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A Reception Analysis on the Examination of Public Service Announcement About the Violence Against Women

Özden Akyl^{1,a,*}, Zekiye Tamer Gencer^{2,b}

¹Public Relations and Publicity, Social Sciences Institute, Sivas Cumhuriyet University, Sivas, Türkiye

²Public Relations and Publicity, Faculty of Communication, Sivas Cumhuriyet University, Sivas, Türkiye

*Corresponding author

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ABSTRACT

There are many studies of ministries, public institutions and non-governmental organizations due to the serious increase of the violence against women. One of these studies is to prepare public service ads in order to raise awareness of people, to help them empathize, to explain the actions that can be taken on the perpetrator, and to guide those who are exposed to violence. In this study, it is aimed to analyse the importance of details on the suitability of the public service ads prepared for the violence against women and the way they are prepared in terms of conveying the message. For this purpose, reception studies were carried out on 3 public spots for the violence against women prepared. Twelve participants who are in the age cycle called Generation Y, participated in the reception study with an equal distribution of gender and marital status. Participants, who were provided an environment where they could express their opinions freely, contributed to the study through individual interviews and focus group discussions, in the form of a total of 9 questions, two questions on each of the public service ads and 3 questions in general. Although different unique ideas show up as a result of the study, it is suggested that public service ads contribute to raising awareness of the society and in terms of education however, it certainly does not suffice alone to prevent the violence. The different inadequacies and competencies of public service ads have emerged as a result of the study from every point of view.

Keywords: Violence Against Women, Public Spots, Women Researchs, Violence, Reception

Kadına Şiddet Konusunda Yapılan Kamu Spotlarının İncelenmesi Üzerine Alımlama Analizi

Süreç

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ÖZ

Kadına şiddet vakalarının artışıyla birlikte özel kuruluşlar veya devlet eliyle insanları bilinçlendirmek, empati kurmalarını sağlamak, şiddet uygulayana yapılabilecek yaptırımları anlatmak, şiddete maruz kalana yol göstermek amacıyla kamu spotları hazırlanmaktadır. Bu çalışmada kadına şiddete yönelik hazırlanan kamu spotlarının amacına uygunluğu ve mesajı iletme açısından yeterliliğinin incelenmesi amaçlanmaktadır. Bu amaçla, çalışmamızda kadına şiddete yönelik 3 kamu spotu üzerinde yapılan alımlama analizine, cinsiyetleri ve medeni halleri eşit dağılım gösteren farklı meslek gruplarından Y kuşağı döngüsünde olan 12 birey katılmıştır. Katılımcılar kamu spotlarının her birinden ikişer soru ve genel olarak da 3 soru olmak üzere toplam 9 soru üzerinden fikirlerini özgürce ifade edebilecekleri ortam sağlanarak bireysel görüşmeler ve odak grup görüşmeleriyle çalışmaya katkı sağlamışlardır. Çalışma sonucunda özgün fikirler ortaya çıkmakla birlikte kamu spotlarının toplumu bilinçlendirmek ve eğitmek açısından katkısı olduğu ancak şiddeti önlemek için kesinlikle tek başına yeterli olmadığı görüşü ortaya çıkmıştır. Kamu spotlarının eksiklikleri ve yeterlilikleri noktasında bir takım çarpıcı sonuçlar elde edilmiştir.

Anahtar Kelimeler: Kadına Yönelik Şiddet, Kamu Spotları, Kadın Araştırmaları, Şiddet, Alımlama

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^a zgencer@cumhuriyet.edu.tr <https://orcid.org/0000-0001-6065-7395>

^b ozdenakyl@gmail.com <https://orcid.org/0000-0002-5976-6137>

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Introduction

As today's world continues to develop, people's efforts to make each other accept their superiority and among these, it is thought as one of the most important problems of humanity that men resort to use violence and put pressure on women in various ways as a method of making their superiority accepted. Violence against women, which has reached its peak in our country, especially in recent years, has crossed both all social, religious, cultural and geographical borders, and has become a worldwide problem, as the most basic form of human rights violation and discrimination globally (Çalışkan & Çevik, 2018, s. 219) (Çalışkan & Çevik, 2018, s. 219) has been spreading rapidly. Although the issue of violence against women is thought to be experienced only in societies with a low socioeconomic level, contrary to what is thought, it may constantly be experienced in different societies and geographies, regardless of income or education level in many societies. Although it is physical that comes to mind when violence is mentioned, it is a known fact that there are many different types. In addition to physical violence, there are many forms of violence such as sexual violence, psychological violence, verbal violence, economical violence and more in different dimensions.

Violence against women, which is one of the causes and consequences of gender inequality, is an action that millions of women are exposed to and becomes one of the major obstacles to the benefit of all women's human rights and fundamental freedoms (Dinçer, 2014, s. 8) (Dinçer, 2014, s. 8) that continues to exist regardless of their geography, culture, or social class. Unfortunately, social inequality against women also brings violence against them and femicide. Article 1 of the United Nations Declaration on the Elimination of Violence Against Women defines violence against women as "any physical, sexual or psychological harm to women, including threats, coercion or arbitrary subjection, whether in public or private life, resulting in or likely to result within sexual or psychological pain, any act of violence based on gender" (T.C. Aile ve Sosyal Politikalar Bakanlığı Kadın Statüsü Genel Müdürlüğü, 2012) (T.C. Aile ve Sosyal Politikalar Bakanlığı Kadın Statüsü Genel Müdürlüğü, 2012). According to the definition of forms of violence by the Mor Roof Women's Shelter Foundation, there are different forms of violence such as physical violence, psychological violence by trying to gain physical strength and superiority, sexual violence by controlling women with emotional power or needs, harassment, rape, economic violence by sexual coercion without the consent of the woman, the use of financial power and superiority as a means of violence (Mor Çatı Kadın Sığınağı Vakfı, 2020) (Mor Çatı Kadın Sığınağı Vakfı, 2020).

Various platforms have been established where women support each other with the increase in unavoidable femicides in recent years. According to the data of "We Will Stop Femicide Platform", which is one of these platforms, while 409 women were killed, 332 women were exposed to sexual violence in 2017, 440 women were killed in 2018, while 474 women were killed,

115 women had an unexpected death in 2019, while 300 women were killed, 171 women had an unexpected death in 2020 (Kadın Cinayetlerini Durduracağız Platformu, 2021) (Kadın Cinayetlerini Durduracağız Platformu, 2021). Countless studies are carried out to raise awareness of people on this issue and to prevent these murders. In addition, at the level of non-governmental organizations around the world, many different units such as associations, women's shelters, women's solidarity organizations, the Ministry of Family and Social Policies, state-affiliated bodies, as well as many institutions and organizations around the world, emphasize the importance of this issue by creating a legal basis through written or oral declarations, contracts, protocols, proclamations. When it is found that only protocols, contracts, and laws are not adequate to raise awareness of violence against women and femicide, it is aimed to raise awareness of the society by trying to attract attention and make these issues to be imprinted in the minds of the target audience with publications such as public service ads as a different method.

According to the fifth paragraph of Article 10 of the Law on the Establishment and Broadcast Services of Radio and Television dated 15/2/2011 and numbered 6112 furthermore, the Regulation on the Procedures and Principles of Broadcasting Service published in the Official Journal dated 2/11/2011 and numbered 28103; It is in the form of "informative and educational films and sounds and sub-bands prepared or provided by public institutions, governmental or non-governmental organizations such as associations and foundations, also decided to be in the public interest by the Supreme Council" (Radyo Televizyon Üst Kurulu, 2020) (Radyo Televizyon Üst Kurulu, 2020). Public service announcements are mainly aimed at the public interest while they are being created or broadcasted. If considered in this context; changes in education, health, nature, and environmental awareness including social developments to protect social interest (Akova, 2017, s. 19) (Akova, 2017, s. 19); public service ads are broadcasted on many subjects such as violence (against women, against animals), tourism, charity and interpersonal communication, special occasions, stimulating the economy, securing public safety and warning the public against dangers. Public service ads are generally designed to inform specific audiences for specific purposes (Yetkin Özbük & Öz, 2007, s. 577) (Yetkin Özbük & Öz, 2007, s. 577). If we would mention the historical development According to the fifth paragraph of Article 10 of the Law on the Establishment and Broadcast Services of Radio and Television dated 15/2/2011 and numbered 6112 furthermore, the Regulation on the Procedures and Principles of Broadcasting Service published in the Official Journal dated 2/11/2011 and numbered 28103; It is in the form of "informative and educational films and sounds and sub-bands prepared or provided by public institutions, governmental or non-governmental organizations such as associations and foundations, also decided to be in the

public interest by the Supreme Council” (Radyo Televizyon Üst Kurulu, 2020) (Radyo Televizyon Üst Kurulu, 2020).

Public service announcements are mainly aimed at the public interest while they are being created or broadcasted.



Figure 1. Uncle Sam Needs You



Figure 2 We Can Do It!



Figure 3. Prior Broadcasting Logo
Source: Radio Television Supreme Council, 2020



Figure 4. Public Service Logo
Source: Radio Television Supreme Council, 2020

If considered in this context; changes in education, health, nature, and environmental awareness including social developments to protect social interest (Akova, 2017, s. 19) (Akova, 2017, s. 19); public service ads are broadcasted on many subjects such as violence (against women, against animals), tourism, charity and interpersonal communication, special occasions, stimulating the economy, securing public safety and warning the public against dangers.

Public service ads are generally designed to inform specific audiences for specific purposes (Yetkin Özbük & Öz, 2007, s. 577) (Yetkin Özbük & Öz, 2007, s. 577). If we would mention the historical development of public service advertisements in the world and our country briefly, the first products such as public service ads appeared in the USA in the early 1900s. At first, these publications, called PSA (Public Service Announcement), gained a social dimension by not being paid for the advertisements which were published to draw attention to the social problems caused by child labor (Ataşçı & Canöz, 2019, s. 321)(Ataşçı & Canöz, 2019, s. 321). During the following period, the poster named “Uncle Sam needs you” was printed to encourage the public support of the USA in World War I, and it became an iconic symbol known all over the world. In addition to that, a poster, which was called “We can do it!” belonged to a woman, who was named Riveter Rossi representing the other women rolling up their sleeves and working in factories to support men due to the decrease in the workforce during the war, was also published in the USA during World War II.

Even though the public service ads seem to have turned into war propaganda in various regions all over the world, since the world has experienced two major wars in the mentioned periods, they still continue as broadcasts that protect the public interest by not deviating from their purposes. In its most general form, the 1960s were the years when spots for social interest became widespread and popular on the radios; in the contents of the radio broadcasts, subjects such as consanguineous marriage, smoking during pregnancy, neglecting infancy vaccinations, and preventing disabilities that may occur as a result of carelessness, recognition of the disabled in social and professional life have been covered, and as a result, the term ‘public service’ has been used in the television world (Bilgiç, 2016, s. 29-31) (Bilgiç, 2016, s. 29-31) has begun to become widespread since the 1980s. The Regulation on the Amendment of the Regulation on the Procedures and Principles of Broadcasting Service entered into force after being published in the Official Gazette dated 29.09.2020 and numbered 31259 (Radyo Televizyon Üst Kurulu, 2020) (Radyo Televizyon Üst Kurulu, 2020), with the decision of “Change of Mandatory Broadcasts as Priority Broadcasts and Public Service and Priority Broadcasts” and “Using New Logos in Broadcasts” by the view that public service announcements or mandatory broadcast statements will create a negative perception in the audience/target audience most recently, which have a history of forty years in our country’s televisions and are prepared without any cost by estimating the public interest. In this sense, a

symbolic and an iconic general perception has been yielded to the subject by using logos instead of mandatory broadcasting or public service announcements.

Reception Analysis

It is worth mentioning the reception analysis, which has been used frequently in the social sciences field recently. The word reception comes from the Latin word 'recipere' and means in Turkish as 'welcome, acceptance, the effect of an art' (Ekiz, 2007, s. 123) (Ekiz, 2007, s. 123). Reception analysis asserts that mass communication studies and the receiver relationship audiences from different social, economic, and cultural experiences (Yıldırım Becerikli, 2012, s. 165) (Yıldırım Becerikli, 2012, s. 165) with the contribution of qualitative and quantitative research methods, besides gender-based audiences, who are under the determinants of their own positions, produce the meaning sent by coding through mass media. In the reception analysis, the cultural and demographic differences of the participants ensure that creative and original expressions form between the commentaries (Johnson, Oliffe, Kelly, & Bottorff, 2009, s. 535) (Johnson, Oliffe, Kelly, & Bottorff, 2009, s. 535). Focus group discussion is the most used data collection technique while performing reception analysis. Focus group discussion, which is often used as a qualitative approach to understand the social issues in depth (Nyumba, Wilson, Derrick, & Mukherjee, 2018, s. 22) (Nyumba, Wilson, Derrick, & Mukherjee, 2018, s. 22), is defined as a discussion carried out in a planned way in an interview environment where a group of individuals, who are chosen for specific purposes (Swartling, 2007, s. 4) (Swartling, 2007, s. 4), can independently express their thoughts. According to Stewart et al., the purpose of focus group interviews is to obtain in-depth, detailed and multidimensional qualitative information about the opinions, lives, interests, experiences, orientations, thoughts, perceptions, feelings, attitudes and habits of participants on the subject (Çokluk, Yılmaz, & Oğuz, 2011, s. 97-98) (Çokluk, Yılmaz, & Oğuz, 2011, s. 97-98). Focus group interview is a data collection technique that is applied by paying attention to the speech of the participants without ignoring their subjectivity and to the fundamentals of the social circumstances within a framework that is appropriate to the content with the guidance prepared from the interview (Krueger & Casey, 2015, s. 2-4) (Krueger & Casey, 2015, s. 2-4). It may be thought as an advantage of this data collection technique that the participants independently express their ideas during the focus group interview moreover, these new, original, and different ideas emerge as a result of the group's communication and interaction. It is aimed to examine the harmony between the message of the public service announcements prepared against violence against women and the content of the public service advertisements in terms of audience views in this study. The nature of the study is all of the public service advertisements including violence against women broadcasted in Turkey. Thanks to the random sampling

methods, since each of the units in the universe has an equal and independent sampling method, the power of representing the universe is high, but the results obtained are generalized over the universe, so the sampling error is expected to be at the minimum level due to being randomly chosen (Baştürk & Taştepe, 2013, s. 139) (Baştürk & Taştepe, 2013, s. 139). In the light of this information, to be able to assure that the sampling error is at the lowest level, The Stratified Purposive Sampling, which is a sub-title of The Purposeful Sampling Technique, is expressed as the creation of the sample from subgroups to show and describe the characteristics of certain subgroups of interest, and to make comparisons between them (Büyükoztürk, 2018, s. 89) (Büyükoztürk, 2018, s. 89), is based on. A sample was chosen by paying attention to the average level of features that are superficially different from the universe and important for the research (Özen & Gül, 2007, s. 400) (Özen & Gül, 2007, s. 400), the problems in which the conditions were controlled. 3 public service announcements have been published recently by the Ministry of Family and Social Policies and KADEM (Women and Democracy Association), which include both more mediocre and violent themes in public service ads against violence against women, in accordance with the research the spot is chosen, as a result of various surveys and observations within the range of the research. The fact that it is an issue that concerns all parts of the country and that there are many individual and corporate public spots ensure that the universe is wide, a selection was made especially among the public spots prepared by official institutions and the public spots were accessed through the social media called 'youtube'.

Method

In the reception analysis study, the questions were formed by the usage of semiotic paradigms in a relatively autonomous way only related to the communicative process as a whole, according to Hall's (Hall, 2003, s. 310) (Hall, 2003, s. 310) spelling of 'coding' and 'decoding'. The messages given in the public service advertisements were coded by making them meaningful as discourse, for the audience to see the discussions clearly and to influence them in the context of perception, reception, and emotional states by creating an effect with very complex results (Şakı Aydın, 2007, s. 126) (Şakı Aydın, 2007, s. 126). Within the framework of reception analysis, the study was performed on 12 people, and the participants were chosen amongst an age group known as the Y generation, whose marital status differs, with an equal distribution of gender from different occupational groups. While the ages of the participants in the analysis also vary, the fact that they are almost the same generation in terms of age group and different occupational groups, their genders are divided equally, and their marital status differs are the distinguishing variables of the study. The problem of this research is to investigate whether there is a compatibility between the message of the public service announcements prepared against violence against

women and the content of the public service advertisements and the adequacy of the public service advertisements in terms of audience views. The hypotheses of the research are as follows;

There is no significant difference between the genders of the participants in the research and their views on the messages of the public service advertisements.

There is no significant difference between the professions of the respondents and their views on the messages of the public service announcements.

Table 1. Participant List

Participant	G	Age	MS	Occupation
A.Ç.	F	27	M	Advertiser
B.Ş.	F	26	S	Vet
Ö.A.Y.	F	37	M	Fashion Designer
Ş.M.T.	F	29	S	Academist
T.Ş.	F	31	S	Aerospace Engineer
B.Ö.A.	F	33	M	Nurse
B.Y.	M	43	S	Architect
D.C.A.	M	26	M	Deniz Insurance Broker
Ü.Ş.	M	36	M	Headmaster
A.G.	M	34	S	Tourism Professional
Ş.A.	M	33	M	Buying Specialist
B.S.G.	M	27	S	Electronic Engineer

G: Gender; F: female; male; MS: Marital status M: Married; S: Single



Figure 5. Women are Half of Life #dontfeelincomplete

Broadcast Date: 25 November 2019

Views: 8K Likes: 151 Dislikes: 6

Source: <https://www.youtube.com/watch?v=2oVeypXMRGk>



Figure 6 If you exist, #noplacforviolence!

Broadcast Date: 23 November 2019

Views: 23K Likes: 294 Dislikes: 50

Source: https://www.youtube.com/watch?v=WU1_A_7OuGY

There is no significant difference between the message given by the public service ads against violence against women and their suitability for the purpose.

The demographic characteristics of the participants participating in the study are submitted tabular below.

Within the field of the study, interviews were done through video teleconference method in various applications (Zoom, Whatsapp) with people since it was not possible to do face-to-face due to the covid-19 virus epidemic, which affected all humanity. Within the scope of the study, 3 public service ads, that were chosen amongst the public service announcements and prepared to prevent violence against women, were demonstrated; a total of 9 questions, 2 of which were specific to each public service ads and 3 of them prepared in general terms, were posed, and participants were asked to state their reasons while answering these questions.

For the participants not to be influenced by each other while responding and also to be able to express their opinions freely, firstly, a separate interview was done, and then a focus group meeting was held collectively, considering that they could come up with creative ideas together. Within the scope of the study, while paying attention to generalize the questions prepared in the last part of the public service announcements for everyone, at the same time, it was attempted to avoid the participants from feeling suppressed meanwhile answering the questions.

Data Analysis

Three different public service advertisements selected for the reception analysis conducted within the scope of the study were demonstrated to the participants and the following questions were asked for each film.

Various famous men of Turkey, such as actors, writers, poets, journalists, business people, screenwriters, psychiatrists, and sportsmen, describe women with gracious expressions and comment on how women should be approached in the public ad called "Woman is half of life #dontfeelincomplete". The reception questions of the ad with the slogan # dontfeelincomplete are as follows:

- Do you think that the characters used in the PSA you watched were chosen appropriately for the content? Do you find the use of male characters suitable in terms of the intended message?
- Are there any situations in the public service advertisement that you watch that either attract your attention particularly or disturb you?

The public service ad named "If you exist #noplacforviolence!" starts by turning off the lights. Then, going back to 2 minutes ago, when residents have a peaceful time at home, they witness violent voices from their neighbors. While one of the families calls the 183 social support line, another runs down and cuts the electricity by turning off the switch of the apartment. Later on, they try to stop the violence, even for a while, by knocking on the door of the flat where the sound of violence comes. While one of the families calls the 183

social support line, another runs down and cuts the electricity by turning off the switch of the apartment. Later on, they try to stop the violence, even for a while, by knocking on the flat's door where the sound of violence comes. The reception questions for this public service announcement are as follows:

- Do you think that the characters' approach to violence in the public service ad you watched is appropriate? What kind of approach you think should be used?
- Is there any part of the public service ad you watch that either disturbs you or that you see as missing?

Various forms of violence are addressed by using expressions about children subjected to violence through the characters of a TV series recently broadcasted on the International Day for the Elimination of Violence Against Women, 25 November. In the last episode, the actress, who personates a psychiatrist in a series, makes a call to prevent violence together. The study questions of the public service announcement are:

- Do you think the verbal expressions used in the public service ad have been correctly chosen?
- Is the character selection used in the public service ad you watch made correctly? What are your opinions on the use of child characters?

In addition to all these, the general questions of the reception study posed to the participants are as follows;

- Do you think that these public service ads are conveyed in a way that suits their purpose in terms of the messages either they give or should give? Do you think it is enough?
- Could you specify both the positive and the negative aspects of the public service advertisements you watch, with their reasons, from your perspective?
- Do you think that the public service ads you watch can deter a perpetrator from resorting to violence, or are solution-oriented for a woman who has been exposed to violence?



Figure 7. November 25, International Day for the Elimination of Violence Against Women

Broadcast Date: 25 November 2020

Views: 19K Rating: 1.3K Disliked: 5

Source: <https://www.youtube.com/watch?v=V0MC9vbnR1A>

Evaluation of the Discovery of the Research

Here are the answers to the questions asked to the first public spot called “#dontfeelincomplete.” The following answers were received whether the characters

used in the public service ad were suitable for the content or not, and when the male characters were evaluated in terms of the message to be given, on condition that all identity information and names of the participants were under the seal of secrecy.

A.Ç.: No, there should be characters of all ages and genders and they should be used in different ways.

B.Ö.: I think it is appropriate to include speakers from many professions (actors, athletes, writers) in the public service ad I've just watched in terms of increasing the scale of the *audience* that the message will reach.

B.Ş.: Yes, it is appropriate. Since the characters are famous people we come across frequently in our daily lives and whose achievements we admire, they address a larger section of the community.

Ö.A.Y.: Yes, it was used in accordance with the content. It was remarkable and effective that people who were known by the public took part in the public service announcement.

Ş.M.T.: Yes, I think so. Because the majority of the characters are well-known by society and the message they give has as much impact on the audience as the books they write or the TV series and movies they play.

T.S.: No. The use of only male individuals makes the public service advertisement insufficient. There is an image as if women's rights can only be secured, only if men demand them.

A.G.: People from the public could be chosen, but since he is a man who perpetrates violence against women, yes, male characters are suitable for the message intended.

B.S.G.: No, I don't think so. It just gave the impression that they were chosen because they were well-known.

B.Y.: In order to give a strong message, famous people, who are well-known, followed by society, and successful in their jobs, were chosen.

D.C.A.: Generally yes.

Ş.A.: Absolutely not. Representatives chosen were completely from a specific group. It was a controversial situation.

Ü.Ş.: I think so. Because these names are both leading figures of the society or serving it, and I have not come across any negative news about the issue of “violence against women” from these names.

When the participants explained their opinions about the suitability of the characters in the public service ad, one of the female participants commented that using only male characters gave the impression that women's rights would be secured on the condition that men wanted them. Other female participants think that the characters are appropriate. Two of the male participants mentioned that the use of only celebrities was not appropriate, while one of them explained that the characters were chosen according to their views. Half of the male participants think the characters are appropriate. Half of the female participants think this situation is not appropriate, while the other half think it is appropriate in terms of the message to be conveyed. All the male participants explain the situation is appropriate for various reasons.

When they were asked about the situations that either draw attention or disturb in the public service advertisement;

A.Ç.: No, it doesn't disturb me on the contrary, it is correct both watching these advertisements and raising awareness.

B.Ö.: No, I watched it twice and liked it very much.

B.Ş.: The first thing that caught my attention while watching was that no women took part in the ad while defending women's rights.

Ö.A.Y.: No, it is not a matter of negativity. However, a woman does not need to hear only sweet sentences. She needs to be included in life, to be understood, to be listened to, to be esteemed and supported as well.

Ş.M.T.: No, it didn't.

T.S.: Yes. Instead of talking about women's rights or showing that these are the things that should happen and detention of these rights is a crime, only violence against women topic is discussed.

A.G.: They act very fake. Maybe it is effective that some of them are actors.

B.S.G.: No.

B.Y.: A woman is half of life, I think there is a mistake in the #dontfeelincomplete message.

D.C.A.: It isn't an issue that bothers me because I think people should be made aware and there should be more public service ads like this.

Ş.A.: Only people with a certain political view were chosen.

Ü.Ş.: The need for a public service ad on violence against our women, who, by nature, can not physically afford the men, turn the house into a "home," will be burdened more than necessary by society, and who can become a "mother" better than a "father could be," is a reason in itself. Unfortunately yes.

When asked if there was any disturbing situation in the public service advertisement, half of the female participants stated that they liked it very much, one said that although it was not an uncomfortable situation, women did not only need nice words, and two of them stated that it was not very appropriate to use only men to draw attention to women's rights. On the other hand, one of the male participants stated that it was very stilted. While one mentioned that there were only people with a single point of view, the other one had the opinion that it was for single men. Others declared that there was no disturbing point at all.

The following answers were received when the two questions, the way the characters approach violence and how it should be, were asked to the participants who watched the second public ad titled: "#noplacforviolence."

A.Ç.: Yes, I think it is appropriate. It can even be better expressed with more violence and realistic games.

B.Ö.: I think it is a realistic advertisement that reflects our country's attitude instead of what it should be.

B.Ş.: Violence negatively affects everyone, and we do not only need to be the victim of violence. Even just witnessing it is enough to make us all anxious.

Ö.A.Y.: It may be a suitable approach, but it depends on what the perpetrator understands from it.

Ş.M.T.: I think it's appropriate. They didn't remain silent, and they reacted. That is how it is supposed to be.

T.Ş.: I am doubtful. It was an effective way to show in the public service ad that the male and female characters pointed that they were not happy with this situation and did not remain nonreactive.

A.G.: Their approach is appropriate.

B.S.G.: I think it was a suitable approach to violence because the perpetrator can also harm people who want to interfere in a moment of anger.

B.Y.: The neighbors' approach to the event is too utopic, even funny.

D.C.A.: I think it would be a better approach to call the police immediately, let the police warn them, and make sure that is not repeated.

Ş.A.: Absolutely, not. The appropriate approach is to intervene consciously and report the situation to the security forces.

Ü.Ş.: I am not one of those who approach with the logic that violence does not solve violence in daily life, but a person who thinks that violence should not be resorted to unless necessary.

When the participants were asked whether there was a disturbing point about the public service advertisement;

A.Ç.: There is no point that I see missing in general terms. Minor adjustments could be made. Acting, decor, etc.

B.Ö.: What disturbs me is the painful effect of reality. It hits us like a slap in the face that people both are afraid of the perpetrator, and they try to prevent violence with another method while not being able to express their feelings.

B.Ş.: It's out of the question.

Ö.A.Y.: The public service ad is very well explained. Unfortunately, these cases happen in many homes, and the children growing up in those houses are the most affected.

Ş.M.T.: It's not missing, but the event, of course, disturbed as if it were real, even if it was fiction.

T.S.: Yes. I find it insufficient to show that the most prominent factor in the home, where violence is experienced, is only the child being negatively affected by the violence.

A.G.: Everything is too good in the apartment. I think it's too much of an exaggeration.

B.S.G.: No.

B.Y.: It is valid. The approach to the situation is very film-like as I've mentioned in the previous article.

D.C.A.: It is the same as I've already mentioned. I think the missing point is that the event should be interfered with by the witnesses and the help of the police.

Ş.A.: The way people interfere is not appropriate.

Ü.Ş.: I'm not uttering this as a reason for disturbance, but more information could be given about 18 While one of the female participants was disturbed by the fact that the emphasis was on only the child being affected and the trauma experienced by the woman, who was exposed to

violence, was not mentioned, the male participants were disturbed by the lack of approach to violence in general. It was stated that not making any notification about the victim of violence and not including the victim of violence in the public service advertisement were insufficient in terms of guiding someone who could become a possible victim of violence.

Only one of the male participants states that, because all the actors chosen are from a television series, he perceives the public ad as this series' advertisement when the other participants generally approve of the expressions used in the public service ad.

When the participants were asked about the comments of character selection in the public service advertisement;

A.Ç.: I am not very fond of children's acting in public service ads. I don't think it's healthy either for the actor or the children watching.

B.Ö.: Most of the characters we watch are the characters of TV series that people are watching intensely, and each of these children has a history of violence and lovelessness.

B.Ş.: I find it right because I think that the most important and the period that we are most exposed to violence in our lives is our childhood.

Ö.A.Y.: Actually, I don't find it appropriate to use child characters, but it seems necessary for the message to be stronger and reach more audiences.

S.M.T.: Done right. The fact that the characters are known to everyone has made the expressions used effectively. I don't find it right to use child characters too much because these kinds of events can influence children negatively.

T.Ş.: No, I don't. While the main idea that should be given in public spots was violence against women, it turned into domestic violence. What was mentioned about the violence was that women who experienced physical or psychological violence in the family inflicted on their children.

A.G.: He wanted to show that the children were very impressed, but I think it was a bit too much.

B.S.G.: I find it appropriate to use child characters in this public service ad to draw attention to violence against women because children are undoubtedly the ones who suffer the most from domestic violence.

B.Y.: I do not approve of it. The child characters were too much, and I checked twice if I was misreading an intermediate title even.

D.C.A.: The characters are correct except the kid. I do not find it appropriate to use children in such public service ads.

Ş.A.: It is appropriate because the consequences of violence have a strong effect on children.

Ü.Ş.: Yes, since compassion is mentioned at the end of the advertisement. Because every child is innocent, every child is innocent. The child is love, beauty, mercy. The child is forgiveness, calmness, and peace.

Regarding the choice of characters in the public service advertisement, female participants stated that they

generally do not like the use of children in such violent broadcasts, but that the message given is appropriate in terms of its effectiveness, while one of the female participants states that the characters' consisting of children are associated with domestic violence rather than violence against women in terms of the message delivered. One of the male participants states that having too many children deviates from the aim of the public service ad, and another declares that having too many child characters is an exaggerated approach. On the other hand, other participants say that they approve of the use of child characters because children are the ones affected by violence.

The following answers were received when the participants were asked whether the public service ads conveyed the messages they wanted to give were suitable for the subject as a whole.

A.Ç.: Yes, from my point of view, it seems to have achieved its purpose.

B.Ö.: People can be reached as soon as possible through television and the internet. That's why I believe there should be more of these public spots.

B.Ş.: It is debatable whether it is sufficient or not. If you are a thoughtful and empathetic individual against violence, there is no need for this commercial film because you are conscious that violence is already wrong.

Ö.A.Y.: Yes, I think it is suitable for its purpose, but I do not think it is a deterrent by people who use violence.

Ş.M.T.: They are relevant for their purposes, but it is debatable whether they are sufficient. Society cannot learn whether violence is good or bad just from the TV, computer, phone, etc.

T.S.: No. It is not enough.

A.G.: It delivers the message but misses realism. They're all acting.

B.S.G.: I think that public service announcements are not sufficient for the solution of violence against women, but they are suitable for the message they want to convey.

B.Y.: I think it is enough in general.

D.C.A.: It seems appropriate in general, but advertisements, which are more emphasizing and explanatory, can be filmed.

Ş.A.: Of course, there are deficiencies, but the most important thing is its purpose. Public ads are never enough. The vital point is to impose this upon society through education.

Ü.Ş.: Messages are appropriate, but education is substantial.

All of the participants state that they think that the public service ads are suitable for their purpose, but they agree that they are not sufficient to prevent violence against women. They suggest this situation can be improved with continuous education from childhood.

When the participants are asked to comment on the positive and negative sides of the content of the public service announcements;

A.Ç.: I always think that public service ads are meaningful. It should be concise and descriptive for its purpose. These spots are some great examples of this.

B.Ö.: Even a small study on this subject is substantial but insufficient.

Ö.A.Y.: The positive side is that we try to understand the people exposed to violence and what they are going through by empathizing with them. The negative side is that the people who use violence are not affected much by these spots.

Ş.M.T.: I found it positive.

T.Ş.: There is an effort to draw attention to violence against women and women's rights. It is a positive effect, but very insufficient. While one ad includes only male characters, the topic is about violence perpetrated by women, who are also victims of violence, to their children. Public service ads have become that could not serve their purposes adequately.

A.G.: The content is good, but the public ads are like a tv show rather than a public service advertisement.

B.S.G.: I believe that if male characters performed in the #dontfeelincomplete public spot, I think it would be even more effective. Other than that, I don't have any negative thoughts.

B.Y.: The positive sides of the public service ads allow the men watching and the boys who will become adults in the future to see that there is such a vital problem in the society that we live in.

D.C.A.: Public service ads seem explanatory and descriptive for me.

Ş.A.: Positive aspect; development of such public service announcements. Negative aspect; the choices of characters used are not independent, and there could be more purposeful slogans.

Ü.Ş.: There is no negative influence. I want to reiterate that it will be even more positive if connected with education.

The answers given to the question of the effects of the public service announcements on a perpetrator or whether they are solution-oriented for a woman who has been subjected to violence are as follows;

A.Ç.: Of course, it will affect someone who uses violence, but of course, the ads alone will not be enough.

B.Ö.: I think it is effective in building social awareness that if it is going to make a small change in people's ideas, it is necessary to try till the end. Instead of showing the residences where women can receive help at the end, the places where women can call after the act of violence and where they can take shelter can be demonstrated in the advertisement while creating the public ad.

B.Ş.: Frankly, I don't think anyone who resorts to violence would find these public service ads ridiculous. But I believe that the more it is published, the more the right thing will settle in your subconscious mind over time and will be a guide for the new generation.

Ö.A.Y.: No, I do not think it will affect someone who commits violence.

Ş.M.T.: The more attention, watching, and news coverage in society, the more events end up with an increase rather than a decrease.

T.Ş.: I do not think that public service ads will be directly effective.

A.G.: It does not affect someone who commits violence, quite the contrary, he makes fun of it. It is impossible to be solution-oriented like that

B.S.G.: I don't think it can deter someone who uses violence, but maybe it can help him change his thoughts a little more positively.

B.Y.: Violence against women does not either decrease by broadcasting or watching public service ads.

D.C.A.: I think it is informative overall but I don't think it is a deterrent one. However, it can provide more solutions to a slightly conscious woman.

Ş.A.: Violence prevention education programs should be given during primary and high school age. In addition, deterrent penalties should be applied 3 at the end of the advertisement.

Ü.Ş.: Yes, it may affect people who are not very prone to violence and who do not only feed on violence in their lives.

All participants seem to agree that the impact of public service ads on a perpetrator will not be too impactful. Even though there are comments that the perpetrator will not care and contemplate the public service advertisement because of the idea that he cannot empathize anyway, it is stated as beneficial since there are studies that can positively guide future generations. There are also comments that deterring the perpetrators of violence and announcing it to the public may be more effective. Half of the female participants think that they are solution-oriented and that information that can only help women should be given more clearly. On the other hand, the other half have the idea that it is insufficient for a woman who has been subjected to violence. It is mentioned that society should value the woman as necessary and raise strong characters through education. Among the male participants, a majority defends the view that they are inadequate in this regard. While it is thought that it may be sufficient for intelligent people, there are comments that it is not likely to resist violence with only public service ads.

Conclusion

Many women are exposed to violence in our country and all over the world. Although there is a lot of scientific research done about this subject, it is clear that people do not give up their violent tendencies unless deterrent sanctions are applied. Although the sanctions are insufficient, many non-governmental organizations and especially the Ministry of Family, Labor, and Social Services of Turkey try to prevent violence, even partially, with the public service announcements prepared to raise awareness and educate people on this issue.

In this study, the general opinions of 12 participants on the subject were obtained through three selected public service advertisements, with equal gender distribution to examine the adequacy, positive and negative aspects of the public service advertisements against violence against women. According to the general opinion, public service announcements prepared to prevent violence against

women are beneficial however, they are still insufficient as solution-oriented for those who both perpetrate and are exposed to violence. On the contrary, there are opinions that public service announcements are necessary and will contribute to the education of new generations. Since all of the participants have obvious comments on education, the idea of public service ads will contribute, even though it is not enough, stands out. There are also interesting comments about the contents of the prepared public service announcements. While public service advertisements are generally appreciated and create a favorable judgment, of course, there are many points that the participants point out different perspectives particularly. Some participants stated that the state of the characters' being male is not suitable in the #dontfeelincomplete public service ad as that only shows the woman in a lower position. They expressed their discomfort on this issue. Again, in the same public service ad, some participants criticized the description of women's problems as if they needed only love. Apart from this, while some people like the choice of characters very much, some negative criticisms rise. Although the public service advertisement #noplacforviolence! is the most impressive public service ad in general, there is a lot of criticism in creating a perception as a temporary solution to violence. It is emphasized that more exact solutions have high deterrence and should form a safer environment for women. The use of child characters in the public service ad on November 25 violence against women divides the participants' opinions. While some of them do not support the use of child characters because they think that it negatively affects their psychology, some of them find it appropriate for them to play in the ad since it supports the reality of the ad that they are among the most affected by violence. They also indicate that it is substantial for public service ads to represent the facts more in the sense of expressiveness.

In general terms, the necessity of the public service ads' guiding the person exposed to the violence is what the participants expect from a public ad. It has been interpreted that if an individual exposed to violence knows where to apply in case of violence and is sure that (s)he can feel safe, it will be a more positive approach. In addition, the perception of society can change if the woman is sustained with strong and self-confident characters rather than just a character in need of help. Some disadvantageous circumstances such as inequality of opportunity, violence, and exclusion that women experience in the social sense are human rights violations. For this reason, a certain standard of awareness is necessary to remove these violations, to get rid of the violence, and to benefit from the rights she has. In this sense, public service announcements that use the power and influence of mass media should be redesigned in the context of content and shown more frequently. The efficient use of these informative and educational contents, which have major contributions in terms of social benefit, will support and proceed to contribute to the process of opposing violence against women.

Geniřletilmiř Özet

Önlenemeyen kadın cinayetlerinin son yıllarda artmasıyla birlikte kadınların da birbirlerine destek oldukları çeřitli platformlar kurulmuřtur ve bunlardan biri olan "Kadın Cinayetlerini Durduracađız Platformu" nun verilerine göre; 2017 yılında 409 kadın öldürölmüř, 332 kadına cinsel řiddet uygulanmıř, 2018 yılında 440 kadın öldürölmüř, 2019 yılında 474 kadın öldürölmüřken 115 kadının da řüpheli ölümlü gerçekteřmiř, 2020 yılında 300 kadın öldürölmüřken 171 kadının řüpheli ölümlü gerçekteřmiřtir (Kadın Cinayetlerini Durduracađız Platformu, 2021)(Kadın Cinayetlerini Durduracađız Platformu, 2021). İnsanları bu konuda bilinçlendirmek ve bu cinayetlerin önüne geçmek için sayısız çalıřma yapılmaktadır. Dünya genelinde pek çok kuruluş ve örgüt konuya dair yazılı veya sözlü bildirgeler, sözleşmeler, protokoller, beyannameler aracılıđıyla yasal zemin oluřturarak konunun önemine vurgu yapmaktadır. Kadına řiddete ve kadın cinayetlerine yönelik insanları bilinçlendirme konusunda sadece protokoller, sözleşmeler ve yasaların yeterli olmadıđı göröldüđünde farklı bir yöntem olarak kamu spotları gibi yayınlarla da hedef kitlenin zihninde yer edip konuya dikkat çekilmeye çalıřılarak toplum bu konuda bilinçlendirilmek amaçlanmıřtır. Bu çalıřmada, kadına yönelik řiddeti önlemeye karřı hazırlanan kamu spotlarının vermek istediđi mesaj ile kamu spotunun içeriđindeki uyum ve kamu spotlarının yeterliliđini izleyici görüřleri açısından incelenmesi amaçlanmıřtır. Çalıřmanın evreni, Türkiye'de yayınlanan kadına yönelik řiddet içerikli kamu spotlarının tamamıdır. Tesadüfi örnekleme yöntemleri sayesinde evrende yer alan birimlerin her birinin, örnekleme girme řanslarının eřit ve bađımsız olduđu örnekleme yöntemi olmasından dolayı, evreni temsil etme gücü yüksek olmakla birlikte elde edilen sonuçlar evrene genellenerek, seçme işleminin tesadüfi olması sebebiyle örnekleme hatasının en az düzeyde olması beklenmektedir (Bařtürk & Tařtepe, 2013, s. 139)(Bařtürk & Tařtepe, 2013, s. 139). Bu bilgiler ışığında örnekleme hatasının en düşük düzeyde olmasını sađlamak için tesadüfi örnekleme yöntemlerinden, Amaçlı Örnekleme (Purposive Sampling) Tekniđi- Örneklemin ilgilenilen belli alt grupların özelliklerini göstermek, betimlemek ve bunlar arasında karřılařtırmalar yapabilmek amacıyla alt gruplardan oluřturulması (Büyüköztürk, 2018, s. 89)(Büyüköztürk, 2018, s. 89) řeklinde ifade edilen Tabakalı amaçsal örnekleme alt bařlıđı baz alınmıřtır. Kořulların kontrol altına alındıđı problemlerde evrenden yüzeysel olarak farklı olan, arařtırma için önemli olan özellikler bakımından ortalama düzeyde bunlara sahip olunmasına dikkat edilerek bir örnekleme seçilmesi (Özen & Gül, 2007, s. 400)(Özen & Gül, 2007, s. 400) sađlanmıřtır. Arařtırmanın örnekleme kapsamında çeřitli incelemeler ve karřılařtırmalar sonucunda arařtırmaya uygun olacak řekilde kadına yönelik řiddete karřı kamu spotlarından içerik olarak hem daha ılımlı hem de řiddet içerikli temalara yer veren Aile ve Sosyal Politikalar Bakanlıđı ve Kadem (Kadın ve Demokrasi Derneđi) tarafından özellikle

son dönemde yayınlanan 3 kamu spotu seçilmiştir. Ülkenin tüm kesimlerini ilgilendiren bir konu olması itibarıyla bireysel ve kurumsal pek çok kamu spotu olması evrenin geniş olmasını sağlamakla birlikte özellikle resmi kurumların hazırladığı kamu spotları arasından seçim yapılmış ve kamu spotlarına 'youtube' isimli sosyal mecra üzerinden ulaşılmıştır.

Alımlama analizi çalışmaları çerçevesinde 12 kişi üzerinde çalışılmış olup katılımcı seçimi farklı meslek gruplarından cinsiyet olarak eşit dağılım olacak şekilde medeni halleri farklılıklar gösteren, Y kuşağı olarak bilinen yaş grubu aralığında olacak şekilde uygulama yapılmıştır. Analize katılan katılımcıların yaşları da değişkenlik gösterirken yaş grubu olarak neredeyse aynı jenerasyonu temsil etmesi, farklı meslek gruplarından oluşları ve cinsiyetlerinin eşit dağılım olacak şekilde ayrılması ve medeni hallerinin farklılık göstermesi çalışmanın ayırt edici değişkenleridir.

Çalışma kapsamında öncelikle tüm katılımcılara kadına şiddeti önlemeye yönelik hazırlanan kamu spotlarından seçilen 3 kamu spotu izletilmiş, kamu spotları ile ilgili önceden hazırlanmış her bir kamu spotuna özel ikişer soru ve genel hatlarıyla birlikte hazırlanmış 3 soru olmak üzere toplamda 9 soru sorulmuş ve sorulara cevap verirken düşüncelerini de nedenleriyle birlikte açıklamaları istenmiştir. Katılımcılar yanıt verirken birbirlerinden etkilenmemeleri ve ayrıca da özgürce fikirlerini dile getirebilmeleri açısından öncelikle ayrı ayrı görüşme sağlanmış daha sonrasında ise birlikte yaratıcı fikirler ortaya koyabilecekleri düşünülerek toplu halde odak grup görüşmesi yapılmıştır. Çalışma kapsamında son bölümde hazırlanan soruların kamu spotlarının tamamına genellenebilir olmasına dikkat edilmiş olup aynı zamanda katılımcıların soruları yanıtlarken herhangi bir şekilde baskı hissetmelerinin önüne geçilmeye çalışılmıştır.

Katılımcıların tamamının eğitim konusunda mutlaka yorumlarının olması bundan dolayı da kamu spotlarının yeterli olmasa da katkı sağlayacağı görüşü ön plana çıkmaktadır. Hazırlanan kamu spotlarının içerikleri ile ilgili de ilginç yorumlar yer almaktadır. Kamu spotları genel anlamda beğenilmekte ve olumlu bir yargı oluşturmakla birlikte tabii ki katılımcıların farklı bakış açılarıyla özel olarak dikkat çektiği pek çok nokta bulunmaktadır. #yarımkalma kamu spotunda karakterlerin erkek olması konusunda bazı katılımcılar bu durumun uygun olmadığını, bu durumun kadını sadece muhtaç bir konumda göstermekte olduğuna dikkat çekmiş ve bu konudaki rahatsızlıklarını dile getirmişlerdir. Yine aynı kamu spotunda kadınlarının sorunlarının sadece sevgiye muhtaçmış gibi yansıtılmasını eleştiren katılımcılar olmuştur. Bunun dışında karakter seçimini bir kısım çok beğenirken bir kısımdan olumsuz eleştiriler yükselmektedir. #şiddeteyeryok! kamu spotu genel anlamda en etkileyici kamu spotu bulunmakla birlikte kamu spotunun şiddete geçici bir çözüm bulunması şeklinde bir algı oluşturması açısından eleştirilmektedir. Daha kesin çözümlerin caydırıcılığın yüksek olduğu ve kadın için ise daha güvenli bir ortam oluşturması gerektiğine vurgu yapılmaktadır. 25 Kasım kadına şiddete

yönelik kamu spotunda çocuk karakterlerin kullanılması katılımcıların görüşlerini ikiye bölmüştür bir kısmı çocuk karakter kullanılmasını psikolojileri açısından olumsuz etki edeceği gerekçesiyle desteklemezken bir kısmı şiddetten en çok etkilenenler arasında olmalarından dolayı ve olayın gerçekliğini desteklemesi açısından yer almalarını uygun bulmuştur. Kamu spotlarının gerçekleri daha çok yansıtmasının etkileyicilik açısından önemli olduğu vurgusu yapılmıştır.

Genel anlamda katılımcıların kamu spotundan beklentileri özellikle şiddete maruz kalan kişiye yol gösterici nitelikte olması yönünde olmuştur. Şiddete maruz kalan bir birey şiddet anında nereye başvuracağını bilir ve kendini güvende hissedebileceğinden emin olursa daha olumlu bir yaklaşım olacağı şeklinde yorumlar yapılmıştır. Ayrıca kamu spotlarında kadın sadece yardıma muhtaç bir karakterden ziyade güçlü ve kendine güvenen karakterlerle desteklenirse toplumun algısı da değiştirilebilecektir.

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