in 1945 with the establishment of the United Nations (UN) due to the UN's desire to distinguish between intergovernmental organizations and international independent organizations in government relations. While defining civil society organizations, the United Nations emphasized that organizations falling within this framework should operate outside of government authority and should not have a political purpose or criminal element. In addition to these factors, according to the UN's definition, for civil organizations to be considered as part of civil society organizations, they must operate without a profit motive, similar to economic enterprises, and continue their work in areas of vital importance to all humanity, such as human rights, the

environment, and health (Willets, 2002:1). Today, civil society organizations are defined within a structure encompassing various formations, including labor unions, faith-based organizations, professional associations, and charitable organizations (The World Bank, 2018). While there are various definitions of civil society organizations in the literature, there are some fundamental qualities that an organization must possess to be considered a civil society organization. In this context, the critical characteristics of CSOs include not pursuing commercial benefits, not having criminal elements in their structure, forming independent and voluntary organizations with a common purpose, transparency, independence from the state, pluralism, and inclusivity (Biber, 2006: 28-31; Willets, 2002: 2; Yetkin Cılızoglu, 2004: 35-36; Yıldırım, 2004:61-63).

When examining the development of civil society organizations, it is observed that throughout history, various cultures have had charitable organizations that focused on aid, religion, or solidarity, consisting of small-scale civil organizations that came together for these purposes. However, it is only possible to speak of a contemporary civil society organization structure after the era of modernism. In the Western world, at the end of the 18th century, voluntary organizations began activities to protect fundamental human rights and freedoms. In the 1900s, the first examples of modern civil society organizations began to emerge with the organization of interest groups to protect workers' rights. The 20th century marked a period in which CSOs began to clearly define their areas of work and organizational forms nationally and internationally. During this time, numerous CSOs started to operate in areas such as health, education, property, and the environment. Between the 1920s and 1930s, the development of CSOs gained momentum. However, the progress of CSOs was disrupted by the political turmoil before and after World War II. With the signing of the UN Charter after World War II, CSOs actively contributed to its formation, and the UN's support for CSOs enabled civil society to regain momentum. In the 20th century, while the political situation in Europe damaged the development of CSOs, CSOs in the United States continued their activities effectively. They particularly influenced the country's domestic and foreign policy mechanisms during World War II. The strengthening of CSOs in Europe is linked to the global social movements of 1968. The effects of the anti-Vietnam War protests in the United States, student demonstrations in France, and the Prague Spring in Czechoslovakia triggered social change. Increasing demands in various social areas, such as the environment, human rights, and women's rights, expanded the scope and diversity of CSO activities. During the 1970s and 1980s, the increasing visibility of CSOs in the media and their active role in addressing the wounds of disasters in underdeveloped regions enhanced the importance of civil society. By the 1990s, CSOs had become more effective at the international level. In

the 2000s, the widespread adoption of new communication technologies accelerated CSOs' responses to societal events. The development of the internet eliminated temporal and spatial barriers, enabling CSOs to organize activities such as fundraising, awareness campaigns, event management, public opinion shaping, and volunteer outreach faster, more cost-effectively, and more interactively (Bulut, 2011: 125-130; Dondurucu, 2022: 59; Lewis & Kanji, 2009:30-33, 155-158; Ryfman, 2007: 25; Simsek, 2000: 330-331; Touraine, 1998: 254; Tuncel, 2010:26; Usta, 2006: 37).

When examining the development of civil society organizations (CSOs) in Turkey, it is observed that in the Ottoman Empire, charitable foundations, and professional organizations, such as guilds and ahi organizations, constituted the early examples of CSOs. Modern civil organizations in the Ottoman Empire began to emerge with the Tanzimat Edict. As a result of Westernization movements in the Empire, developments such as the announcement of the Gulhane Edict, the signing of the Sened-i Ittifak, the Islahat Edict, and the declaration of the First and Second Constitutional Monarchy limited the state's influence on some extent while expanding the scope of civil society. When the early period of the Republic of Turkey is examined, it is seen that civil society exhibited a structure centered around the state. Although the 1924 Constitution provided rights for workers to unionize and for citizens to establish associations and hold meetings, political turmoil, and the state's strict measures pressured the development of civil society organizations (CSOs). The transition to a multi-party system in 1946 with the advent of the Democratic Party (DP) to power led to the revival of social life and increased the number of CSOs as the DP supported the media, religious organizations, and agricultural institutions. However, the May 27, 1960, military coup ended the DP government. The 1961 Constitution that followed the coup granted the right to strike unions and various freedoms to CSOs, media, and universities, thereby reducing some of the obstacles to the development of civil society. However, the effectiveness of CSOs was significantly restricted by the military coup on September 12, 1980. After the military coup, the military bureaucracy that came to power banned the activities of political parties and unions altogether to eliminate societal polarization and conflict. They tightened control over organized civil society institutions such as professional organizations, universities, and mass media, which form the basis of an organized civil society. Remarkably, the strict control implemented by the 1982 Constitution aimed to depoliticize all forms of civil society organizations, which harmed both the quantity and quality of the development of civil society organizations. However, from 1985 onwards, as the coup's impact began to diminish, civil society organizations (CSOs), as fundamental building blocks of organized civil society, started to play an active role in addressing social issues. In the 1990s, CSOs took significant

steps in creating social awareness through marches, donation and signature campaigns, and sit-ins. In 1995, a law was enacted to remove the legal grounds that limited the activities of associations, foundations, and unionization, thereby opening the way for national and international civil society collaborations. In the 2000s, following the 1999 Marmara Earthquake, the inadequacy of state resources in the face of a natural disaster led to CSOs taking on an active role in humanitarian aid and search and rescue efforts. This period and the commencement of membership negotiations between Turkey and the European Union (EU) in 2005 accelerated the development of CSOs. During this period, various steps were taken to remove legal barriers to the development of CSOs, and the financial support allocated to civil society organizations was increased (Ahmad, 1996:20; Alkan, 1998:61; Arslan, 2002:15-17; Berkes, 2002: 90, Duman, 2003:374; Erdoğan Tosun, 2001a: 301-307; Gonel & Acılar, 1998: 4-6; Keyman, 2006: 27-28; Keyman & Içduygu, 2005: 1; Koc, 2005:20; Onbası, 2005: 65; Sarıbay, 1998: 95; STEP Turkiye Raporu II, 2011:55-58; Usta, 2006:58-61). Indeed, the historical development of CSOs in Turkey differs from that of Europe and the United States. However, various types of CSOs in Turkey actively engage in public relations activities to raise awareness and provide public support in the areas they advocate for.

2. The Public Relations Activities of Civil Society Organizations

To examine the public relations activities of civil society organizations, it is necessary first to define the concept of public relations. Public relations is defined as an organized and managerial duty performed by an organization in the private or public sector to gain the interest and understanding of the sectors with which it can communicate (Erdogan, 2008:25). Additionally, this concept can be defined as serving public interests and developing mutual understanding between organizations and the public (Grunig, 2005:20). The fundamental functions of the public relations discipline can be enumerated as research activities, recognition and introduction efforts, building corporate identity, corporate image, and reputation, providing consultancy in strategic management decisions, conducting corporate social responsibility activities, lobbying, managing relations with relevant publics, managing media relations, crisis communication, issue and agenda management, financial public relations, and investor relations management, managing employee relations, and event management (Balta Peltekoglu, 2013; Cutlip, Center & Broom, 1994:19; Erdogan, 2008: 225-229; Guzelcik Ural, 2006: 143-144; Harrison, 1999:6; Okay & Okay, 2001, 452, 607; Theaker, 2008: 161, 229; Varey, 1997: 119). CSOs, as non-profit organizations, must engage in continuous and multidimensional communication activities with their internal and external environments. Therefore, they need strategic public relations activities to gain visibility in the areas where they advocate and to present themselves accurately (Biber, 2006; Wright & Bocarnea, 2007: 217). When conducting

public relations activities, CSOs must prioritize accurately analyzing their target audiences because the tactical and strategic public relations activities needed for each target group can vary. The internal and external target audiences of CSOs can be listed as follows (Bozkurt, 2000: 28; Ozmutaf & Celikli, 2010: 2843; Dondurucu, 2022: 277-279):

- **Target Audience as Resource Providers:** The target audience is defined as "sponsor" or "corporate benefactor" providing in-kind or financial contributions to the CSOs.

- **Target Audience Provides Financial Support in the Scope of Philanthropy:** The target audience that provides individual financial and in-kind contributions within the context of philanthropic activities, enabling CSOs to sustain their activities and can be characterized as "benefactors".

- **Target Audience as Supporter of the Organization's Activities:** The target audience consists of opinion leaders (such as artists, athletes, etc.) who can contribute to the activities of the CSO, as well as experts in the field (for example, doctors for a CSO working in the health sector) who can support the organization's activities.

- **Target Audience Affected by and Participates in the Organization's Campaigns**: The ultimate target audience of civil society organizations, described as "volunteers" or "members," directly involved in solving and taking ownership of a social issue.

- **Political Actors, Central, and Local Authorities:** The target audience at the forefront of CSOs' lobbying and advocacy efforts, directly involved in the center of lobbying and pressure group activities, capable of bringing about legal and administrative changes in the advocated field.

- **Paid and Volunteer Staff:** The target audience consists of paid and volunteer personnel and management who have the potential to directly influence the public perception of the CSO and play a direct role in shaping the public perception of the CSO in the public eye.

- **Other Civil Society Organizations:** The target audience consists of other CSOs, their representatives, managers, and supporters at the local, national, and international levels with whom CSOs can collaborate in the areas where they advocate.

- **Traditional Media Organizations and Journalists:** The target audience consists of media professionals and managers working in mass communication outlets with a high potential to publicize the activities of civil society organizations to the public.

- **Digital Media Organizations, Alternative Media Platforms, and Independent Journalists:** The target audience consists of digital channels and journalists who, with the development of new communication technologies, can be leveraged by civil society organizations to create public opinion in the advocated field without being constrained by the editorial control mechanisms of traditional mass communication outlets.

- **Audience/Followers on Digital Platforms:** The target audience that, with the development of new communication technologies, follows/experiences the activities of CSOs on digital channels in real-time and interactively, resharing content of CSOs or creating new content about advocacy issues.

Civil society organizations can achieve their public relations objectives through a two-stage process. The first stage involves disseminating information about the organization's mission, goals, and activities to create awareness. The second stage consists of presenting relevant projects to the public that align with the community's expectations, desires, and priorities, ensuring that the advocated issue becomes part of the public agenda (Yetkin Cılızoglu, 2004:138). As non-profit organizations, the public relations activities of CSOs encompass areas relevant to all public relations professionals, including maintaining relations with the media and communities, event management, media relations, issue and agenda management, reputation management, and crisis communication. These practices, which fall under the scope of general public relations activities, directly influence building the institutional reputation of civil society organizations and securing funding (Kinzey, 2000: 10-11). The primary objectives of civil society organizations include gaining approval from the community, raising awareness for a social cause, securing funding and volunteers, or garnering support for the advocated cause by shaping public opinion. The public relations activities of CSOs can be examined under the following headings (Biber, 2006:78-110; Dondurucu, 2022):

- **Analysis and Identification of External Stakeholders:** Identifying external stakeholder groups affected by the organization's activities and influencing the organization to reach relevant audiences and conduct planned public relations activities for different stakeholders.

- **Analysis of External Stakeholders' Expectations and Demands and Transmission to Relevant Mechanisms:** Following the identification of different stakeholder groups, continuous and systematic environmental analyses are conducted to structure public relations activities effectively. The wishes, expectations, and demands are then communicated to relevant institutions and authorities as an extension of CSOs' pressure group function.

- **Publicity Activities:** Tactical public relations activities aimed at creating awareness for the organization and the advocated cause, including interpersonal communication, the use of traditional media and new media channels, creating press releases for campaigns or the CSO, advertisements, poster campaigns, statements from societal and political actors, statements and supportive actions from opinion leaders, interviews, brochures, announcements, and the use of new media channels.

- **Media Relations:** Public relations activities targeting media professionals using tactical methods such as press releases, press kits, press trips, press conferences, and articles aimed at media members.

- **Lobbying:** Activities conducted by CSOs as an extension of their advocacy role to influence decision-making bodies or politicians in their advocacy areas as part of their function as a pressure group.

- **Public Relations Activities Targeting Resource Providers and Benefactors:** Public relations activities are conducted to acquire funds for CSOs or campaigns (sponsorship, corporate social responsibility initiatives, membership fees, and direct fundraising efforts through new and traditional media channels).

- **Public Relations Activities Targeting Volunteers and Members:** Ongoing public relations activities directed towards groups such as volunteers, members, followers, and supporters (event invitations and announcements made through traditional and new media channels to recruit volunteers and members).

- **Event Management:** Organizing and promoting events such as fundraising activities, member and volunteer gatherings, seminars, and conferences aimed at different target audiences.

As seen above, CSOs effectively utilize public relations activities for various purposes, such as accessing different stakeholder groups, determining corporate objectives and policies through stakeholder participation, creating awareness about the organization and its work, building a positive perception of the CSO in the public eye, managing reputation, and communicating with members, volunteers, and donors, as well as operationalizing pressure group mechanisms. In today's context, the interaction, speed, and content creation capabilities afforded by the internet and new communication technologies have transformed the public relations activities of CSOs in a way similar to how they have impacted public and private organizations. Therefore, the next section of the study examines the public relations activities of CSOs on new media platforms.

3. Digital Public Relations Activities of Civil Society Organizations

With the development of new communication technologies, the Internet has become one of the primary tools for mass communication. So, some scholars suggest that the Internet can be utilized as a tool for organizations' public relations activities (Eisend, 2002: 307-308; Holtz, 2002: 19-21; Sayımer, 2008: 57). The Internet's primary benefits in terms of public relations applications are speed and interactivity. With the advancement of Internet technologies, the virtual environment has allowed organizations to establish an alternative communication method with their target audiences regarding their public relations activities (Asman Alikılıc, 2011: 6; Onat, 2010: 105). The most fundamental benefit of internet-based communication for organizations is that the gatekeeping function of traditional mass media does not apply to web-based public relations activities, allowing organizations to design the communication process themselves. Furthermore, the development of social media has brought about a profound transformation in public relations, as users are directly involved in content creation and distribution processes. Today's social media platforms provide organizations with an interactive communication environment, allowing them to engage with various target groups directly. Therefore, today's public relations professionals have recognized the importance of online stakeholders emerging from new communication technologies. Social media platforms have become a tool allowing many people to voice their opinions directly to each other and organizations. These new stakeholder groups are actively trying to engage with the organizations they are associated with. Consequently, for all private and public sector organizations, adapting to a new understanding of public relations, which can be referred to as Public Relations 2.0, is essential to interact and communicate with online communities. The benefits that public relations activities based on new communication technologies can provide to different types of organizations include reaching new target audiences, easier dissemination of messages through social media, the formation of user-generated content and media mix, collaboration, participation, and adaptation with the target audience, building trust, creating user networks, real-time content creation, providing access links to alternative sources of information, and the transformation of media relations through the ability to issue press releases and statements through social media and websites (Asman Alikılıc, 2011: 10-16; Balta Peltekoglu, 2013:313-325; Phillips & Young, 2009: 6).

The development of new communication technologies and social media has transformed the public relations activities of CSOs, considering the interactive power of various stakeholder groups such as volunteers, opinion leaders, social and political actors, the media, and social media users. Considering that CSOs have numerous opposing and supporting stakeholders, the development of new communication technologies has necessitated

restructuring CSOs' public relations efforts toward stakeholders to balance the demands, requests, and expectations of different stakeholder groups. One of the most significant advantages that new communication technologies offer CSOs is the elimination of time and space constraints. The ability to communicate instantly with anyone from anywhere in the world removes time limitations. At the same time, the global nature of social networks overcomes spatial barriers. As a result, messages spread rapidly over the Internet, making it easier for individuals in different countries to support a campaign or CSO. This development enables CSOs to escape editorial control mechanisms and media censorship, allowing them to use new communication technologies to publicize their activities worldwide. Additionally, CSOs today can increase their membership and visibility by offering online membership opportunities (Dondurucu, 2022: 387, 393; Goker, 2014: 106-107; Ozmutaf & Aytekin, 2014: 195; Sener: 2013: 255-256, Turk, 2013: 56).

Another significant benefit of the Internet for CSOs is the digitalization of fundraising activities. CSOs can use their websites or social media accounts to announce fundraising campaigns and facilitate donations through credit cards or digital payment. Additionally, volunteers can organize their fundraising and challenge events through their social media accounts, contributing to online fundraising efforts for the organization. This digitalization of fundraising expands the reach of CSOs and provides more accessible avenues for individuals to support their causes. Additionally, the scope of traditional lobbying activities has expanded with the development of new communication technologies. As a result, CSOs have started sharing their lobbying activities, including meetings and discussions, with the public through their official social media accounts and websites. Moreover, influential figures such as writers, athletes, artists, and experts act as opinion leaders actively use their personal social media accounts to share CSO campaigns, posts, and announcements. Through these individuals, who often have many followers, CSOs can reach a broader audience. The development of new communication technologies and social media has transformed practices related to corporate social responsibility (CSR) and fundraising for social causes. Nowadays, corporate and CSO collaborations in CSR are announced through digital channels. Additionally, various organizations allocate a portion of their product sales revenue as part of their CSR activities to support CSOs. They promote these initiatives to potential consumers through social media accounts to encourage product sales. Digitalization has also affected the event management activities of CSOs. These organizations aim to increase event participation by promoting them on platforms like Facebook, Twitter, Instagram, and TikTok. Furthermore, the COVID-19 pandemic in 2019 led to strict quarantines and social restrictions, prompting CSOs to organize webinars and online meetings. This period encouraged CSOs to conduct

online broadcasts and events related to advocacy, leveraging the online platform to reach different target audiences without the limitations of time and space. As a result, CSOs have focused more on organizing online events to reach diverse audiences in a virtual environment (Dondurucu, 2022: 387-392).

CSOs effectively use new media platforms for crisis communication and issue management purposes. Like businesses or governments, CSOs can also face crises due to scrutiny of their activities and transparency. In such situations, social media platforms offer various opportunities for nonprofit organizations to implement effective crisis communication strategies. Additionally, charity-based CSOs' mission of providing emergency aid during natural disasters like earthquakes or hurricanes can decrease public trust if they are perceived as ineffective in responding to an emergency. To mitigate panic and fear during natural disasters, CSOs need an effective crisis communication plan that utilizes their social media networks to actively engage with their supporters and share updates on their relief efforts. The instantaneous and powerful impact of emerging social issues can also pose challenges for CSOs if they need a well-defined strategic management plan to respond effectively. Therefore, CSOs must conduct advocacy campaigns aligned with their focus areas, leverage social media platforms to monitor different stakeholder groups' and followers' demands and expectations and stay abreast of emerging trends. This monitoring process enables them to implement appropriate issue management strategies effectively (Dondurucu, 2022:392-392; Haupt & Azevedo, 2021).

One of the areas where new communication technologies have transformed the public relations activities of CSOs is media relations management. The digital news production process, which initially began with the transfer of traditional news content to the Internet, has evolved to create a new media ecosystem that includes Internet and social media users. During this process, conventional mass media such as newspapers, TV channels, and news agencies have been included in the news production process. Instead, they adapt to new communication technologies by producing content suitable for social media channels or Internet technology. The digitalization of traditional media has also digitalized CSOs' relationships with these institutions. Nowadays, CSOs have effectively used links to news articles from mass media sources or social media posts to strengthen their claims in the areas where they advocate. Additionally, CSOs share news articles about their campaigns or activities published in mass media on their official social media accounts to strengthen their corporate image through public relations efforts. Moreover, the structure of social media platforms like Twitter allows for mentions. The mention function enables CSOs to reach both mass media and journalists directly and allows CSOs to communicate developments in their advocacy areas or announce campaigns to traditional media organizations without intermediaries (Alp & Turan, 2018: 5; Aydogan, 2013: 31; Dondurucu, 2022:
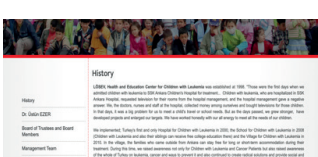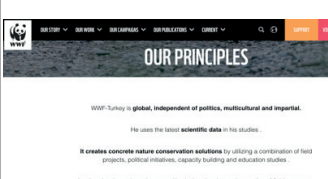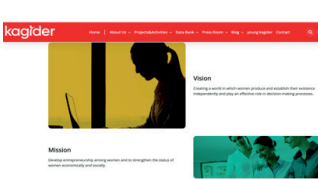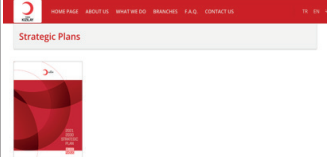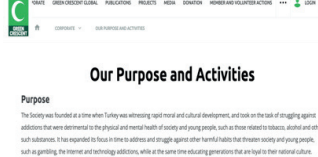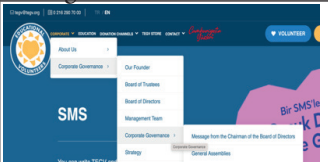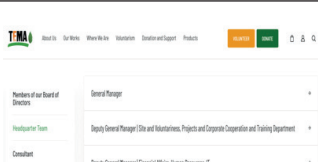
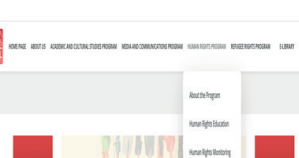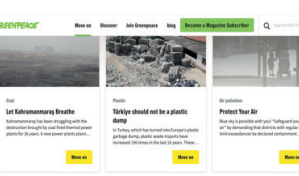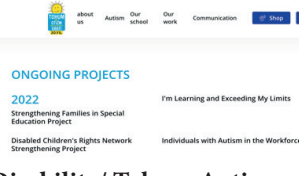393-394; Kalsın, 2016: 78; Mancini, 2020; Senturk, 2017: 23-34).
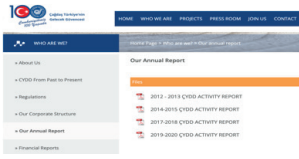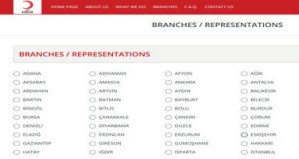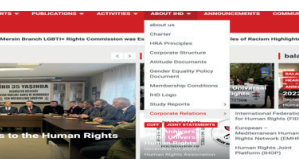
The public relations environment and tools CSOs use have become digitalized in today's world. Traditional and verbal public relations tools such as meetings, symposiums, panels, or seminars can now be conducted digitally or broadcast live through social media platforms, thanks to the development of new communication technologies. Written public relations tools such as yearbooks, press releases, handbooks, announcements, brochures, and newsletters can be digitally circulated through CSOs' websites or social media platforms. Additionally, digitalizing audio-visual public relations environments and tools like radio, newspapers, and TV channels facilitates CSOs' direct engagement with traditional mass media. In contrast, CSOs not covered in the media agenda in their advocacy areas have begun establishing a presence in alternative media platforms or social networks, gaining representation opportunities. As for integrated public relations tools such as festivals, exhibitions, competitions, and anniversary celebrations, many of these activities have started to be digitally announced, and some of them have begun to be held online due to the development of new communication technologies. As evident, traditional public relations environments and tools have also become digitalized with the development of new communication technologies, requiring CSOs to adapt their strategic public relations activities to this transformation. In today's world, CSOs effectively utilize Internet and social media channels for strategic and tactical public relations activities such as event announcements, media relations management, stakeholder relations management, engaging with volunteers and donors, and launching signature campaigns or announcing campaigns. So, the Internet and social media now allow CSOs to easily, quickly, and cost-effectively disseminate their events and activities and engage in dialogue with their target audiences (Dondurucu, 2022: 396; Kanter & Fine, 2010: 3; Onat, 2010: 107-108; Ozdemir & Aktas Yamanoglu, 2010: 15-16; Philips & Young, 2009: 9; Stinner, 2014). In the context of the opportunities provided by new communication technologies to civil society organizations, the next section of the study analyzes CSOs' websites usage for public relations purposes with examples from Turkey.
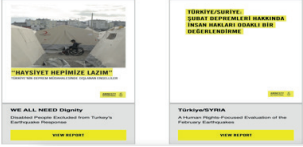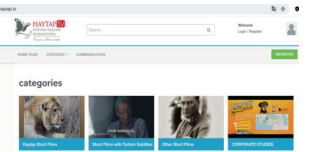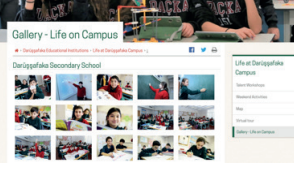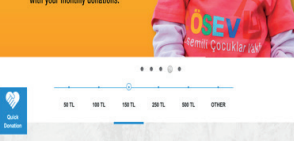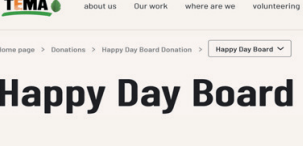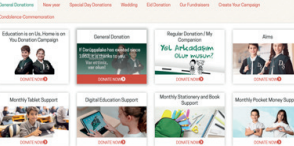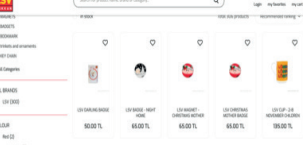
4. An Analysis of Public Relations Activities Conducted by Turkish Civil Society Organizations on Official Websites
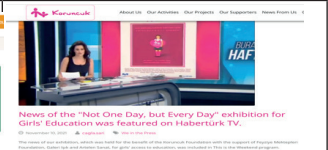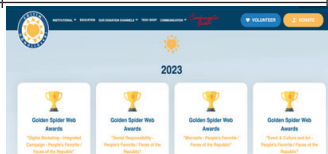
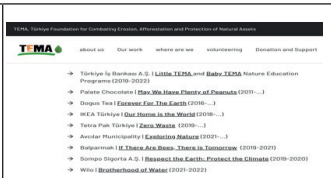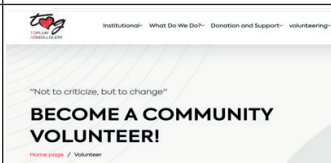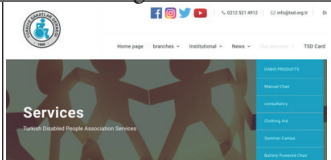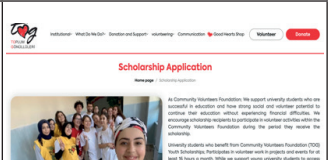Based on the assertion that new communication technologies provide civil society organizations with an alternative, fast, direct, and interactive channel that bypasses editorial control mechanisms, this s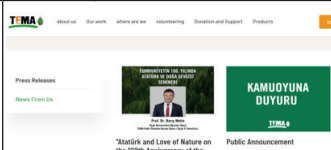tudy examines the websites of civil society organizations (CSOs) as one of the primary channels for strategic public relations activities. So, the analysis is conducted on Turkish national and international level CSOs' website usage as a part of public relations activities.
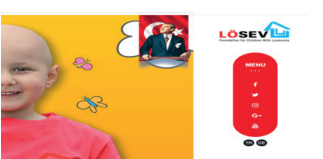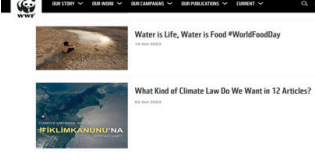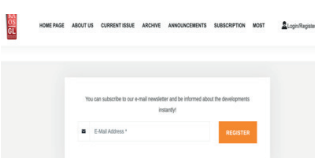
Table 1: Examples of Website Usage by Civil Society Organizations in Turkey within the Scope of Strategic Public Relations Activities

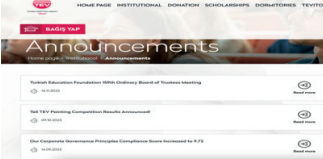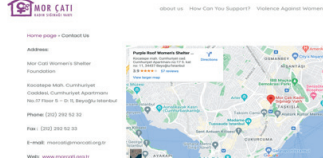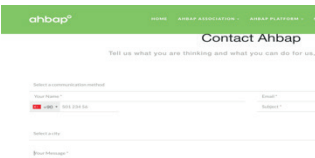| Web Site Based Public Relations Activities	Activity Area/ CSO Name/ Location on the Official Web Site	
Examples of content such as organizational information, history, and founding story on CSOs' websites	**Education/ Darussafaka Society:** Web Site/About Us/ History	**Children Health/ LOSEV:** Web Site/ Corporate/History
Examples of content include mission, vision, values, principles, etc. on CSOs' websites	**Environment/ WWF Turkiye:** Web Site/ Our Principles	**Women Rights/ Kagider:** Web Site/About Us/Vision-Mission
Examples of content related to their areas of work, activities, programs, initiatives etc. on CSOs' websites	**Education/ TEV:** Web Site/ About Us/ Areas of Activity	**Education/ ACEV:** Web Site/ What we do?/ Our Programs
Examples of content related to their goals, objectives, strategies, and strategic plans, their strategies for achieving these goals on CSOs' websites	**Humanitarian Aid/ Turk Kızılayı/Turkish Red Crescent:** Web Site/About Us/ Strategic Plans	**Addiction Struggle/ Yesilay/ Green Crescent:** Web Site/ Corporate/Our Purpose and Activities
Examples of content related to organizational structure, administrative units, and governance/ management strategies on CSOs' websites	**Education/ TEGV:** Web Site/ Corporate/ Corporate Governance	**Environment/TEMA:** Web Site/ About Us/ Organization

Examples of content related to bylaws, reports (audits, activities, etc.) on CSOs' websites	**Education/ CYDD:** Web Site/Wo we are/Our Annual Report	**Social Aid/ Ahbap**: Web Site/ Ahbap Association/ Report/ Declarations
Examples of content related to branches, representatives, and communities (activities, contact information, etc.) on CSOs' websites	**Humanitarian Aid/ Turk Kızılayı/Turkish Red Crescent:** Web Site/Branches	**Youth/TOG:** Web Site/ Where are we?/ TOG Communities
Examples of content related to collaborations with other CSOs locally, nationally, internationally, or membership in international platforms on CSOs' websites	**Human Rights/ IHD/Human Rights Association**: Web Site/ About IHD/Corporate Relations	**Women Rights/ KIH Turkiye**: Web Site/ International Platforms We Are Members of
Examples of content related to advocacy areas (e.g., violence against women, discrimination, health issues) on CSOs' websites	**Women Rights/ Mor Catı/ Women Shelter Foundation:** Web Site/Violence Against Women	**LGBTQ+ Rights/ KAOS GL**: Web Site/Human Rights Program
Examples of content related to projects and campaigns on CSOs' websites	**Environment/ Greenpeace Turkiye**: Web Site/Move on	**Disability/ Tohum Autism Foundation**: Web Site/Our Work/Projects

Examples of content related to institutional publications (brochures, books, booklets, newsletters, yearbooks, etc.) on CSOs' websites	**Human Rights/ Amnesty International Turkiye**: Web Site/Reports	**LGBTQ+ Rights/ KAOS GL:** Web Site/ E-library
Examples of multimedia content (podcasts, videos, live streams, galleries, etc.) on CSOs' websites	**Animal Rights/HAYTAP:** Web Site/Homepage/ HAYTAP TV	**Education/Darussafaka:** Web Site/Educational Institutions/Life On Campus/ Gallery
Examples of content related to donations and fund support (fundraising calls, CSR collaborations, etc.) on CSOs' websites	**Animal Rights/ HAYTAP:** Web Site/Donate	**Children Health/ LOSEV**: Web Site/Homepage/Quick Donation
Examples of content related to special donation options on CSOs' websites	**Environment/ TEMA:** Web Site/Donations	**Education/ Darussafaka Society**: Web Site/Donations
Examples of content aimed at direct financial contributions, such as product sales/magazine subscriptions on CSOs' websites	**Children Health/ LOSEV Dukkan (Shop):** Web Site/ Home page	**Environment/Greenpeace Turkiye**: Web Site/Become A Magazine Subscriber

Examples of content related to collaborations and supporters on CSOs' websites	**Environment/ TEMA:** Web Site/ Our Supporters/ Project Supporters	**Education/ TEGV:** Web Site/ Institutional/ Corporate Governance/ Our Collaborations
Examples of content related to volunteers and members, such as volunteer/member calls and volunteer member events on CSOs' websites	**Youth/ TOG:** Web Site/ Volunteering	**Education/ CAGEV:** Web Site/Be Our Volunteer
Examples of content related to the groups served (such as service, aid, scholarship announcements, etc.) found on CSOs' websites	**Disability/Turkish Disabled Foundation:** Web Site/Our Services)	**Youth/TOG:** Web Site/ What do we do/ TOG Scholarships
Examples of news content (news coverage, media relations, event news, etc.) on CSOs' websites	**Environment/ TEMA:** Web Site/News From Us	**Children/ Koruncuk Foundation:** Web Site/We in the Press
Examples of content related to awards and achievements on CSOs' websites	**Children Health/ LOSEV:** Web Site/Institutional/Our Awards	**Education/TEGV:** Web Site/Institutional/About Us/ Awards

Examples of announcements (event announcements, notices, etc.) on CSOs' websites
Education/ TEV: Web Site/ Institutional/ Announcements
Children Health/LOSEV: Web Site/ Homepage
Examples of contact information (email addresses, phone numbers, "contact us", "communication" sections, etc.) on CSOs' websites
Women Rights/ Mor Catı/ Women Shelter Foundation: Web Site/ Contact Us
Social Aid/ Ahbap: Web Site/Communication
Examples of active links to official social media accounts (Facebook, YouTube, LinkedIn, Twitter (X.com), Instagram, etc.) on CSOs' websites
Children Health/ LOSEV: Web Site/Homepage
Cultur & Art/ IKSV: Web Site/Homepage
Examples of content where members/ supporters can contribute, such as blogs on CSOs' websites
Human Rights/ Amnesty International Turkiye: Web Site/Blog
Environment/WWF Turkiye: Web Site/Current Blog
Examples of content that creates interaction for members and volunteers, such as email newsletter subscriptions on CSOs' websites
Children/UNICEF Turkıye: Web Site/ Home Page/E-Newsletter |
LGBTQ+ Rights/ KAOS GL: Web Site/Communication |

Examples of content aiming to attract followers to CSOs' official social media accounts through CSOs' websites.	**Health-Disease- Turkey SMA Foundation**: Web Site/ Announcements	**Culture & Art IKSV:** Web Site/News Archive

Source:(ACEV: Mother Child Education Foundation, 2023; AHBAP Association, 2023; Amnesty International Turkiye, 2023; CAGEV: Child Family Development and Education Foundation, 2023; CYDD: Association for Supporting Contemporary Life, 2023; Darussafaka Society, 2023; Greenpeace Turkiye, 2023; HAYTAP: Animal Rights Federation in Turkey, 2023; IHD: Human Rights Association, 2023; IKSV: Istanbul Foundation for Culture and Arts, 2023; KAOS GL, 2023; KAGIDER: Women Entrepreneurs Association of Turkey, 2023; KIH: Women for Women's Human Rights, 2023; Koruncuk: Foundation for Children in Need of Protection, 2023 LOSEV: Foundation for Children with Leukemia, 2023; Mor Catı: Women Shelter Foundation, 2023; TEMA: The Turkish Foundation for Combating Soil Erosion, Reforestation and the Protection of Natural Habitats, 2023; TEV: Turkish Education Foundation, 2023; TEGV: Educational Volunteers Foundation, 2023; Tohum Autism Foundation, 2023; TOG: Community Volunteers Foundation, 2023; Turk Kızılayı: Turkish Red Crescent, 2023; Turkey SMA Foundation, 2023; Turkish Disabled Foundation, 2023; UNICEF Turkiye, 2023; Yesilay: Green Crescent, 2023; WWF: World Wide Fund for Nature Turkiye, 2023).

The table shows that CSOs effectively utilize their websites to conduct public relations activities targeting external stakeholders. As Darussafaka Society and LOSEV exemplified, CSOs include informative content about their organizations on their official websites to build their corporate identity. Darussafaka Society, dating back to 1863, narrates its history on its website and includes a section called "Our Founders." Founded under the leadership of Ottoman Empire intellectuals to educate impoverished and underprivileged people, the society later took on the mission of educating orphaned children during the Republican era. Due to its long history, the website includes a "Difference Makers" section featuring graduates who have completed their education with society's contributions and achieved significant success in business, education, science, and art. On the other hand, LOSEV's website includes heartfelt content in the history section of the corporate division, featuring the founder of the foundation, Dr. Ustun Ezer, and the founding story of the CSO, which aims to help children with leukemia. By customizing the founding and historical development process on their websites, these two examples can enhance the CSOs' credibility and perceived reliability in the public eye by emphasizing the long-term nature of their activities.

The vision, mission, and value statements of CSOs are essential elements in building and conveying corporate identity and are an extension of promotional activities. While some CSOs today may not directly state their vision and mission on their websites, they often share the principles guiding their activities with their target audience under headings such as "our principles and values." In the example provided, WWF Turkiye has defined its principles as independence, multiculturalism, neutrality, the use of scientific data, and the creation of tangible nature conservation solutions. As a CSO operating in the environmental field, WWF Turkiye's inclusion of principles such as independence and neutrality, which imply that it will not form partnerships with any political or economic interest groups, along with its main area of work, nature conservation, on its website is a successful way to be perceived as a reputable and trustworthy CSO by its target audience. On the other hand, Kagider has crafted an inspiring vision to " create a world where women take an active role in all decision-making processes by producing and freely expressing themselves." For its mission, Kagider has defined its aim as "to develop women's entrepreneurship and strengthen women's position in economic and social life," expressing its scope of work in a simple, concise, and effective manner, as required in a well-defined mission statement. Another crucial area to be featured on CSO websites is the section related to their activities and focus areas, customized on the two websites examined. Considering the necessity for CSOs to provide accurate information about their areas of work to gain public support, the TEV website includes TEV's founding story and an overview of its educational activities under the "About Us" section. Another example is the ACEV website, which provides detailed information regarding its programs and activities under the "What We Do" section. As seen in these examples, CSOs can use a more corporate design, such as "About Us," to provide information about their activities and focus areas on their websites or create alternative sections like "What We Do?" to attract attention. In today's context, websites are actively used as an extension of strategic management activities by both economic and public institutions to share their future-oriented strategic plans with relevant stakeholders. As a requirement of transparent governance, as seen in the Turkish Red Crescent (Kızılay) example examined in the study, CSOs can also include their strategic plans on their websites. The 2021-2030 strategic plan of the Turkish Red Crescent, which can be downloaded from its website, includes sections such as situation analysis and strategy development, objectives/goals, and monitoring/evaluation. Considering CSOs' challenges in institutionalization, the strategic planning of future activities by a well-established institution like the Turkish Red Crescent and its public sharing are essential examples. On the other hand, in the "Our Objectives/Activities" section accessible in the corporate section of the website of Green Crescent (Yesilay), the CSO integrates its goals and activities with its corporate philosophy, presenting its

efforts in combating various harmful addictions such as gambling, alcohol, tobacco, drugs, and technology. This integration aligns the CSO's efforts with its corporate philosophy.

Considering that many non-profit CSOs in Turkey are in the form of associations and foundations, including content such as organizational charts and structure on their websites is essential for transparent communication. The table shows that the TEGV website has separate tabs under the "Corporate Governance" section for founders, board of trustees, board of directors, committees and boards, organizational structure, strategy, and policies. On the other hand, the TEMA website includes a tab under the "About Us" section called "Organization," which contains headings such as the board of trustees, founders, scientific board, central and field teams, and human resources. In both examples, while the customization of the CSO's website varies, placing content related to organizational structure and strategic management in tabs facilitates users' access to the information they seek. Since transparency is one of the most fundamental qualities that CSOs should possess and that donors/supporters demand to see how their contributions are being spent, it is essential for every CSO's website to have up-to-date activity and audit reports. On the CYDD website, downloadable documents such as activity and financial reports can be accessed under the "Who Are We?" section. The activity reports include content such as branch activities, scholarships, institutional development efforts, statistics, and financial statements. In contrast, financial reports contain balance sheets, income statements, and independent audit reports. Additionally, the website of ÇYDD also contains reports from previous years, and the presence of these older documents on the site is vital for building a trustworthy image of the CSO. On the other hand, the website of AHBAP, a relatively newer CSO, includes past independent audit reports and association declarations in the reports section. However, the content for the year 2022 needs to be completed because the year has yet to be closed. In 2022, the CSO gained prominence for its efforts during the earthquake in Kahramanmaras. Transparently sharing the channels through which the CSO transfers its donations and relief activities related to the earthquake with the public is vital for maintaining a trustworthy image of the CSO.

Considering that national-scale CSOs have representations and branches, including content related to these units on their websites is a vital requirement, depending on their areas of operation. For example, on the website of the Turkish Red Crescent, which is one of the most critical CSOs in Turkey in the field of humanitarian aid and disaster response, information about all its units throughout the country can be accessed by selecting a city through the website. Another example is the TOG, which aims to increase volunteer activities by reaching out to a young target audience. Therefore, under the "Where Are We" section on its website, there is a "TOG Communities" tab

that features an interactive map of Turkey with the organization's heart logo placed on it to signify the expansion of its communities. As seen in the example of the Turkish Red Crescent, information about branches and representations can be presented in a more corporate design on the website. In contrast, as seen in the example of TOG, it can be customized with a more specific design to suit the organization's objectives. Collaborations with other CSOs are crucial for organizations as they bolster their credibility within their respective fields and expand their reach to broader audiences. Therefore, CSOs need to showcase these partnerships on their websites. For example, the Human Rights Association, as observed on its website under the corporate section, is involved in collaborations with international bodies like the International Federation for Human Rights and national organizations such as the Human Rights Joint Platform. These partnerships, especially in human rights violations, can significantly amplify the CSO's ability to shape public opinion domestically and internationally. Another case is the KIH, an activist oriented CSO focusing on women's rights. The organization's website contains information about its collaborations with various NGOs, including The Coalition for Sexual and Bodily Rights in Muslim Societies and the Women's Rights Caucus at the UN Commission on the Status of Women, where it engages in advocacy and lobbying efforts. Additionally, the website features concise details about the numerous CSOs with which KIH collaborates, accessible through the "About Us" or "Our Partners" section. By prominently featuring its international partnerships in the "About Us" section, KIH effectively highlights these collaborations on its website, aligning with its rights oriented and activist CSO identity.

Especially for rights-focused and activist-oriented CSOs, another essential content that should be featured on their websites is advocacy. As seen in the table, Mor Catı, an organization dedicated to combating violence against women, has a separate section on its website explicitly addressing violence against women. This section includes tabs such as "Forms of Violence," "Cycle of Violence," and "Effects of Violence." These tabs aim to inform both the public and victims of violence about the issue and their legal rights/protection mechanisms. Similarly, KAOS GL, whose primary area of activity is LGBTQ+ advocacy, has sections on its website dedicated to human rights and refugees. This usage demonstrates the CSO's commitment to providing information and advocacy for other marginalized groups facing discrimination and marginalization. CSOs often undertake seasonal campaigns and projects, so their websites must provide access to current and past project-related content. In the case of Greenpeace Turkiye, an environmentally focused activist organization, its website prominently features content related to its current campaigns on the homepage. Under the "Take Action" section, visitors can access numerous national and international digital signature campaigns

organized by Greenpeace. Each campaign is accompanied by informative content in separate tabs, and visitors are encouraged to participate, share, or donate to the campaigns. This approach demonstrates how the CSO customizes its website to support its activist goals. On the other hand, the Tohum Autism Foundation, a charity oriented CSO, provides access to its projects and campaigns under the "Our Work" section on its website. Visitors can explore completed and ongoing projects and campaigns categorized by year, with specific content related to each. This example shows how activist and charity oriented CSOs can customize their websites to support their respective campaigns and projects.

CSOs can effectively use their websites as platforms for digital corporate publications. Particularly for CSOs engaged in advocacy, providing downloadable digital content on their websites serves the purpose of increasing public awareness on various issues. For example, the website of Amnesty International Turkiye features a "Reports" section where downloadable Turkish reports on topics such as women's rights, refugee rights, and economic, social, and cultural rights, containing information about violations and recommendations both in Turkey and globally, are available. Another example is the website of KAOS GL, which includes an "e-library" section featuring reports on human rights violations against LGBTI+ individuals, e-books, information notes, and brochures aimed at promoting the health, education, and social adaptation of LGBTI+ individuals. While the placement of these resources may vary on the websites of these two CSOs, including downloadable documents within the website is crucial for raising awareness on specific issues and providing guidance to marginalized communities facing discrimination. CSOs are effectively incorporating multimedia components into their websites to attract the attention of their target audience, leveraging the advancements in new communication technologies. For instance, HAYTAP's website features a dedicated section called HAYTAP TV, where visitors can access a wide range of video content, including short films, interviews, advertisements, and news. Another example is Darussafaka's website, which includes photographs showcasing the activities of students and utilizes virtual reality technology to provide virtual tours of its educational campuses. Using videos, photographs, podcasts, and virtual reality technologies enriches CSO websites, attracting more visitors and increasing support and awareness.

Since CSOs are non-profit organizations, their official websites also carry significant potential for managing donor relations. CSOs can add a "donate" tab to their homepage, as seen on HAYTAP's website, or incorporate a design like "quick donate," as on LOSEV's website. Moreover, CSOs can customize their websites for wreath condolences, wedding celebrations, happy day boards, memorial forests, and education, as evidenced on TEMA's website. In addition, as observed on Darussafaka's website, donations can be customized

in terms of type, including zakat, fitr, holidays, wills, movable-immovable property, and channels like online, phone, SMS, account number, and international. Another practice utilized by CSOs for fundraising purposes is product sales. For instance, as seen with LOSEV's shop, CSOs create unique websites to support their activities and engage in online product sales in categories like textiles, ceramics, and decorations. Greenpeace Turkiye, which does not accept donations from any commercial enterprise due to its activist orientation, requests regular contributions through magazine subscriptions on its official website. As these examples demonstrate, CSOs can diversify their fundraising opportunities on their websites based on their areas of activity and orientation.

CSOs effectively use their websites to announce collaborations with public and economic institutions within corporate social responsibility (CSR) practices. For example, on TEMA's website, under the "donations and support" section, information about projects, education, afforestation, and in-kind supporters is accessible. Project supporters on the website are associated with CSR, featuring content related to projects carried out with economic enterprises like Turkiye Is Bank, Dogus Tea, IKEA Turkey, and public institutions like Avcılar Municipality. Under the corporate section of TEGV's website, the "collaborations" tab includes content about stakeholders such as the Ministry of National Education (MEB) and the Adım Adım Initiative. The site features information about cooperation protocols with the MEB and the Adım Adım Initiative's fundraising efforts for TEGV through various sporting events. Since CSOs are volunteer-based organizations, their official websites also serve as essential platforms for reaching potential volunteers. For example, TOG's website has a dedicated section for volunteering, including tabs such as "volunteer definition" and "become a volunteer," aiming to involve young and adult audiences in the organization's activities. On the other hand, CAGEV's website features a section for volunteering in the top right corner, offering visitors a brief digital form to complete the volunteering process instantly. Especially for service oriented CSOs, it is vital to have content tailored to the target audience receiving the services. The Turkish Association of the Physically Disabled's website includes "our services," covering manual and electric wheelchair provision, medical support, clothing assistance, and scholarships. Another example from the study is TOG's website, where the "what we do" section has separate tabs for TOG scholarships, providing content related to scholarships and scholarship applications. As these examples demonstrate, CSOs can effectively use and customize their websites to expand their volunteer networks and reach the target audience for their services.

The table shows that CSOs can also include sections on their websites for news and press coverage. As seen on TEMA's website, this section can be customized as a "press room" on the homepage, with subsections like "news

from us" and "press releases." Another example is the Koruncuk Foundation's website, which includes an "In the Media" section featuring TV and newspaper coverage. Considering the need for CSOs to build visibility in the media and attract support, as seen in the example of the Koruncuk Foundation, including media coverage on the website can enhance visitors' positive perceptions of the CSO. Similarly, as demonstrated by TEMA, a CSO's continuous production of news about itself and publishing of press releases related to the advocacy area can demonstrate that the website is used effectively for current and practical information dissemination. It is also vital for CSOs to feature their successes and awards on their websites to be perceived as reputable organizations by the public. The LOSEV website has a section for awards under the corporate section, including the founder, Dr. Ustun Ezer, and the CSO's achievements and awards. On the TEGV website, awards such as the Golden Spider and ARC Awards are featured, with the CSO winning awards in categories such as campaign design, social responsibility, mobile design, and microsite design. These significant awards demonstrate that the CSO has creatively executed its campaigns and digital communication efforts. CSOs can also effectively use their websites for event announcements. As seen on the TEV website, these announcements can be made by creating a section for announcements in the corporate section on the homepage. Alternatively, as seen in the example of LOSEV, dynamic content can be added to the homepage for current event announcements.

The current contact information is another critical piece of content that must be found on the CSOs' websites. Mor Catı, examined in the study, is a CSO working in a vital area such as violence against women. Therefore, the CSO's website includes contact information such as a Google Maps map showing its address, a telephone number, and an email address, accessible from the homepage under the "contact us" section. Additionally, the site also includes readily available telephone numbers for emergencies. On the website of Ahbap Association, the contact section features an online form where individuals can send messages along with their contact information, such as phone number, city, and profession. Considering that Ahbap aims for social aid and Mor Catı aims for direct access to women who have experienced violence, it is evident that both CSOs have structured their websites effectively for direct communication purposes. With the development of social media platforms, CSOs have obtained interactive and cost-effective alternative communication channels outside their websites. However, due to the presence of fake and malicious accounts that mimic CSOs' names on these platforms, CSOs must include active links to their social media accounts on their websites. LOSEV's website features a particular design in the menu section at the bottom, which is suitable for social media links. Visitors can access the CSO's Facebook, X.com (Twitter), Instagram, Google+, and YouTube accounts from this section.

Another example is IKSV, whose social media links are at the bottom of the website. In addition to the CSO's Facebook, X.com (Twitter), Instagram, and YouTube accounts, this section also includes LinkedIn and Spotify accounts and a WhatsApp number. Considering that IKSV operates in the cultural and arts sector, its presence on Spotify, a digital music, podcast, and video platform, indicates how CSOs can customize their social media channels.

CSOs that advocate for human rights today can also create blog links on their websites, allowing their supporters to contribute content. Blog applications that encourage supporters and volunteers to advocate for human rights in the field align with the democratic, pluralistic, and diverse ideals of CSOs. For instance, the Amnesty International Turkiye blog includes articles on human rights violations they have faced, content related to campaign victims, and contributions from national and international campaign coordinators and researchers. On the other hand, Greenpeace Turkiye's blog contains contributions from activists and volunteers both domestically and internationally. So, the International Amnesty Organization uses its blog more corporately, but Greenpeace focuses more on its supporters and followers, effectively using it for human rights advocacy. In today's context, CSOs can also use their websites to create interactions such as calls for email newsletter subscriptions or social media followings. For example, on the UNICEF Turkiye and KAOS GL websites, there are options to "subscribe to our e-newsletter." There is a new updates section on the Turkey SMA Foundation and a news archive section of IKSV web sites includes contents related to following CSOs on social media. Having content that includes both email newsletter subscriptions and social media followings on CSOs' websites is vital for maintaining continuous interaction with their supporters and followers and sustaining support through ongoing sharing of activities.

CONCLUSION

Taking the premise that new communication technologies have created an alternative, fast, direct, and interactive channel for civil society organizations (CSOs) by bypassing editorial control mechanisms and economic visibility problems, this study examines websites as one of the primary channels for CSOs' strategic public relations activities. The analysis is based on examples of CSOs operating at national and international levels in Turkey.

The anaylsis concludes that CSOs can effectively leverage their websites as a digital platform to build their corporate identities. CSOs like Darussafaka Society and LOSEV customize their founding stories and histories on their websites, enhancing their credibility and trustworthiness. Similarly, WWF Turkiye and Kagider contribute to their corporate identity by articulating their vision, mission, and values that are aligned with their work areas.

Additionally, CSOs can employ various website designs, such as "About Us" or "What We Do," to inform about their activities and attract attention, as seen in the examples of TEV and ACEV. Given the challenges CSOs face in institutionalization, featuring the Turkish Red Crescent's 2021-2030 strategic plan on its website and integrating Yesilay's anti-addiction goals with its operational areas are successful examples. The analysis identified informative content on organizational structures and strategic management on the TEGV and TEMA websites. While CSOs' website designs vary, categorizing content on organizational structures and strategic management is crucial for facilitating user access to relevant information. Additionally, regarding their activity and financial reports, CYDD and AHBAP's websites were examined. Considering transparency as a fundamental attribute for CSOs, current and past reports on CSOs' websites hold significant importance.

In the analysis, the presentation of branches and representatives on the websites of the Turkish Red Crescent and TOG was examined. It was observed that these contents are more formal on the Turkish Red Crescent's website, while TOG's website has a more specific design tailored to a younger target audience. Despite variations in design, national CSOs should include decentralized units on their websites to adhere to the principle of inclusivity. In the analysis, it was observed that the websites of the Human Rights Association and KIH feature international collaborations. Particularly for advocacy CSOs, providing up-to-date information on collaborations on their websites is essential for their advocacy and reaching a wider audience. Another crucial content for CSOs to include on their websites is advocacy. For instance, Mor Çatı's website contains a separate section and subsections on combating violence against women, essential for societal awareness. On the other hand, KAOS GL's website includes sections on human rights and refugees, demonstrating the organization's stance against various forms of discrimination. Analyzing how CSOs feature projects and campaigns on their websites, Greenpeace Turkiye's site showcases numerous national and international digital signature campaigns. In contrast, the Tohum Autism Foundation's website includes content related to projects and campaigns under the "Our Work" section. This demonstrates that activist and charitable CSOs can customize their websites to support their campaigns and projects. Regarding the inclusion of downloadable documents on advocacy on their websites, the Turkish branch of Amnesty International features monitoring and recommendation reports on human rights under the "Reports" section. In contrast, KAOS GL's website includes reports, brochures, e-books, and information notes under the "E-Library" section specifically for LGBTI+ individuals. Including downloadable website documents is crucial for advocacy CSOs to raise awareness about issues and support victims. Lastly, examining multimedia usage on CSO websites, HAYTAP's website features

a multimedia application called HAYTAP TV, containing short films, interviews, commercials, and news videos. In contrast, Darussafaka's website allows users to explore its educational campuses through virtual reality technology, representing successful examples of multimedia usage.

When analyzing the use of CSO websites for donation purposes, it was observed that HAYTAP's website features a donation section, while LOSEV's website uses a "quick donate" design. Like in the case of TEMA's website, CSOs can customize their websites for purposes like wreath condolences or wedding celebrations, or, as seen on Darussafaka's website, they can provide donation channels such as online, phone, SMS, bank account numbers, and international options. Moreover, CSOs like LOSEV create separate websites for product sales to support their causes, or, like Greenpeace Turkiye, use their websites for magazine subscriptions to aim for regular support. These examples demonstrate that CSOs can diversify their donation options based on their areas of activity and focus. CSOs can effectively use their websites to direct their relationships with stakeholders and attract volunteers. For instance, TEMA's website includes content related to projects, education, afforestation, and in-kind supporters under the "our corporate supporters" section. In contrast, TEGV's website contains content about collaborations with stakeholders, such as the MEB and the Step-by-Step Initiative under the collaborations section. For instance, TOG's website has a separate section for volunteering, while CAGEV's website includes a digital volunteering form. Service-oriented CSOs should also include content on their websites that is relevant to their target audience. While the website of the Turkish Association of the Physically Disabled includes content related to medical supplies for the physically disabled, TOG's website has a separate section for scholarships.

When examining CSOs' websites, sections related to media relations and corporate news are also important. For instance, TEMA's website features a dedicated section for press releases and internal news, while Koruncuk Foundation's website has a TV and newspaper news tab. Including their awards and achievements on their websites is also essential for building corporate reputation. Creating separate content for different awards categories on the LOSEV and TEGV websites is an example of successful website usage. Additionally, CSOs can effectively communicate by sharing event announcements on their websites. These announcements can be structured as a dedicated section on TEV's website or integrated into the homepage with dynamic content, as in the case of LOSEV. Another essential content that should be included on CSOs' websites is up-to-date contact information. For example, Mor Catı's website includes phone numbers, email addresses, and emergency contact numbers, while Ahbap, a social aid focused CSO, has a customized digital contact form on its website. CSOs should provide links to their social media accounts on their websites to prevent fake, counterfeit, and

malicious social media accounts. For example, LOSEV's website uses a unique design for social media links. In contrast, IKSV's website includes links to platforms like Facebook, YouTube, Instagram, and Twitter and a unique digital platform related to the CSO's field of work, such as Spotify. Human rights advocacy CSOs can also create blog links on their websites. Site blogs, as seen in the example of Amnesty International Turkiye, can be structured as corporate blogs. In contrast, as seen in the example of Greenpeace Turkiye, they can serve as a platform for activists and supporters to create content. To increase visitor interaction and retention, CSOs can utilize their websites for e-newsletter subscriptions, as seen on UNICEF Turkiye's and KAOS GL's websites. Additionally, CSOs can use their websites to promote their social media accounts and gain followers, as seen in the Turkey SMA Foundation and IKSV examples.

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Chapter 5

CORPORATE COMMUNICATION

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Communication Concept

Numerous theories have been proposed to describe, predict, and comprehend the behaviours and phenomena that constitute communication. In the context of business communication, the emphasis is often on ensuring that communication yields the desired outcomes rather than on theory. However, comprehending what communication is and how it operates can be beneficial in achieving results.

Reference: https://lattice.com/library/how-to-create-a-culture-that-encourages-communicati

Communication is essential in social structures as it enables individuals to interact with each other. It facilitates the transfer of information, feelings, thoughts, and ideas between individuals and their environment. Communication is a purposeful process. It begins with the sender's intention and is completed only when the receiver perceives the expected behaviour from the sender (Eskiyörük, 2015).

The development of internet technology has led to the widespread use of social media platforms, which offer businesses new environments for communication. Additionally, the text should adhere to conventional structure and formatting features, including consistent citation and footnote style. Finally, the text should be free from grammatical errors, spelling mistakes, and punctuation errors. This allows for corporate communication activities to be carried out with both internal and external target audiences. It is important to maintain a clear and objective language, avoiding biased or emotional language, and using precise word choice. Today, businesses can gain many advantages by using digital applications for information and document sharing, in-house training, and human resources management processes (Peltekoğlu & Askeroğlu, 2020).

The use of new communication technologies enhances the quality of internal communication by providing organizations with benefits such as

independence from time and space, convenience in exchanging information, storing data, and cost savings. Internal communication is essential for coordinating employee efforts in organizations that aim to achieve quality targets, ensuring information flow, and making all corporate activities workable (Dündar & Özel, 2012). Due to the advancement of technology and the increasing importance of internal target groups for organizations, projects for internal communication have become more diverse and creative. Therefore, every tool that reaches internal employees has gained significance and requires strategic planning within the corporate communication process (Gürel, 2009).

Communication ensures that social interactions can transcend time and space. The aims of communication, an important process for individuals, are listed as follows (Timuray, 2019).

- Giving information or instructions to persons

- Educate

- Motivating people,

- Criticise when necessary

- To ensure that the person is harmonious in society

- To make people around feel interest or indifference

- To accuse where necessary

- Listening to criticism or accusations against oneself

- To influence the behaviour of others by informing them and to ensure that they act in accordance with the environment

- Accessing the information needed

- To be able to maintain relationships between people

Corporate Communication Concept

Corporate communication is an area where businesses need to carry out systematic and integrated studies. Due to the increasing competitiveness of the business environment and the acceleration of information levels among target groups resulting from developments in communication technology, this has become even more important. It generally involves all communication activities planned by businesses to achieve their goals and implement their strategies (Tosun, 2003).

The term 'corporate communication' was first introduced in 1972 during Fortune's annual corporate communication seminar. Participants began using the term in their job titles. This new understanding emphasizes the integration of all communication activities towards a common goal, resulting in a unified message. Thanks to the integrated working approach, organizations can now convey corporate messages that are compatible with each other (Yamauchi, 2001).

Reference: *https://ivent-hq.com/event-formats/corporate-communications/*

Corporate communication is the ongoing exchange of ideas and information between the various groups that comprise the internal and external structure of an organization, with the aim of ensuring its survival. It is a process of managing relationships and communication that encompasses activities and areas aimed at enhancing corporate performance and establishing the organization as one that is respected and admired by the public (Canpolat, 2016). Corporate communication aims to promote the objectives of the institution in a competitive environment and create value for other activities of the institution (Bilbil, 2008). Corporate communication involves the exchange of messages through symbols and is considered a crucial aspect of corporate climate (Spaho, 2011). Corporate communication is a management function that encompasses both internal and external communication within an organization. It is a process used to convey messages to key stakeholders (Gümüş & Öksüz, 2010). Successful organizations in the information age integrate new technologies with their employees, manage information effectively, and aim to increase corporate communication through technology (Çetintaş, 2014).

Table 1. Stakeholder Groups in Corporate Communication

Employees	Online media/social media	Sectoral associations
Customers	Government/parliament	Academia/specialists
Printed media	Suppliers	Political parties
Broadcast media	Local communities	Trade unions
Investors	Public management	Not-for-profit organizations
Public opinion	Competitors	Legal institutions

Reference: *(Hoffman et al. 2015)*

Corporate communication is a crucial strategic area for companies, encompassing various communicative efforts from reputation to risk management. Nowadays, organizations have redefined the functions, methods, and tools of corporate and marketing communication to achieve sustainable competitive advantage in the digital world. This transformation involves not only updating technological structures in the context of information and communication, but also adopting digitalisation in corporate culture (İnanç, 2023). Corporate communication practices that were traditionally used in non-digital environments are now being implemented in digital contexts due to the advancements in technology and social media. The organizations' communication channels eliminate the need for intermediaries in the dissemination of news and information to the intended audience. The objectives of this organization include supporting sales, regulating communication and relations both internally and externally, developing producer-producer relations in the market, and maintaining the brand's reputation with consumers (Keskin & Tanyıldız, 2015). The main aim of corporate communication is to present the company brand positively. Corporate communication also includes other objectives that are crucial to a company's success. Corporate communication teams collaborate to establish and uphold the company's reputation through various methods, including press releases, interviews, and marketing materials. This reputation is also supported internally through team meetings and company materials, such as employee handbooks.

Basic Objectives and Functions of Corporate Communication

To address the deficiencies in corporate communication, it is important to take certain measures. By doing so, corporate communication can be carried out in a correct and reliable manner (Kırmızıtaş, 2022).

The function of providing information: The message should be conveyed to the intended community or group.

Persuasion Function: Developing a positive identity for product and organizational management.

Organizing Function: Preparation of events to be held either inside or outside the institution.

Function of ensuring integrity: Socialization of individuals as competent institutional staff.

Effective and correct communication between managers and internal and external stakeholders is crucial for successful corporate communication and achieving organizational objectives. The individual in charge of the corporate communication strategy, whether it be a senior manager or another designated person, is responsible for fostering trust, motivation, a sense of belonging, and a shared understanding among both internal and external stakeholders. This is achieved through the implementation of the corporate communication strategy, which in turn ensures the attainment of public relations and strategic corporate communication objectives. Middle and lower-level managers, in addition to senior managers, play a crucial role in management communication. They help other employees understand the organization's functioning by interpreting business objectives (Koçyiğit & Salur, 2014).

Effective communication is a crucial element in maintaining organizational cohesion. Properly executed corporate communication offers numerous benefits, as outlined by Yılmazer (2020).

- It offers the chance to acquire the necessary information for decision-making.

- It is ensured that the decisions taken by the managers are perceived and put into practice by the employees.

- Employee loyalty to the organization increases and customer services improve.

- Employees' sense of sharing increases.

- Pressures in the work environment decrease.

- It is ensured that organizational activities are carried out in cooperation.

- Profitability and efficiency increase.

- Strategic plans are implemented effectively.

There are generally three types of task-based communication activities in businesses. Generally, it is classified as management communication, marketing communication and organizational communication. The most strategic category is management communication, which is the communication process between the organization's internal and external stakeholders. To support management communications, organizations rely heavily on experts in the field of organizational communications and marketing communications. Management communication is much more effective when supported by marketing and organizational communication (Çakar Mengü, 2016).

Management Communication

Management is about working with others to achieve the organization's objectives by using changing environmental conditions and resources in the most effective and efficient way for the organization. Management is a necessary and appropriate function for all organizations, regardless of their purpose or size. In organizations, the management function should communicate with groups such as owners, employees, customers, and demanders. It is essential to develop interactive and sustainable communication processes with these groups from a management perspective (Özcan, 2020).

Reference: *https://www.alert-software.com/blog/how-to-improve-communication-between-managers-and-employees*

Management communication is the process of providing corporate reputation to all internal and external stakeholders of an organization, with the aim of achieving its vision and mission. It involves the use of various tools by the management team to communicate the organization's goals and objectives to a wide audience. These tools include internal publications, bulletins, press releases, and annual reports, which are all reflections of

management communication (Anabal, 2019). Managerial communication facilitates comprehension of an organization's mission, vision, and objectives, while also enabling the organization to operate in an orderly manner. Furthermore, it provides the necessary information for day-to-day activities, including customer and supplier interactions, as well as staff training. Furthermore, managerial communication aims to clarify the structural, systemic, and functional aspects of communication, and to provide information on communication techniques used by managers in both the internal and external environments of the organization (Podnar, 2014). The advantages of effective management communication for organizations are outlined by Öksüz (2014):

- Developing a shared understanding of the organization among employees.

- Establishing and maintaining trust in the leadership of the organization.

- Managing and initiating the process of change.

- To enhance employees' identification with the organization,

- The senior management's messages can be easily communicated to the relevant units.

Marketing Communication

Due to the evolution of the marketing concept, communication has become the focal point of modern marketing activities. The interaction between the producer and the consumer extends beyond the initial sale. The ultimate goal is to establish a loyal customer base that will consistently purchase the product, engage with the brand, and develop trust in the brand (Elden et al., 2015). 'Marketing communication' is a 'pull strategy' used by commercial companies to reach end-users. It involves the transfer and sharing of information and meanings related to the product/brand to identify, stimulate, or satisfy customer wants and needs (Tunçel, 2009). Marketing is a management process that aims to maximise profits for stakeholders by building trust-based relationships with high-value customers and developing strategies to create a differentiating advantage (Vural and Bat, 2013). The perception of a service or product by customers is dependent on the quality and quantity of information they interact with. Therefore, the success of an organization is directly related to the effectiveness of its marketing communication activities (Durmaz, 2022). The characteristics of marketing communication are as follows (Odabaşı & Oyman, 2016).

• The communication elements, including the receiver, channel, message, and source, should be evaluated from a marketing perspective to form the communication model.

- The objective is for the message to be memorable to consumers and influence their future purchasing decisions.

- The analysis of consumers' experiences should be presented objectively in the message.

- Marketing communication is a two-way process that facilitates the exchange of experience and information, and helps to determine consumer trends.

- Consistency and harmony between elements are desirable in marketing communication.

Organizational Communication

In today's rapidly changing landscape, organisations must keep pace with significant developments. The importance of employees cannot be overstated, as the effectiveness of an organisation is directly tied to the quality of its workforce. The importance of employees cannot be overstated, as the effectiveness of an organisation is directly tied to the quality of its workforce. In order to remain competitive, it is essential to have highly skilled employees and to utilise their talents in the most efficient manner possible. Organizational communication is the process of exchanging information between two or more people with the aim of influencing attitudes or behaviour (Karcıoğlu et al., 2009). Understanding an organization's communication system is crucial in comprehending its dynamics (Ertekin et al., 2018). The success of organizations depends largely on the effectiveness of communication. Organizational communication has the power to direct the relationship between the internal and external environment of the organisation, and therefore affects organizational results. Organising the elements of the communication process that are necessary for organizational success in an effective and efficient way will enable employees to understand their roles and functions, and mobilise their knowledge, skills and abilities to achieve organizational goals (Ada, 2007; Demirel et al., 2011). The aims of organizational communication are as follows (Karaçor & Şahin, 2004):

- Announcing and explaining organisational policies and decisions to members of the organisation helps prevent gossip and rumours, and promotes integration between members and the organisation.

- Announcing the organisation's budget, revenues, activities, and projects to relevant parties establishes recognition and trust in the organisation.

- The aim is to convey information about new technology and management concepts to relevant parties and adapt to their needs.

- Repetitive information on occupational safety enables members to take appropriate measures.

- Organizational members are motivated to achieve the goals of the organization.

- Encourage two-way communication between managers and their subordinates and superiors.

Concepts related to Corporate Communication

Corporate Identity

Corporate identity is determined by an organization's structure, communication, and culture. It is subject to continuous change and development, particularly in response to the emergence of more competitive brands, intensive communication, and new information technologies. Therefore, corporate identity plays a crucial role in the transformation process of companies and institutions (Çiçek & Almalı, 2020). According to Ülger (2021), corporate identity encompasses everything an organization sells, builds, operates, says, writes, and shows. It can be defined as a total communication system that aids an organization in explaining itself to its target audience. Essentially, any communication or information you encounter when interacting with a brand is part of its corporate identity. Corporate identity includes logo design, but it also encompasses graphic design elements such as fonts, illustrations, colours, photographs, and animations. Examples of corporate identity can be seen in various forms such as social media posts, billboard adverts, staff uniforms, letterheads, product packaging, and application profiles. The primary objective of corporate identity is to establish a positive image in the minds of the target audience and maintain it over time. Emphasising continuity is crucial. Institutions that can create a lasting and distinct impression of themselves in the minds of the target audience in a positive manner will be better equipped to handle crisis management with minimal damage and lower marketing expenses (Tatlıcıoğlu, 2019).

Corporate Image

Corporate image is the perception and evaluation of an institution's physical and emotional image, as revealed by corporate identity elements such as corporate philosophy, corporate design, corporate communication, and corporate behaviour. It is the impression that the social environment has about the institution (Canıtez & Akyol, 2019). Corporate image has an impact on both employees and external stakeholders, shaping their perception of the organisation. The importance of corporate image for both internal and external customers has increased, making it a crucial aspect of marketing.

The perception of external customers is a key focus of corporate image in marketing. Studies in the fields of human resources, management, and behaviour have drawn attention to the relationship between image perception and organisational outcomes among internal customers (Kahyaoğlu & Akca, 2020). The first step in creating a positive corporate image is taken by implementing good company policies and repealing bad company policies, so that the damage caused by bad company policies can be minimized. Companies that make efforts such as carefully determining company policies, using planned promotional methods, using symbols and slogans, and choosing brands, ensure the continuity of their presence in the market by building their own image. Corporate image management is one of the important things that organizations should consider and value no less than anything else. Having a good corporate image leads to better attitudes and beliefs, which in turn leads to sponsorship behavior and customer loyalty. In addition, having a good corporate image reflects corporate reputation and performance (Dokmaipum et al. 2019).

Corporate Reputation

Corporate reputation means the expectations, attitudes and emotions that the consumer has about the existence and underlying reality of the company represented by its corporate identity. It should be known that a company's corporate reputation is related to the company's mission and vision. Companies need to act similarly to this perception. In addition, reputation is all concrete or abstract events through which individuals establish a relationship with the business. Corporate reputation is the net result of an individual's beliefs, ideas, feelings and impressions about an institution (Battal & Karabey, 2020). It is important for businesses to manage their brand values and corporate reputation, which are among the intangible assets that they can achieve in the long term and as a result of long efforts, for their future. In this process, how stakeholders perceive the organization becomes important in terms of protecting the reputation and brand value of the organization. The scientific way to determine the perception level of stakeholders is to conduct a corporate reputation study (İpçioğlu & Arpa, 2020). Corporate reputation studies started with businesses and in recent years, with the increasing importance of the competitive element and quality, it has been used in most places where every organizational structure exists (Özdoğru & Güçlü, 2021).

Corporate Culture

Corporate culture is defined as a set of values that help employees in the organization know what is acceptable and unacceptable. The first things that can be noticed about culture in institutions can be obtained from the visible elements of the institution (factory, employee clothing, furniture, etc.) (Burak

& Deniz, 2021). Corporate culture; The qualifications, values, attitudes and education of those working in the institution constitute. The behavior of employees in the institution; It constitutes practices, and therefore policies, goals, objectives, mission, vision, and long and short term strategic plans (Taşdemir & Öztürk, 2019). Corporate culture consists of many elements. However, cultural features that benefit the employee are important. Elements such as private health insurance, birthday leave, weekend holidays, food aid, summer holidays are among the elements that constitute corporate culture norms. These elements are also among the social rights offered to company employees. The employee's loyalty to the company, who does not want to lose these rights, will increase, his quality of life will increase, and he will enjoy doing his job (Kutlu & Bak, 2021).

Tools Used in Corporate Communication

Brochure: A brochure is a printed advertising tool that promotes a product, explains its function and supports its sales. Brochure is the most vivid, most concrete and most special advertising material. It plays a very active role in conveying the message to the target audience. It is lightweight and easy to distribute. Brochures have different features not only in marketing and communication, but also in content, format and design (Özcan & Şentürk, 2017).

Email: E-mail is one of the marketing tools used to promote the brand and communicate with the customer. The widespread use of e-mail has not only given many people the habit of communicating via computers, but has also added a new dimension to the pleasure of communication. The ability to send animated, audio and video messages via the e-mail communication system makes this method both enjoyable and attractive. For this reason, as soon as most people arrive at the workplace, they first turn on their computers and check whether there are any messages (Uydacı, 2004).

Bulletin: Bulletins are the simplest and easiest of corporate publications. It is important that the language is clear and understandable in the newsletter, which is smaller than newspaper size and has fewer pages. Bulletins, one of the most used tools among corporate communication activities, are mostly issued for the internal target audience (Peltekoğlu, 2016).

Meetings: The ability of institutions to achieve their goals depends largely on gaining the belief and support of their employees. Integrating individual and corporate goals within the organization requires employees to participate in the implementation and control of decisions. In this respect, meetings have an extremely important function as an effective two-way communication method (Karakuş, 2010).

Social media: Social media is about making it easier for people to express and share their ideas, thoughts, and opinions with others. It is also about enabling people to connect with others as they have done for thousands of years (Tükenmez et al. 2019). Social media is increasingly used for learning, interacting and collaborating with others (İlk et al. 2023). Through social media, institutions can reach target audiences quickly, easily, cost-free and directly. Thanks to social media, it is possible to reach millions of people instantly. Using social media provides advantages in corporate communication activities as it enables instant, fast and interactive participation of multiple users. Because social media institutions offer low cost, instant and fast participation, the opportunity to follow the target audience and promote the institution (Keskin & Tanyıldız, 2015).

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