

UDC 316.77 (4/9)

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PR activities in the Republic of Turkey

The author examines the article of creation of PR (public relations) services in the Republic of Turkey. Expands the general history of PR services. The author explains the PR services in the field of education. Examples are given for the preparation of PR professionals in higher educational institutions of Turkey, such as: Istanbul, Ankara and Izmir universities. In the field of public relations in the Republic of Turkey, there are community rules in connection with the World Society of IPRA. Also based on the works of Turkish researchers in the field of public relation, achievements of PR services in the Republic of Turkey are widely open in the field of politics and tourism.

Keywords: PR services, the Republic of Turkey, IPRA.

Ж.Б. Есенбек

Түркия Республикасындағы қоғаммен байланыс қызметі

Автор өз мақаласында Түркия Республикасындағы PR қызметінің қалыптасуын зерттейді. Түркиядағы PR қызметінің жалпы тарихына тоқталады. Түркия Республикасының білім саласындағы PR қызметін түсіндіреді. Түркиядағы жоғары оқу орындарында: Стамбұл, Анкара, Измир университеттерінде PR мамандығы бойынша студенттерге білім беретіндігіне мысалдар келтіреді. Түркия Республикасының қоғаммен байланыс саласында IPRA Халықаралық Қоғаммен байланыс қауымдастығы кәсіби ережелерінен ақпараттар келтіреді. Сонымен қатар қоғаммен байланыс саласындағы Түркиялық зерттеушілердің еңбектеріне сүйене отырып, Түркия Республикасының саяси және туризм салаларындағы PR қызметінің жетістіктерін жан-жақты атап көрсетеді.

Түйін сөздер: PR қызметі, Түркия Республикасы, IPRA.

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Деятельность связи с общественностью в Республике Турции

Автор рассматривает в статье процесс образования PR действия в Республике Турция. Подробно останавливается на общей истории PR действия. Автор объясняет PR услуги в сфере образования. Приводятся примеры по подготовке PR специалистов в высших учебных заведениях Турции, таких, как Стамбульский, Анкаринский и Измирские университеты. В сфере связи с обществом в Турецкой Республики приведены правила сообщества связи с Мировым Обществом IPRA. Также, опираясь на труды турецких исследователей в сфере связи с общественностью, широко раскрывает достижения PR услуг в Турецкой Республике в сфере туризма и политики.

Ключевые слова: PR услуги, Республика Турция, IPRA.

Introduction. “Public relations” PR (public relations) is a part of the information-communicational services. First, the term PR was used in the 19th century by the third U.S. president, Thomas Jefferson, in his message to the people at the VII Congress. Later, PR was formed as an independent science. In 1975, the American Fund “Foundation for PR research and Education” had investigated more than 500 PR inquiries, and eventually gave its own inquiry. Veteran of public relations Rex Harlow

gave 472 explanations for the disclosure of meaning of PR.

Relevance of the topic of research topic. Research of PR services is one of the main problems of today. After appearing in the mid-19th century of PR services in the United States, through the centuries, it came to the Republic of Turkey. This service in Turkey, if compared to other countries is at a high level. The reason for this is that public relations in Turkey, was brought under control by Mus-

tafa Kemal Ataturk. In order to show to the world, what Turkey is, he chose this type of service. It is also worth noting that despite the fact that the PR services developed rapidly, because of the policy of some politicians. Turkey did not achieve the desired results at a world level. This service is required to be revised in this country. Therefore, the chosen theme is relevant.

The degree of scrutiny of the topic. The appearance of public relations services in Turkey is of great interest to scientists. On the way of study of problems of public relations there were Turkish and some Western scientists who have elaborated on them in their writings. In details it were: Gönül Budak, Gülay Budak, Amanda Barry, Prof. Dr. Ridvan Karalar, Ceyda Aydede, Dr. Abdullah Özkan, Dr Metin İşçi, Doç. Dr. Filiz Balta Pelekoğlu, Serra Görpe and there are also others who could be added.

PR has many definitions; the researchers of this field such as G. Budak and G. Budak Webster in their dictionary have given a full explanation of this concept. PR – management of the state under control or the Art and the knowledge of improving the relationship between the firm and the individual. [1, p. 65-69]. Researcher, Professor R. Karalar gives many interesting information for a variety of definitions of PR. According to his interpretation, it turns out that different writer' unions and associations give it different meanings. According to the American "heritage dictionary", PR – is one of the best ways to create the relations between organization and people. [2, p. 12]. And, A. Barry in her book titled "The Power of Public Relations" says: "The Institute of Public Relations in Britain gives the following definitions of PR. PR means the correct understanding, assistance in a specific place to control thoughts and opinions, so this is the purpose of public relations. Because the image of the brand, the policy in relation with the consumer, the relationship between the workers, the working area is the prove of it." [3, p. 17]. According to Turkish scientist Serra Gopre, concept of public relations has a lot of explanations. [4, p. 79-80].

To date, there are more than a thousand explanations that reveal the essence of PR. Turkish firms for Public Relations A & B were created by Dr. Alladin Asin. In 1990, changes were made to this activity; there were also difficulties without the planned development. Today, this service is becoming one of the most important worldwide, and also becomes important in Turkey. In Turkey, this field of study as is a professional activity [5, p. 24].

By the 1920's, Public Relations in Turkey was included in the government agencies by Ataturk, with the help of the heads of the Media industry. At the same time, by the order of Atatürk, the Anadolu Agency was created and with the help this agency, the people were getting information. Modern public relations in Turkey began after the establishment in 1961 of the State Planning Society. This society has turned to the Ministry of Foreign Affairs of the Public Relations and Printed Information. Later, in other ministries, there were departments of public relations and press created as well. In 1982, there was a new structure for public relations adopted, it helped to get to a new level. [6, P. 25]. Founded in 1975, the Institute of Journalism and Public Relations at the University of Istanbul was established 25 years ago. For professionals taught in this university, it is an honor to tell about the achievements and the level that were reached by the university over the years. Association of journalists of Istanbul and Istanbul University rector's office co-created Institute of Journalism. The institute, which was under changes a few times within one to two years, and could not accept students. In the 1973-1974 school years, despite the difficulties, the institute started the school year, and in 25 years of training has reached a high level. It was first created in the Faculty of Economics. According to the resolution adopted by the Senate of the University of Istanbul, it was decided to start training in the industry, improvement and training of specialists in the sphere of communication with modern society.

Currently, the updated Institute besides the Turkish media of the country pays attention to public administration, public relations and psychology of the people. [7, p. 21-22].

This area that is developing day by day in Turkey has a great importance. This area functioned in previous years with a different name in different spheres of government. For example, the publishing department, printing and advertising, promotion, public relations, advertising center, department of information, guidance, statistics, management of public relations, though divided into sections, all of these sectors performed one function, it was also one of the types of communication with society. Public relations began operations after the political changes in 1960, in the public administration.

In Turkey, after the fund of public relations, in 1985 began operating the fund of public relations with Izmir. Currently, the funds operate as "Ankara

communication with society”, “Bursa communication with society”, “Guide of communication with society” [1]. In Turkey, the scope of communication with the public for the first time put into use in the state work. Application in the bodies of the Ministry of Foreign Affairs, the Information Department, Ministry of Defense and Public Service is the proof of this. The state planning department and the embassy established in 1964 was one of the first institutions that carried out the work of public services. In Turkey, the division of public relations began in the mid-1960s. Since 1969, large-scale institutions have begun to pay attention to the importance of this sector. To date, this area is carried out through the Department of Marketing and Communications. In Turkey, the sphere of education in public relations began in the mid-1960s. In the beginning, it was studied at the Faculty of Political Education of the University of Ankara, vocational school of journalism. Later, the scope of public relations was studied in cities like Izmir, Istanbul, Ankara, until 1992, when this major was studied in vocational school of radio-television, and later studied in 15 other institutions [8, P. 86-87].

The general meeting of the International Fund for Public Relations was held in Venedikta. At this time, the Turkish Republic became a member of «IPRA International Community of public relations». The importance of the decisions was high, therefore in the International Community of public relations, there are professional rules adopted.

To protect the integrity of the professionalism:

1. Member of the Fund must maintain the degree of the individuality in society and conform to accepted laws of IPRA. The laws required to the consumer are the common position for everyone.
2. A member alone cannot make decisions.
3. Information about the old and new members should be kept, without the permission of a member cannot be published.
4. Members must comply with unity.
5. A member in the implementation of activities cannot take a gift and a bribe.
6. If the member shows high levels, there will be no additional fees required [9, p. 46-47]. In particular, in the Republic of Turkey in the fields of politics, tourism, the PR activities are more developed.

Conclusion: PR activities in Turkish politics.

In a study in the political arena of the Republic of Turkey, it can be noticed that there is existing political parties. Out of these, there are four major political parties, which skillfully use activities of PR.

We present description of the political parties of Turkey in our scientific article:

Cumhuriyet Halk Partisi, (CHP) is a Kemalist, social-liberal and social democratic political party in Turkey. It is the oldest political party of Turkey and is currently Main Opposition in the Grand National Assembly. Also the party is cited as “the founding party of modern Turkey”. The party was established during the Congress of Sivas as a union of resistance groups against the invasion of Anatolia. The union represented Turkish people as a unified front during the Turkish War of Independence. On 9 September 1923, the “People’s Party” officially declared itself as a political organization and on October 29, 1923, announced the establishment of the Turkish Republic. On 10 November 1924, the People’s Party renamed itself to “**Republican People’s Party**” (CHP) as Turkey was moving into a single-party period.

The **Nationalist Movement Party** (also translated as ‘Nationalist Action Party’) (Turkish: Milliyetçi Hareket Partisi abbreviated to MHP), is a far-right political party in Turkey. In the 2002 general elections, the party had lost its 129 seats as it had won only 8.34% of the national. In the 2007 general elections, the party won 14.29% of the national vote with 71 seats becoming the third political group in the parliament. In the 2011 general elections, the party polled 13.01% and won 53 seats, remaining the third largest parliamentary group. In 1965, nationalist politician Alparslan Türkeş gained control of the conservative rural Republican Villagers National Party (Turkish: Cumhuriyetçi Köylü Millet Partisi, CKMP). During an Extraordinary Great Congress held at Adana in Turkey on 8–9 February 1969, Türkeş changed the name of the party to the Nationalist Movement Party (MHP)

The **Justice and Development Party** (Turkish: Adalet ve Kalkınma Partisi), abbreviated JDP in English and AK PARTİ or AKP in Turkish, is an Islamic-leaning and conservative political party in Turkey. In Turkish, AKP also means white. The party is the largest in Turkey, with 327 members of parliament. Its leader, Recep Tayyip Erdoğan, is Prime Minister, while fellow former party member and PM Abdullah Gül is President. Founded in 2001 by members of a number of existing parties, the party won a landslide victory in the 2002 election, winning over two-thirds of parliamentary seats. Abdullah Gül became Prime Minister, but a constitutional amendment in 2003 allowed Erdoğan

to take his place. In early general elections in 2007, the AKP increased its share of the vote to 47%; its number of seats fell to 341, but Erdogan was returned as PM, while Gül was elected President. In the general elections held on June 12, 2011, the AKP further increased its share of the popular vote to 49.8% and secured 327 parliamentary seats to form a third-consecutive majority government.

Peace and Democracy Party (short BDP), Turkey 'was established in 2008 and the Democratic Society Movement, the political party founded last. Headquarters in Ankara 's Cankaya district Balgat district, the emblem of the party on a yellow background, green oak tree [10].

All of parties used internet-technology in their political campaigns. The websites of the some political parties including ANAP, AKP, CHP, DSP, YTP, CHP, and LDP are similar in terms of navigation systems. [11,35-45]. All of parties used political posters and print ads and used the leader's photographs-technology in political campaigns. [12, p. 137].

PR activities in Turkey in the field of tourism.

As mentioned above, PR activities in tourism of the Republic of Turkey were given high importance. Turkey is famous through its PR activities worldwide. Turkey is providing the opportunities to become familiar with its history and culture, traditions, its spiritual and religious values. It has developed a system that is beneficial to the state treasury. In addition to the benefits, tourism is a huge factor revealing the country to their own citizens and the international community. At present, most tour operators are working with the countries of the Mediterranean Sea. Among these countries, Turkey is very famous.

Turkey is one of the countries which attract the most tourists from all over the world. Among the countries receiving many tourists, Turkey is ranked third. Every year, up to 46% of the tourists from all over the world come to this country. Republic of Turkey is a country which is located between the two continents in the mouths of the Bosphorus waters, the seas Dardanelles and Marmar on both Europe and Asia, in the land of Asia and Western Thrace. Turkey is known for its shop-tours. And also, the country's hotels are ones of the most comfortable hotels in the world. But the most important thing is that it is the state with many monuments of architecture and history. One of the developed forms of tourism in Turkey is educational tourism, active tourism, water tourism. Turkey is well developed for a new tourism – Aqualand It is complex types of boating. Many of the coasts and the convenient geographical location of the Mediterranean Sea define the specific geographical location of Turkey, contributed to its development and the neighborhood with Greece. Turkey – is a mosaic country. It consists of land and islands. The villages and the coast have their own nature and characters, which are different from each other. Historical cities are closer to each other, and are full of features: if one ranging in the gulf coast is surprising with sandy beaches and wide beaches, the other is located in the high rocks, which you can climb thought the ladder streets among the mountains, and the third turned into a fashionable hotel and a boat club which has restaurants. In Turkey, there is well-developed tourism infrastructure. [13,210]. We think that, in the future PR service in the Republic of Turkey will further develop.

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