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REPRESENTATION OF WOMEN IN THE MEDIA IN MONGOLIA AND TURKEY: A COMPARATIVE STUDY

In this study the past and present life criteria of the women's society in Mongolia and Turkey examines. The female workforce in the media sector of the two countries is compared. The purpose and idea of the scientific work is to analyze the activities of women working in the mass media and to study the representation of women specialists in the production process and their place in society by conducting a comparative study. The study aims to understand the parallels and contrasts between the roles, difficulties and possibilities experienced by women involved in female workforce in media industry in these two countries. The theoretical significance of the research is that the findings can be presented as a multidisciplinary study enriched by theoretical and methodological achievements of various social sciences.

Practical importance – the results of the conducted research can be used in journalistic and legal practice and in comparative analyses. Research methodology – in order to achieve the purpose of the study, the theories and approaches related to the participation of women in the paid labor force in two countries (Turkey, Mongolia) were classified in different ways. In studies with a dominant sociological approach, they were grouped into two large groups according to their problematic aspects. According to the results of the research attention was paid to the reasons for women's participation in the working life, those who question their working conditions, and the reasons for the concentration of women in certain business areas with limited and special characteristics. Result – the comparative study of the female workforce in the media sector: Mongolia and Turkey was made and the ultimate goal was determined.

Key words: Central Asia, Mongolian women, education, media, journalism, advertisement, film, Turkey.

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Моңғолия мен Түркияда әйелдердің БАҚ саласында алатын орны: салыстырмалы зерттеу

Осы зерттеуде Моңғолия мен Түркия әйелдер қоғамының өткен және қазіргі өмірлік белгілері қарастырылады және оларды екі елдің медиа секторындағы әйелдер жұмыс күшімен салыстырады. Ғылыми жұмыстың мақсаты мен идеясы – бұқаралық ақпарат құралдарында жұмыс істейтін әйелдердің іс-қызметін талдау және салыстырмалы зерттеу жүргізу арқылы әйел мамандардың өндіріс процесіне қатысуын және олардың қоғамдағы орнын зерттеу, осы екі елдің медиа индустриясында әйелдер еңбегі саласында жұмыс істейтін әйелдердің рөлі, қиындықтары мен мүмкіндіктері арасындағы қарама-қайшылықтарды түсіну. Жұмыстың теориялық маңыздылығы мынада: алынған нәтижелер әртүрлі әлеуметтік ғылымдардың теориялық және әдіснамалық жетістіктерімен байытылған көп салалы зерттеу ретінде ұсынылуы мүмкін. Бұл мәселеге, ең алдымен, әйелдердің жұмыс өміріне немесе әйелдердің жұмыс күшіне қатысуы туралы түсініктерді шектеу пайдалы болар еді.

Практикалық маңыздылығы – жүргізілген зерттеу нәтижелерін журналистік және заңгерлік тәжірибеде, сонымен қатар салыстырмалы талдауда да қолдануға болады. Біз талқылайтын тақырып аясында қарастырылып отырған жұмыс пен еңбек үйден тыс және жалақы үшін жұмыс істеуді білдіреді. Сөз жоқ, ақы төленбейтін еңбек, әсіресе әйелдерге қатысты болса, әлеуметтік ғылымдарда да, әйелдерді зерттеуде де өте маңызды орын алады, үй шаруашылығы және оны кеңейту тұжырымдамасын енгізеді. Алайда, біздің мәселелеріміздің аясында бұл екінші еңбек тобы тек гендерді қамтиды, сондықтан бұл гендерлік әлеуметтік еңбек бөлінісі мен жұмыс күшіндегі гендерлік кемсітушілікке қатысты жағдайларды қоспағанда талқыланбайды. Зерттеу әдістемесі – зерттеу мақсатына жету үшін екі елдегі (Түркия, Моңғолия) жалдамалы жұмыс күшіне әйелдердің қатысуымен байланысты теориялар мен тәсілдер әртүрлі жіктелді. Социологиялық көзқарасы басым зерттеулерде олар проблемалық аспектілері бойынша екі

топтастырылды. Зерттеу нәтижелері бойынша әйелдердің еңбек өміріне қатысу себептеріне, олардың еңбек жағдайларына күмән келтіретіндерге, сондай-ақ шектеулі және ерекше сипаттағы бизнестің белгілі бір салаларында әйелдердің шоғырлану себептеріне назар аударылды. Ғылыми жұмыстың құндылығы – зерттеу барысында Моңғолия мен Түркияның БАҚ саласындағы әйелдер жұмыс күшіне салыстырмалы зерттеу жүргізілді.

Түйін сөздер: Орталық Азия, Моңғол әйелдері, білім, БАҚ, журналистика, жарнама, кино, Түркия.

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Представленность женщин в СМИ Монголии и Турции: сравнительное исследование

В исследовании проводится компаративный анализа прошлых и настоящих витальных критериев женского общества Монголии и Турции, изучается специфика женской рабочей силы медиа-сектора двух стран. Цель и идея научной работы – проанализировать деятельность женщин, работающих в средствах массовой информации, изучить представленность женщин-специалистов в производственном процессе, статусные характеристики и роль в обществе. Исследование формирует понимание параллелей и контрастов между ролями, трудностями и возможностями, с которыми сталкиваются женщины, работающие в сфере женского труда в медиаиндустрии. Теоретическая значимость работы заключается в том, что полученные результаты могут быть представлены как мультидисциплинарное исследование, обогащенное теоретическими и методологическими достижениями различных социальных наук.

Результаты проведенного исследования могут быть использованы в журналистской и юридической практике, а также в последующих исследованиях данной проблематики и сравнительном анализе гендерных концептов. В контексте темы, выбранной авторами, рассматриваемая работа и труд означают работу вне дома и за заработную плату. Особенно, когда речь идет о женщинах, занимающих важное место как в социальных науках, так и в женских исследованиях, учитывая концепцию домашнего хозяйства и ее расширения. Однако в рамках нашей проблематики эта вторая группа труда включает в себя только гендер и, следовательно, это не будет обсуждаться, за исключением случаев, когда речь идет о гендерном социальном разделении труда и гендерной дискриминации в рабочей силе.

Методика исследования – на основании доминирующего социологического подхода к проблеме были выделены две группы. Особое внимание было уделено причинам участия женщин в трудовой жизни, тем, кто ставит под сомнение условия их труда, а также факторам концентрации женщин в определенных сферах бизнеса с ограниченными и особыми характеристиками.

Ключевые слова: Центральная Азия, монгольские женщины, образование, СМИ, журналистика, реклама, кино, Турция.

Introduction

With the change of power in Mongolia after the 1990s, it brought class difference along with freedom for women. With the collapse of the Ottoman Empire and the establishment of the new Republic, we see that Turkish women have participated in important changes in social and economic life. The fact that some of the changes experienced by the women of the two countries, which include many differences from religion, culture, education system to lifestyle, are the same, as well as some of the problems they face, show that women in each country are faced with the same problems. We will examine one by one issues such as the business life of women in both countries, the differences in business life, the extent to which gender equality is effective in the

business field, their family lives, social lives, and the cultural place of women in the society of both countries. While addressing these issues, our most important issue is that while women in the lower income group cannot actively participate in economic life in Turkey, we will show in this study that this situation is the opposite in Mongolia.

In this study, the place of women of both countries in economic life is generally stated. After declaring their independence in 1921, the Mongolians, who were engaged in nomadism and animal husbandry, took the first step towards an innovative lifestyle of factories and urbanization. Mongolian society has become supportive of women's initiatives in social life. Although women are limited in some areas, they have strong potential in society. In this year, the individual rights and social and politi-

cal rights of Mongolians came into force with the constitution. The state has always provided people with the opportunity to be appointed in the business sector, as well as organizing large-scale work in order to increase the education level of individuals, improve their health status, and improve some processes such as social security. Thus, positive developments continued in the lives of the Mongolian people for 70 years. For the first time, in 1924, the Mongolian government legally stated the equality of men and women within the framework of the Constitution, providing women with a great opportunity to contribute to politics, recognition of their labor rights, protection of personal rights in legal terms, and their participation in social life and participation in economic and political fields. During the Soviet years, the government organized multilateral activities to support women's education and work. As a result, in a short time, women began to show themselves actively in the fields of education and work. Due to the collapse of the socialist structure and the transition of the state to a democratic structure in these years, class discrimination emerged as a result of unfair sharing in the society where everyone was equal. This process of change has affected women's political participation, business life, health declines and loss of their position in social life.

Women experience a decline in their social lives. Although agreements were signed by the new government after 1996 to raise the status of women and advance their position, the effects of the transition to democracy are still continuing on women due to the fact that these agreements and works are not carried out as activities. 1989-2000 years When we look at the numbers, it is stated that the level of women in Mongolia in writing, reading or receiving education in all kinds of fields is at a much higher level than men (UNDP, Mongolia's Human Development Report 2003). Although there is a lot of advancement in women's education, they still have difficulties in reaching high positions in their careers and trying new opportunities. This indicates that women are not suitable for the formation of vocational education and economic contribution. According to a 2006 study, women working in permanent salaried jobs increased to 53.9% of the total population from 2000 to 2006. However, women were included in the unemployed list more than men. The salary of women who have a job in Mongolia is determined depending on where they work and the job they have. It is not calculated according to education level. This causes women to work for lower wages than men. While men spend an average of 17.5 hours per week on unpaid work, women spend 31.8 hours

per week (USG. Labor Force Survey Report 2004). This is women; It shows that, apart from economic and labor capital areas, she also devotes most of her time to financial responsibilities of the family, such as child care, patient care, and meal preparation (ZHJT, "Unpaid work" survey, Free labor 2005).

Literature review

In general, statistical literature about women was used during the research period in which we discussed the development period of women in the field of education and career in Central Asia and Turkey after the 2000s and their social and economic aspects. In our literature list included materials of ACAR Feride, "Women's Human Rights in Turkey: International Standards, Law and Civil Society", in Gökçiçek Ayata, Sevinç Eryılmaz Dilek and Bertil Emrah Öder (Den), Women's Rights: International Law and Practice, Prof. Dr. Dogramaci. E, Women's Past and Present in Turkey also used some statistical research materials of Mongolian researchers' field of feminism. Rather than literary books, research documents dealing with women's lives from a serious socio-economic perspective were used in our article. An analysis was made by comparing studies on women conducted by researchers in Mongolia and Türkiye. Women who manage the family have superiority in the family economy. If both men and women in the family steal, the women take care of the money.

Due to some inequalities, women work more in informal sectors. In the informal sector, 54% are women. Recently, the number of people going abroad to work has increased significantly. South Korea, Check Republic, Japan like in countries 2007 to your data according to 15 thousand people are working registered. When we look at the data in 2004, it is stated that 68.5% of Mongolian women working in the USA and 53.9% in South Korea have undergraduate education. The number of women in power is very small compared to the past. Although she set a goal of increasing the number of women in power to 15-30 in 2015, this was not possible It has reached a level where it can be said that there are no women in the state's decision-making mechanism and legal bodies. The free movement that emerged with democracy in 1990 market the economic structure has led women to express and live their own ideas openly. But problems such as keeping up with democracy and closing the economic gap of the society, which has lived under state authority for 70 years, have placed a heavy burden on women's shoulders and led them

to exclusion from social life. In the research titled «Women's Initiative in Politics and Public Opinion», which was conducted with the participation of 500 people in the capital Ulaanbaatar in 2006, 67.7% answered that the scarcity of women in politics is due to the lack of recognition of successful, talented women. 15% argued that women should do housework and take care of children, and that politics is only a man's job. When we look at this, it can be seen that the society still has not lost its traditional thinking. During this research, very few people approved of women organizing marches and leading propaganda stands. Looking at the disapproval of more than 50% of them, it becomes clear that they do not accept women as managers.

The majority of the people say that the lack of women in power means "successful women are not recognized". In order to be a successful woman, she must work in good positions, but women are not given a place in these positions. In order for women to work in the decision-making mechanism, the media should promote the work done by women, the work they have achieved, and the idea projects that will contribute to society. Mongolian women on the media figure included in the newspaper titled "The Capital newspaper article", which was first published at the end of the 19th century. News published during this period expressed problems such as rich people making girls from poor families do a lot of work for little pay, and Chinese people using beautiful women for entertainment.

After 1921, women's rights began to be talked about a lot. During this period, the issue of women's equality with men was frequently brought to the agenda, and it was constantly heard in the newspapers that women had the right to study and work. During this period, the Mongolian government established the media sector infrastructure. This year has caused women to experience positive changes in social life. The publication of the magazine "Mongolian Women" between 1926 and 1990 made a great contribution to eliminating violence against women or negative thoughts towards women in society. Even though the state published the years of authoritarian regime, these magazines brought positive developments for women. However, after 1990, with the change in the state structure and the significant difference between men and women, women fell from the position they had achieved during communism. If we look at the newspaper content in Mongolia these days, the type of news published between May 18 and May 23 consists of 80% news about men and 20% about women. In addition, while news about politics, economics, elections and mines

are mostly on the agenda, only less than two news stories are about women.

These news, such as the marketing of women to foreign countries, the murder of Mongolian women abroad, the profile of women exposed to family violence, etc., are always reflected in today's media, with women as the exposed part. On the other hand, the women who give interviews in the newspaper are women who cannot influence the state decision-making mechanism, such as models, singers, and actors, while the media clearly shows that the men in the newspaper are people who have an influence on the decision-making mechanism, such as scientists, and businessmen. This also has the characteristics of gender discrimination. Of the news about female MPs in the newspaper, 30% are published positively and 70% are published negatively.

Material and methods

In the article, the changes that the discipline of economics undergoes in interaction with social change and the effects on labor markets are discussed.

After explaining the evolution of the models from a critical perspective, we move on to Turkey. In their articles, Ahmet Köse and Ahmet Öncü argue that the Turkish labor market is a single market. Based on the mistake of considering Turkey as a global production, they focus on the differences created by Turkey's integration into global production. After emphasizing how the institutional features of labor markets in Turkey affect the country's position in the international division of labor, they show that policies aimed at the flexibilization of markets, developed as a response to the capital accumulation crisis, led to Turkey's specialization in labor-intensive sectors. The main message that should be emphasized in these articles is that the theoretical framework and research methods are realistic. Its importance in terms of approach. In her article, Saniye Dedeoğlu explains women's participation in the labor market in the context of the family. For this purpose, current studies on family. After summarizing the theoretical discussions with a critical perspective, it exhibits the developments specifically for Türkiye. Hülya Tufan-Tanrıöver explains the position of women in the Turkish labor market and gender discrimination from a specific sector, looking for the media sector.

The fact that women who are described positively in the news are parliamentary candidates and wives of important executive makes women play a supporting role rather than an objective provides.

Considering these, we can list the general appearance of women in Mongolia as follows:

- Supporting role in society undertakes;
- Subjected to injustice side;
- Control the budget within the family who makes;
- Exposed to rape remainder;
- Having beauty, protecting herself, helper;
- A child bearer and child caregiver is evaluating.

When you look at a newspaper, television brings an innovative perspective as well as showing the true face of women in society, due to the journalists' own thoughts. Recently, the programs broadcast by some channels cause women to share their thoughts and ideas about the educational level of women and to find solutions to the problems in society. In addition, inviting women as guests in programs that give advice in terms of law, health and psychologists also plays an important role for women. This provides a great opportunity to introduce women who have become professional in their careers or professions to the society. The appearance of the women in the advertisement is evaluated as "youth, beauty, fun" as stated by the American researcher Merry Griffiths. When we look at most advertisements, they show young, beautiful women or mothers, housewives, weak and unprotected women. European researchers think that women depicted in the media meet certain criteria. These criteria are;

- The ideal look for women is very limited / stylish office women, famous women, hardworking women etc. /

- Women's desires are few / women's appearance, marriage, family/

- Rating youth / so the ad mostly shows young women, middle- aged or older women are very rare is shown/

- The content prepared by all female programs or female journalists contains the same structure / women who have achieved success in business or professionally, singer, painter, cuisine, fashion. is limited/;

Newspapers portray women as sex objects, prone to fights and arguments, expensive jewelry, men's economics, or living under someone else's rule. These criteria are the same as the female profile characteristic of the media in Mongolia. Currently, 51% of Mongolia's population is women. Of the 147 thousand students across Mongolia who study at state or foundation universities, 98 thousand are women. This shows that there are many women in the field of education. It has been revealed that 80% of the students studying abroad are women. The ma-

majority of university graduates are female graduates. If we look at the sectors in which these women work or whether they benefit from the education they receive, how effective it is. Fields where women work in Mongolia whereas;

- Transportation vehicles and Construction in the field

- In small scale trades

- Mostly in restaurant jobs or teaching jobs etc.

The areas where women work in Mongolia are generally concentrated in social areas. For example: 64.5% in the field of education, 71.3% in the field of social assistance and health, and up to 63% in the field of law. But there are very few in the field of politics. Even though women work in career jobs, ministries, companies, health and education fields, they are not in positions with decision-making influence. In other words, women cannot get into the jobs they want because workplaces take into account age and gender factors due to their education level or skill capacity. For this reason, women lose their health by working without choosing any job to support the family. There are 12 types of 74 workplaces that prohibit women from working, which came into force with the article. The entry into force of this law legally prohibited women from working in jobs that they cannot handle due to their physical characteristics, in workplaces that cause cancer in the mother's womb, or even in workplaces that make them infertile. It seems that some women work in these jobs that are prohibited by law. A certain part of the female society consists of women engaged in prostitution. They say that even if the reason for doing sex work is insufficient working capital or job opportunities, they market their own bodies due to insufficient wages. Around 5 thousand of the women who do sex work are girls who have not reached the age of adulthood. The total number of 15-17 year old girls in Ulaanbaatar reaches 27 thousand, 5 thousand of whom are engaged in marketing their bodies.

The majority of women doing sex work stated that their clients were Chinese. Working women in Mongolia early retired to be, high in authorities to work, high retired wage it has negative effects on bonding and poverty. There have been many incidents that left women in poverty due to the unnecessary dismissal of women from their jobs by using the article of the law regarding early retirement for women (UNHRC, Report on Request for Information, January 24 – February 15, 2000). Although women are more educated than men, they receive 10% lower wages than men in the labor market. Since 2000, salaries have decreased due to gender

inequality in the labor market is determined. The equality that Atatürk provided to women in every field also brought them equal opportunities in education, and this created the opportunity for women to directly participate in social development outside the home by becoming professionals. It has been evident in the occupational distribution of women in society since 1927. With the establishment of the Republic, there was no immediate increase in women's participation in business life, and with secularization, the gender-based division of labor began to decrease (Prof. Dr. Emel Dođramacı, Ankara 1989). Education and is sufficient information. Lack of education is the first and main reason why women cannot achieve economic independence (Prof. Dr. Necla Arat, İstanbul 1996). The second main reason why women cannot achieve economic independence is closely related to traditional ideology. It is thought that the head of the family is a man and the man is the breadwinner of the family in society, men are given priority in recruitment (Prof. Dr. Necla Arat, 1996).

The concept of modern citizenship is defined according to the employment status of men and women, and social rights are linked to the position in the labor market (Der. Saniye Dedeođlu, Adem Yavuz Elveren, İstanbul 2012). General characteristics of women's employment in Turkey are the low rates of participation in the workforce, the prevalence of informal employment and The reason for this is that a significant number of women of working age are out of employment as housewives. While most working women work as unpaid family workers in agricultural areas, it has been determined that women are concentrated in the informal service sector in urban areas in recent years. (Saniye Dedeođlu, Adem Yavuz Elveren, 2012). Division of labor in our society shaping, women And of men work to your life participation levels determining many factors appear to be gender-based. In Turkey, women's participation in the workforce is 28% nationwide and is significantly lower than men. On the other hand, the majority of domestic work, defined as "unsalaried labour", is carried out by women. Research shows that the perception of traditional gender roles is still dominant in Turkey. According to TÜİK data, more than half of men and women in Turkey (64 percent) agree that "a woman's primary duty is child care and housework." Many of the participants consider women's work as "contrary to traditions". The United Nations Human Development Index, based on comparisons of different countries around the world, indicates that women are the "poorest of the poor" in many countries. Women constitute the seg-

ment that benefits from socio-economic development at the lowest level in Turkey. The inequalities that women are exposed to in working life in Turkey cause their active/passive insurance status to have lower rights than men. The low level of social protection for women is largely due to low premiums due to gender pay inequality. (Saniye Dedeođlu, Adem Yavuz Elveren, 2012). The fact that women's education level is currently lower than that of men throughout Turkey is one of the factors affecting women's participation in business life." According to TÜİK's 2010 Employment Survey, two-thirds (2/3) of unemployed women explain the reason for not working as being a housewife.

While one in every four professors in our country's universities is a woman, approximately one in every four women is still illiterate. Similarly, while the rate of women working in professional professions such as law, medicine and academic career approaches 40%, 39% of all women participating in the workforce in the country are 'unpaid family workers' and the rate of women working in cities (19.9%) is higher than any other in the West. society with is incomparably low (Feride Acar, Bilgi Üniversitesi Yayınları, 2010). According to the results of the 2013 Household Labor Force Survey, the labor force participation rate, which is an important indicator of the workforce, was 50.8% across Turkey, 30.8% for women and 71.5% for men. When the labor force participation rate was examined according to education level, it was seen that women participated in the labor force more as their education level increased. The labor force participation rate of illiterate women is 17.4%, the labor force participation rate of women with less than high school education is 26.3%, the labor force participation rate of high school graduate women is rate. While the labor force participation rate of women who graduated from vocational or technical high schools was 32.1%, the labor force participation rate of women who graduated from higher education was 72.2% (<http://www.tuik.gov.tr/PreHaberBultenleri.do?id=18619>). The rate of senior female managers in the public sector in Turkey in 2014 was higher than 2013 according to important One change by not showing 9.4% happened. Woman judge rate 36.9%, and the rate of female professors was 28.7% for the 2013-2014 academic year. The rate of female police officers did not show a significant change compared to previous years and was 5.5% in 2014. While the rate of female deputies in the Turkish Grand National Assembly was 4.5% in 1935, this rate increased to 14.4% 79 years later. The total number of ministers

in Turkey in 2014 is 25 and the number of female ministers (<http://www.tuik.gov.tr/PreHaberBultenleri.do?id=18619>).

Results and discussion

The problem of prostitution in Turkey should be viewed from a class perspective, because a woman becoming a prostitute is a social event. Research reveals the fact that women belonging to the lower and middle classes are more likely to be dragged down this path in Turkey, which is within the sphere of influence of this capitalism, as in the capitalist countries of the West. Women living in the east of Turkey and women living in the west differ within themselves. The woman in the East is tied to her husband materially and spiritually, completely fulfilling the characteristics of her tradition. Considering this, in Turkey the majority of family economic affairs are decided by men. Turkish women play a supporting role in the family. Men can keep the money earned by women under control. Culturally, women are always seen as being restricted in certain things and oppressing women. This is more evident on the eastern side. Society sees women as honorable. I think this brings gender discrimination. For example: The family of the girl who came from the East to study at the University constantly calls and asks, mostly her brothers keep her sisters under control. She asks his brother and family for permission to go somewhere. She cannot decide on her own. Programs for women in Turkey started for the first time on the radio in 1939 with the program called *Ev Saati*, and in 1970 it was named *Inside of home* and continued with topics such as child care, health and family. In the broadcast purposes of such programs, women are defined as one of the basic elements that will realize the happy aspects of society. In addition to being a good wife and a good mother in the family, women are stated to be human beings in the world and citizens in society, but women are excluded from the 'housewife' identity determined within the family (Ceyda Ilgaz Büyükbaykal, *İ.Ü İletişim Fakültesi Dergisi*).

With the emergence of television after radio programs in Turkey, many women's television programs for women began to appear. In the broadcast programs, he talked about women with his traditional view. For example: devoted mother, loyal wife, housewife, etc. Women appearing in TV series, movies, advertisements, music videos, and magazine programs often become an exploitation of the media by highlighting their sexuality (Ceyda Ilgaz Büyükbaykal, *İ.Ü İletişim Fakültesi Dergisi*). States

that both the issue of women and the female workforce are often subject to exploitation in the media. Although capital owners and advertisers have a huge role in this, the fact that women and men have accepted that women are second-class citizens also forms the basis for such exploitation (Ceyda Ilgaz Büyükbaykal, *İ.Ü İletişim Fakültesi Dergisi*). In Turkey, programs generally aimed at women; We can see that entertainment, music, local TV series, cooking programs or daily life events are talking programs. In addition, we can add a marriage program. The number of women participating in programs dealing with politics, culture or economy is also lower than men (Ceyda Ilgaz Büyükbaykal, *İ.Ü İletişim Fakültesi Dergisi*). It is not welcomed for women, who are socially accepted as mothers and wives, to participate in such programs. One of the most important points is advertising. When it comes to advertising, the first thing that comes to everyone's mind is the female figure. It is frequently seen in today's media that women are highlighted in traditional sexual roles in advertising messages (21 Ceyda Ilgaz Büyükbaykal, *İ.Ü İletişim Fakültesi Dergisi*). Turkish women, like everywhere else, are victims of a marketing tool through advertising. The professional female model most adopted and presented in advertisements is conscious of her career and status, but also likes to have fun, is very attractive, young (between 25-35 years old), well-groomed, fashionable, sporty, slim and dynamic (Ceyda Ilgaz Büyükbaykal, *İ.Ü İletişim Fakültesi Dergisi*).

Conclusion

The two great empires that left their mark in World History, the Ottoman and the Mongol Empire, are strong, warlike and brave nations. For some reason, when talking about Mongolia or Türkiye, people talk about empires, that is, sultans and soldiers. It is forgotten that in this nation, both women and women, who are rendered invisible, are still fighting to keep up with their living conditions. Generally speaking, there are many differences in the cultural, religious, family and social lives of women in the two countries, from the food they eat to their geographical environment. But it also has the same features. Mother is mother everywhere. His work and duties are the same. He spends his life at home, which is his only living place, taking care of his child, wife, family members and doing housework. In both societies, women work hard in unpaid work. Another similar problem in countries is that very few women take

part in state mechanisms . In the first years of the Republic, many women were elected to parliament in Turkey, but now the decrease in the number of women are becoming more evident.

Likewise, this problem comes to the fore for women in Mongolia. In Turkey, women's influence on the family has always remained in the background, the reason for this is that the traditional lifestyle is still maintained. Some Mongolian women manage the family themselves. It is a common example that husbands listen to them in the family and women decide to solve budget problems. When we look at Turkish women, we see that Mongolian women work more actively and widely in the labor market. The fact that upper-class women and lower-class women have the opportunity to work with salary and insurance provides a great advantage to Mongolian women. While Mongolian women are superior to men in terms of education, it is possible

to say that the education level of women in Turkey is lower than men. While the marketing of women in Mongolia or the risk of women becoming addicted to substances such as drugs and alcohol is increasing day by day, we can consider this as a sign that the society protects women and that these issues have not reached the level of threat in Turkey. As a result, problems such as women's limited working space, women having a supporting role in society, not being able to reach high government positions, and gender discrimination always hindering women's social life are expected to have no solutions in either country these days. We can evaluate it in the category that the media presents the physical characteristics of the women of the two countries for marketing purposes and presents women mostly as domestic servants. Even though there are programs aimed at women in the media, these do not reflect the weaknesses of women.

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