

## **THE IMPORTANCE OF TELEVISION PRODUCTIONS IN CITY PROMOTIONS: "SEHRIME HOS GELDINIZ" PROGRAM**

Research Article

Hakan YÜKSEL<sup>1</sup>

### ***Abstract***

The television area is a mass media that offers productions of various contents to the audience. Programs with content of publicity can be evaluated in this context. Culture and travel programs are also among the productions that are frequently preferred by television channels and presented with promotional content. As a matter of fact, these programs also promote cities and highlight their identity. This study aims to reveal the role television productions play in promoting the city. The "Sehrime Hos Geldiniz" program, which is offered in 13 sections on TRT 1 screens, is examined in this direction. This program is explored through content analysis, which looks at how cities are promoted and what is being done to promote them.

***Keywords:*** *Television, City, TV Programs*

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<sup>1</sup> Kars Kafkas Üniversitesi Sosyal Bilimler MYO, hakanyuksel25@gmail.com ORCID: [0000-0002-4560-6685]

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## INTRODUCTION

Cities are settlement areas that have historically been home to people from various civilizations and thus have a cultural value. There are also works that keep cities alive, adding value to cities thousands of years later. Promotion is a significant factor in the transfer of these buildings, as well as of all of the city's iconic values, from generation to generation. These buildings and symbols are also important in creating a city identity. Promotional activities between the factors that keep cities alive and keep them interesting in every period can be carried out in various fields. Television broadcasts stand out with their audio-visual features, and they are effective in promoting them.

TV broadcasts, presented at various times and including the daytime and prime time generations, bring cities on screen with their promotional programs. On the weekend, city promotions are on the rise, appealing to a wide audience, especially travel enthusiasts. Technical initiatives during the installation phase of city-themed programs, which are offered as broadcasts, may increase the impact level of the programs. As a matter of fact, it is important to feature the local music of the town, such as the video clips, which will show the city's images on screen in a planned way.

The "Sehrime Hos Geldiniz" program, which constitutes the sample of the study and was presented to the audience on TRT 1 screens, is an effective and important city promotion program in this context. The program displays cities from different continents and thus urban cultures, and examines all the published parts of the program. Accordingly, the importance of television programs for city promotions is discussed. The elements of the promotion are the characteristics of cities and the structure of the program flow. Content analysis examinations are evaluated in the data analysis section.

### **1. About The City and Promotion**

The notion of city represents a community of houses and constitutes an economic union with a certain budget and land-based ownership (Weber, 2003: 95). The unfamiliarity of the people living in this union differs from each other in the social context and their high population composition reflect the settlement nature of the city (Tunçer, 2015: 276). The city is the spatial projection of social relations and incorporates many different elements culturally. Therefore, individuals with opposing ideologies intersect with the boundaries within the city and continue to live in line with changing conditions (Braudel, 1990: 125).

Cities also have an identity, and urban areas take shape socially, culturally, and historically (Akkaya, 2020: 123). The economic shaping of urban identity is related to the factor of capitalism. Cities get a new look by capitalizing their resources and hosting the production and marketing processes of the bourgeoisie (Yıldırım, 2010: 400). The population and the management factor between the

elements that reflect the urban identity are determined within legal limits. Hence, cities that have a certain population and are supposed to have a managerial organizational structure must provide services to the people of the city (Keleş, 1998: 6). For all that, fair action should be taken in consideration of the fact that people of cities can be made up of people with different profiles in terms of language, religion, race, sect and cultural lifestyle. Cities are regarded as residential areas that combine these differences (Kaya, 2017: 7).

In fact, the people of that city are the real things that make up the city's identity. Homes, buildings, and ports are also part of the city, but the main force driving the city is the population (Owens, 2000). The fact that these people have different characteristics shapes and diversifies the culture of the city. Cities can therefore be seen as a mirror of cultural shaping (Sarıbay, 2002: 39). It is also important to promote cities that are cultural symbols of their various characteristics. Promotion efforts need to continue to ensure urban branding and to properly promote cities to new generations.

In fact, Municipality Law No. 5393 gives municipalities the duty and authority to strengthen urban identity. Effective promotion efforts are in line with these duties and powers (Beyazıt, 2016: 79). Promotion of cities is also important in terms of image factors. In a technosphere, globalization of image increases the importance of image (Fidan, 2013: 64). Therefore, it should be an important goal to encounter a strong city image with the expected local and foreign guests. Branding of the city can be achieved through professionally promotional activities, as well as successfully demonstrating the city's image. This city image also helps contribute to the city (Zeren, 2011: 109).

The city's branding and its positive image is associated with an effective promotional process. The most common area where this promotion will make an impact is the media space. Media cities are promoted more in comparison to other cities. Thus, visitors to the city are able to be channeled (Saatçioğlu, 2017). This is because media publicity boldly highlights the city's cultural, artistic and historical identity. In addition, it is possible to present the city's local dishes, traditional products, and other elements that give its identity to a wide audience through the media (Oktay, 2011: 14).

The fact that media is effective in terms of promotion and that it appeals to newspaper/magazine readers, radio listeners, television viewers and Internet users is very valuable in terms of putting cities first. In fact, cities have indicators that help them survive. Promotional work is needed to project and expand indicators that reflect the city's identity (Tayanç, 2020: 23). These promotional activities are more effective through the media, but there are other areas of activity that offer promotional opportunities. These areas contribute to urban branding.

The main areas of activity that promote cities and reach potential populations are as follows (Zeren, 2011: 109):

- Television and Cinema Productions
- Internet Platforms and Destination Web Pages
- Outdoor Advertisements
- Print Advertising Tools
- Exhibitions and Booth Organizations

Promoting cities efficiently contributes to the city's economy. It will be possible to increase demand and demand as the cities being advertised will be branded. The city image will also pave the way for brain drain. Thus, people from many different professions will be able to come to the city and continue to serve there. The process will transform the urban identity and create a new city profile, leading to a safer and more respectable urban identity (Kahyaoğlu, 2021: 40).

On the other hand, the development of new communication technologies and the proliferation of internet platforms are supportive of urban promotions (Çakır, 2019: 17). Easy access to city information via PC and mobile phones raises the bar. Cities that advertise better and have visibility in digital media can attract more visitors. This process is possible through professionally conducted promotional activities. For example, city promotions made publicity with high-definition cameras and presented to the world with different language options on video-sharing platforms such as YouTube can create a powerful impact. The impact network is also expanded with the ability to view urban promotional films in 3D with virtual reality glasses. Therefore, as digital technologies improve, the presentation format of city promotional films also develops.

Promotions of the city also emphasize that the city life appeals to all segments of society. In this context, one can point out that cities offer an ideal living space through media (Demir, 2018: 41). Also, the fact that individuals who are physically far away from the city can access all information about that city through media promotions (Keçeli and Sariusta, 2013) makes the presentation space for this ideal life wider. Thus, introductions to the city reach the potential audience through both traditional and new media tools. In order to reach the potential population, it is important to promote the city effectively, regularly and continuously. Accordingly, it will be possible to eliminate the potential problems that could have caused the city (Zeren, 2011: 107).

Finally, the following points should be considered in order to promote and market cities effectively (Polat, 2007: 239):

- Values with city specific nature must be promoted.
- Improve the image and identity of the city.
- Efforts should be made to improve the quality of life in the city.

- The city's characteristics must be preserved.
- The city's appeal should be sustained.
- The city's marketing must be accurate and planned.

## **2. TV Productions in Terms of Promotional Role**

The promotional factor is a communication action and information is placed on the promotional tools to reach the target audience. These promotional tools stand out through the media. Therefore, promotional activities can be carried out through television, radio, internet and print media. The main purpose of the promotional process is to direct the target audience to attitudes and behaviors as desired. Communication for promotion purposes is the process of assigning attributes to the region that will be promoted (Tolongüç, 1992: 15).

In the promotional activities carried out through various mass media and platforms that offer visual impact, it is also aimed to create a need (Yaylagül, 2013: 164). In order to differentiate our perceptions of reality and our way of interrelations, televisions create many needs, especially entertainment. Television broadcasts are also identified as the profitable face of the consumer system in terms of offering both publicity and investment (Gökmen, 2021: 26).

Indeed, TV programs offer promotional programs that convince the audience by providing information and by entertaining (Fiske, 2003: 82) and product/service advertisements are offered through these programs. This is because the viewer is also a customer and the sales target is set by applying many different marketing techniques to the promotional programs. In this context, the expected attitude from the viewer is that it perceives the advertising effect in the content of television programs and sees the sales effort (Yılmaz, 2009: 39).

Introductory activities, on the other hand, are the main functions of television programs. Television programs that inform, educate, entertain and persuade and mobilize the viewer also perform the promotional function (Aziz, 1981: 51). In this way, televisions play an active role in the spread of consumption culture and achieve great revenues through promotional programs. This is because a profile of the individual is positioned as both the viewer and the consumer against television (Çelik, 2009: 4).

Television productions that entertain people while promoting, are able to meet the vacation needs of individuals. Viewers can be motivated by these television programs to discover areas they can't go or see. Moreover, promotional programs that make cities more attractive and create a city image can create a sensation for the audience. For example, series productions are very effective in this sense, and promoted cities can attract large crowds of tourists.

On the other hand; television productions with a comprehensive program content (Öztay, 2021: 146) also have an important place in terms of promotion. At

this point, it is of great importance to make sense of the information by the individual (Batur, 2022: 1505). Therefore, televisions also play a role in transforming information in this sense.

As a result, a wide range of program content can be promoted on TV screens. These promotions not only satisfy advertisers but also provide added value to visible cities. The popularity of television broadcasts, which are also a public relations medium, has increased in the form of programs with promotional films (Peltekoğlu, 2012). Accordingly, many national channels feature productions with promotional content that keep the economy and tourism areas alive.

Broadcast introductory programs are generally available in the context of two types of programs. These programs include cultural and art programs and sightseeing programs.

According to Nur Emine Koç;

*“Culture and art programs are a type of program that subjects the public's way of thinking and life, and where beliefs, information and practices passed on from generation to generation are reflected and promoted, as well as beauty, design and emotional transfers, and it describes current or historical developments in every branch of art. Sightseeing programs introduce various dishes, venues, and social phenomena through sightseeing”* (Koç, 2016: 89).

The televisions have a strong influence on the viewer and are able to relay the message in different time periods (Budacia, 2012: 66). This enables televisions to have a sustainable impact on promotional programs. Because there is a visual flow that can be displayed 24 hours a day with live broadcasts, tape programs and replays. In this context, advertising, promotion and marketing activities can be carried out continuously and regularly. Television broadcasts also represent the world of the city through promotional programs (Robins, 1999: 226). They actively serve as marketing and television viewers watch and read intensive content (Herman ve Chomsky, 2012: 23).

### **3. About The ‘Sehrime Hos Geldiniz’ Program**

The "Sehrime Hos Geldiniz" program produced and directed by Parlayan Yıldız, it is published as a publicity production that includes travel, culture and history. The first part of the program was broadcast on TRT 1 screens on December 19, 2021, and is offered by foreigners who can speak Turkish. Guided by foreigners who describe their city in Turkish, the program offers visits to various countries around the world and promotes various cities of different cultures. As a result, city identities from different regions are presented to the viewers.

It is important that students who learn Turkish in the Yunus Emre Institute lectures present a different program for the promotion. The program offers various

questions and options to try a phenomenon belonging to Turkish culture. The program also continue with the audience's preference based on the voting results through social media. This interactive program is a first for Turkish television channels (trthaber, 2021).



**Image 1:** "Sehrime Hos Geldiniz" Program Generic Image (trthaber, 2022)

#### **4. Research Method**

Content analysis is used as a methodology of the study, which focused on the importance of television productions for the promotion of the city. In fact content analysis, is a research method used to extract repeatable and valid results regarding its content (Krippendorff, 1980: 25). Therefore, by using the content analysis method in this study, it is aimed to discover how city promotions are reflected on television programs and to achieve qualitative results.

Because the study specifically examined how city introductions are displayed on television screens; current content analysis is performed systematically in the context of designated categories. Then content analysis, which is frequently preferred in the examination of mass media and therefore television productions, reveals the classified contents (Geray, 2014: 135).

On the other hand, content analysis which selects, encodes and categorizes the determined texts (Gökçe, 2006: 23) is carried out over the following sub-categories in this study:

- Cities Introduced in the Examined Programs
- Broadcast Dates of Examined Programs
- Duration of Examined Programs
- Content Streams of Examined Programs
- Interactive Features of Examined Programs

Information and assessments of the specified sub-categories are separately included in the findings of the research. Also, the purpose of the research is it's about trying to figure out how cities are promoted in the programs that are being studied and what's being done in terms of promotion in the program flow. Therefore, while determining the categories of qualitative content analysis, it is acted in line with this purpose. In this context, the content of the program was tried to be evaluated by using the descriptive analysis method.

#### **4.1. Research Objective, Importance and Sample**

In this study, it is aimed to reveal how city promotions are processed on television screens and on which parameters they are highlighted. All episodes of the television program, which are examined in the context of the main purpose in question, are handled with this approach in mind. The fact that city promotions are not processed through television programs in the literature stands out as the factor that makes this study unique and important. The main point that distinguishes the current study from other studies in the literature is that it examined the city promotions through the television program.

Moreover, the "Sehrime Hos Geldiniz" program is published as 13 sections on TRT 1 screens and is examined through the appropriate sample model in this study. This covers all parts of the program and discusses the role that broadcast content plays in promoting the city.

#### **4.2. Data Collection Process**

During the analysis process, the contents of the "Sehrime Hos Geldiniz" program are available on TRT 1 official website. Since program sections were published on TRT 1's official YouTube account, the 13 items reviewed were accessed on this platform. The programs reviewed revealed what format and city promotions were used. In the research findings section, the cities presented in the program are mentioned and evaluated with reference to both the paintings and the visuals. In this study, while categorizing the analysis data, the program flow was discussed and it was emphasized which data were used for city promotions in the program content.

### **5. Research Findings**

The "Sehrime Hos Geldiniz" program is broadcasted on TRT 1 screens and travels to various cities around the world. The program is broadcast on Sundays, once a week on: the museums, squares, cultural characteristics, kitchens and tourist attractions of the cities are promoted. Trainees use the opportunity to provide



information about the city in which they live in Turkish and give travel advice (youtube.com/c/trt1/videos).

**Table 1: "Sehrime Hos Geldiniz" Program Profile**

<b>Program Section</b>	<b>Promoted City</b>	<b>Date of Issue</b>	<b>Section Time (Minute-Second)</b>
Section 1	Sarajevo	19 December 2021	34.49
Section 2	Nursultan	26 December 2021	32.33
Section 3	Warsaw	2 January 2022	28.12
Section 4	Amsterdam	9 January 2022	28.22
Section 5	Berlin	16 January 2022	31.28
Section 6	Doha	23 January 2022	30.28
Section 7	Rome	30 January 2022	26.56
Section 8	Vienna	6 February 2022	30.04
Section 9	Moscow	12 February 2022	28.57
Section 10	Budapest	19 February 2022	36.39
Section 11	Dakar	26 February 2022	31.48
Section 12	Belgrade	5 March 2022	34.08
Section 13	Amman	12 March 2022	32.02

As shown in Table 1, the "Sehrime Hos Geldiniz" program presents cities from around the world and lasts 13 chapters. The program broadcasts for approximately 31 minutes and is presented on the TRT 1 screens within a 1-hour period with ads,

and is presented to the audience once a week. The program, whose first eight sections are shown on Sundays, was broadcast on Saturdays after Chapter 9. So, the "Sehrime Hos Geldiniz" program has been a popular promotional activity for the weekend and day belt. In the first part of this document, dated December 19, 2021, the city of Sarajevo in Bosnia and Herzegovina was promoted. TRT 1 audience was presented with several symbols of the city in the presentation of the trainees studying Turkish at the Yunus Emre Institute.

The Sebil Fountain is one of the most popular venues. It is emphasized that this place is the starting point of the city. The participants usually take photos at this point. Therefore, they emphasize that this fountain is a symbol of the city. Another venue introduced in the program is the famous Clock Tower. The clock in this tower is indicated to run according to the lunar calendar. This structure attracts tourists and the current program focuses on promoting the city. The Gazi Husrev Bey Mosque is another important symbol of Sarajevo. It was an Ottoman work and figure important in promoting the city. Two fountains other than the mosque stand out. It is said that people drinking water from one of these fountains will come back to the city. Those who drank water from the other believed they would get married in Sarajevo.

Other places promoted in the program include; Latin Bridge includes Ottoman-designed streets, Austro-Hungarian streets, the city's nostalgic trams, the Tunnel of Hope, Endless Fire, the National Library, Martyrdom, the city of Mostar, the stone streets of Mostar, the Bridge of Mostar and the Balagay Lodge. The program also promotes Bosnian food and often features images of the city. The program also features two separate interviews to promote Sarajevo and Mostar. Officials from Sarajevo and Mostar at the Yunus Emre Institute discuss training services through an interview.

Samra Shaljic, who is a presenter on the program, and two other trainees also promoted the city. Yunus Emre Institute is located in Sarajevo, where three trainees learn Turkish are presented and the program is carried out. Since the program is an interactive program, the audience selects the content through social media. Samra Shaljic, presenting the program as such, will either sing or shoot arrows. Voting is ongoing while the program is underway. The results are reported toward the end of the program, and the server offers an arrow-topping display because more options are chosen to shoot the arrow. The program stands out with its interactive features and colorful promotion, and the first part of the program continues to be completed in this way.



**Image 2:** “Sehrime Hos Geldiniz” Program Episode 1 Image  
([youtube.com/c/trt1/videos](https://youtube.com/c/trt1/videos))

The second part of the Program, dated December 26, 2021, is held in Kazakhstan. This section introduces Nursultan, the capital of the country. Part 2 of the program is offered by two trainees who studied Turkish at the Nursultan Yunus Emre Institute, and in this context trainees named Alya and Muhammet are presenting the city of Nursultan in detail.

Program promotions include:

- Bayterek Tower
- Han Tent
- Palace of Tolerance and Peace
- Hazret Sultan Mosque
- Fish Bridge
- Smoke Entertainment Center

Furthermore, Skyscrapers from the city of Nursultan, the culture of the city, the cuisine of the city, the museums of the city, historical information of the city and the country, and images from the tower hill of the city comprise the course program. In the program, an interview is conducted with the executive of the Nursultan Yunus Emre Institute and information is obtained on the training given in Turkish.

Although the this program is not broadcast live, an interactive process is taking place due to the format. As part of this, one of the trainees presenting the program, Alya will either shoot arrows or play a game of mangala on an interactive basis, depending on the audience's choice. Following the voting, the choice of firing an arrow is made more often. Alya’s firing show is brought to the screens under the supervision of the trainer.



**Image 3:** "Sehrime Hos Geldiniz" Program Episode 2 Image  
([youtube.com/c/trt1/videos](https://youtube.com/c/trt1/videos))

In the "Sehrime Hos Geldiniz" program that was broadcast on TRT 1 screens on January 2, 2022, we are now traveling to Poland. In this section the introduction to Warsaw, Poland's capital and also its most developed city. There are two servers in the program. The first host is Nadia Kowol, and the other one is Paulina Nowak. Both are trainees on Turkish training at the Warsaw Yunus Emre Institute.

The promoted city is called the Paris of the North. The large square in the city's old city center is listed as a UNESCO world heritage site. The program covers many exhibitors and provides detailed information about these places, which are considered symbols of the city.

These publicized areas include;

Kale Square is the Royal Palace, Royal Castle, The Vistula River, Lazienki Park, Lazienki Palace, Palace of Culture and Science, the Unknown Soldier Memorial, Barbican, Copernican Science Museum, Wilanow Palace and Chopin Museum. The program also promotes Polish cuisine. The promoted dishes are also considered a symbol of the city of Warsaw.

An interview is conducted as part of the program. Hence, the manager of the Warsaw Yunus Emre Institute is interviewed and the contents of the training services are presented to the audience. The interactive voting, which is the routine of the program, offers the option of rhetoric and population blowing this time. As the voting result increases the population blowing option, one of the hosts, Nadia Kowol, blows Ney toward the end of the program. Thus, city is promoted and a promotional program including the audience is carried out by participating in the program with fun.



**Image 4:** “Sehrime Hos Geldiniz” Program Episode 3 Image  
([youtube.com/c/trt1/videos](https://youtube.com/c/trt1/videos))

Part 4 of the program is currently heading for the Netherlands. In fact, the program presents the city of Amsterdam in detail. This session was broadcast on January 9, 2022, with a trainee serving in Turkish serving as a presenter. The Dutch speaker Bert Van Der Weijden presents the program. The program advertises many locations. In addition to the sites, which are symbols of the city and host millions of tourists, other symbols of the city are also shown.

Program presentations include:

- Dam Square
- Royal Palace
- National Monument
- Flower Market
- Vondel Parking
- Grand Central
- Rembrandtplein

The program also includes city museums, windmills, cheese markets, and colorful houses with architectural characteristics. The program also covers the cuisine of the city, especially those that symbolize Amsterdam. Finally, TRT 1 audience is offered its trams, water channels, and boat tours.

The program continues to promote the city, while interviews are also published. The first meeting is held with the Education Coordinator of the Amsterdam Yunus Emre Institute. An interview is then conducted with a trainee and an instructor. These interviews seek to gather information on the institute’s activities.

The interactive voting process, which makes the program fun, offers the audience the options to cook and sing in Turkish. Voting is ongoing while the

program is underway. The voting is decided towards the end of the program and the presenter will cook. This also presents the presenter's cooking scene.



**Image 5:** "Sehrime Hos Geldiniz" Program Episode 4 Image  
([youtube.com/c/trt1/videos](https://youtube.com/c/trt1/videos))

The new route in Chapter 5, published on TRT 1 screens on January 16, 2022, is Germany. This time, the capital of Germany, Berlin, is being promoted. Björn Rathje is a co-host of the program at Yunus Emre Institute in the city. The presenter's program in Turkish includes many landmarks of the city.

The locations of the program;

The Branderburg Gate is the Parliament Building, Alexander Square, Linden Six Boulevard, the Television Tower, Tiergarten, Victory Memorial, Jandermarkt, the Berlin Wall, the Berlin Metro, the Isle of Museums and the Holocaust Monument. Also in the program; Displays include Berlin cuisine, Berlin desserts, the famous streets of the city, the city's stores, images of boat tours and the city's palaces.

The program continues to promote the city of Berlin and separate interviews. First, announcer meet with a Turkish restaurant operator in Berlin. Afterwards, an extensive interview is conducted with the Director of the Berlin Yunus Emre Institute. They also discuss the institution's training coordinator and highlight its services.

In the interactive voting section of the program, the options for doing illuminated art and blowing objects are put to vote this time. Since the voting results give a larger number of census blowing options, the presenter is able to complete this transaction. The program that features Berlin's colorful world, city life and famous venues ends with this flow of content.



**Image 6:** "Sehrime Hos Geldiniz" Program Episode 5 Image  
([youtube.com/c/trt1/videos](https://youtube.com/c/trt1/videos))

The country of Qatar is the address for part 6 of the "Sehrime Hos Geldiniz" program, which is regularly published weekly and presented to viewers on TRT 1 screens. This section, published on January 23, 2022, introduces Doha, Qatar's capital and largest city. Noor Saifaldeen, a trainee at the Doha Yunus Emre Institute, provides a part-time host for the program after completing his Turkish training.

Detailed presentations of the presenter highlight the following symbols in the city:

- Vakıf Bazaar
- Family Assembly
- National Library
- Cultural Village
- National Museum
- Pearl Island
- Coastal Road
- Desert Safari

Furthermore, hawk farming, which has an important place in promoting the city, is introduced in this section. The city's streets, skyscrapers, boutique hotels, shopping malls and boat tour are also on display. The program also features regional music, promoting the food culture of Doha while dining table.

The routine interviews included in the program include; a meeting is being held with the director of the Doha Yunus Emre Institute. Interviews are conducted with the company's trainees to learn more about the Turkish training process. The company is also promoted and services offered are mentioned as well.

The interactive voting section that makes the program interesting may feature the options of a server Turkish coffee or firing arrows. The presenter's arrow shot

show appears as the result of the voting result is greater. Then the program is terminated, showing the cultural symbols and tourist attractions of Doha's city.



**Image 7:** "Sehrime Hos Geldiniz" Program Episode 6 Image  
([youtube.com/c/trt1/videos](https://youtube.com/c/trt1/videos))

Part 7 of the TRT 1 screens, published on January 30, 2022, revisits the European continent. The route of the program is Italy and the capital city of Rome is promoted. The program is presented by two students of the Rome Yunus Emre Institute. The presenters are Francesca Romana and Deborah Ruggeri.

In Rome, an historical city, the following promotions were made;

Colosseum, Rome streets, Rome food, the Fountain of Love, Spanish Stairs, Rome Forum, ancient buildings, Palatino Hill, Gianicolo Hill, shopping malls, city streets, city residential areas, Venice square, other major squares and the fortress of the Angels.

The present program includes interviews while introducing the city. Meetings are held with the employees of the Rome Yunus Emre Institute. Therefore, the company is promoted and its services are covered.

In the program, the voting is done interactively, whether the servers should sing a nursery rhyme or blow a Ney. Voting continues as the program continues. Towards the end of the program, the result of the voting is determined and it is decided to say the nursery rhyme. This stage is also brought to the screens to make the program flow more fun.





**Image 8:** "Sehrime Hos Geldiniz" Program Episode 7 Image  
([youtube.com/c/trt1/videos](https://youtube.com/c/trt1/videos))

Part 8 of the current program runs on the European continent, where introduced Vienna, the capital of Austria. In the program broadcast on TRT 1 screens on February 6, 2022, the host is another Yunus Emre Institute trainee Austrian Martina Hervath promotes the city of Vienna. She is qualified to offer this program in Turkish through the training programs she receives during the course.

In the city of Vienna, which has many historical and touristic symbols, the following places are promoted:

- Graben Street
- Hofburg Palace
- French Gardens
- Spanish Riding School
- Great Cathedral

In addition, the program covers the city's famous streets, major palaces, large parks, famous squares, sculptures, fairs, amusement parks, shopping malls, horse carriage tours and food culture. While the program is being carried out, meetings are also held with the Vienna Yunus Emre Institute officers, and corporate promotion is discussed.

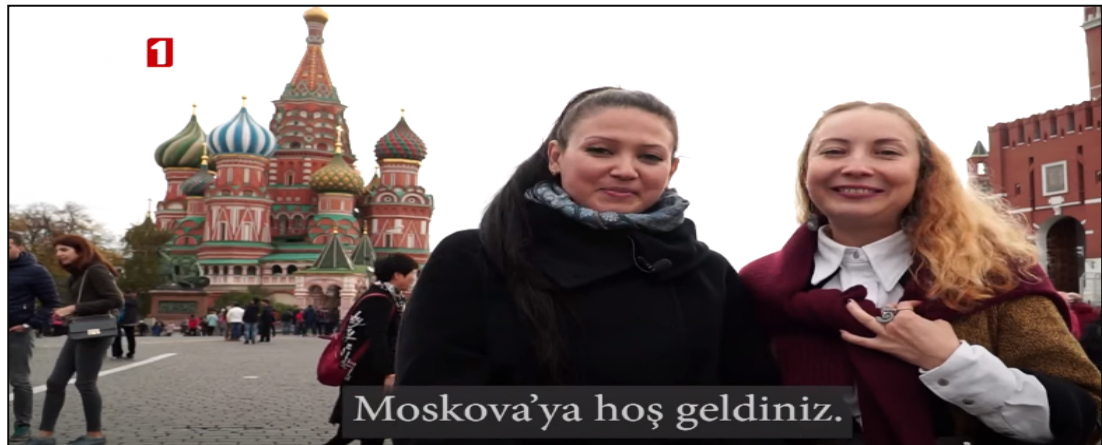
In this section, the interactive voting of whether the presenter is a folklore or Ney blow is again left to the audience's decision. Towards the end of the program, the vote is final and it is decided that he will play folklore. Later, Martina Hervath plays folklore with the help of a trainer. With these images and the general promotional concept of the city, the current part is completed.



**Image 9:** "Sehrime Hos Geldiniz" Program Episode 8 Image  
([youtube.com/c/trt1/videos](https://youtube.com/c/trt1/videos))

The travel route, which was published on February 12, 2022 and which comprises the ninth part of the program, is Moscow, the capital of Russia. The important symbols of this historic city and numerous tourist attractions are advertised in this section. Irina Ogenezova and Tatyana Shishkaryova, trainees from the Moscow Yunus Emre Institute, make presentations in Turkish on this section. Since there are many promotional places in the program, a selection is made among these places to ensure the promotional process.

For the promotion of the city; The Red Square, other famous squares, wide boulevards, shopping streets, Matrushka, Russian food, and famous museums are all being promoted. The services of the institution are presented in detail in the program, which includes meetings with Yunus Emre Enstitüsü officials in the city. Two options are selected as interactive actions of the program servers. Ebru art receives more votes as a result of the voting of the options for making marbling art and playing the mangala game. The program ends with the presenters performing this art and the general images of the city.



**Image 10: “Sehrime Hos Geldiniz” Program Episode 9 Image**  
([youtube.com/c/trt1/videos](https://youtube.com/c/trt1/videos))

The next episode of the program is broadcast on February 19, 2022. In this chapter, Budapest, another European city, is introduced. Budapest, the Hungarian capital and largest city, is presented in this part of the program with historical and touristic aspects. A trainee at the Yunus Emre Institute in Budapest, Fanni Keserü is the host of this section. Part 10 of the program, Budapest introduces various wonders of the city. These historical and tourist attractions include:

- Parliament Building
- Buda Castle
- Danube River
- Basilica of St. Stephen
- Chain Bridge
- Heroes Square
- Large Market
- Statue of Liberty

On the other hand; the city's famous streets, shopping venues, mystical streets, human profiles and food culture are all promoted. In the interview section included in all parts of the program, interviews are conducted with the managers of the Budapest Yunus Emre Institute. They receive information about the city and Turkish education services.

At the interactive voting stage, the presenter is decided about what to do, and a preference is made between Paper Marbling art and Blow Ney. As Ney blowing received more votes as a result of voting, host Fanni Keserü carries out this procedure. This action is towards the end of the program, and the current part of the city ends with general images.



**Image 11: “Sehrime Hos Geldiniz” Program Episode 10 Image**  
([youtube.com/c/trt1/videos](https://youtube.com/c/trt1/videos))

The address for the next part of the program is in West Africa. Dakar, the capital of Senegal on this continent, is introduced in Chapter 11 of the current program. This section, which appears on February 26, 2022, introduces the TRT 1 audience to the city's critical areas. The presenter of the current department is chosen again from the Yunus Emre Institute trainees as part of the format. Elhadji Loum is Senegalese and can speak Turkish. In this part, he promotes the city of Dakar.

Items to be presented include; the city's coastal area, streets, cultural elements, food, lifestyle, historical places, mosques and general views of the city are included. The program also includes negotiations with the authority of the Dakar Yunus Emre Institute. With the interactive voting, the host makes Turkish coffee and makes raw meatballs. Elhadji Loum produces raw meatballs and continues to use them for this purpose. The program comes to an end after general scenes and local music.



**Image 12:** “Sehrime Hos Geldiniz” Program Episode 11 Image  
([youtube.com/c/trt1/videos](https://youtube.com/c/trt1/videos))

On March 5, 2022, Chapter 12, published on the TRT 1 screens, reopens to Europe and come to Serbia from the Balkan countries. Belgrade, the capital of the country, is introduced in detail in this section. In the program, which is presented in Turkish by two trainees of the Yunus Emre Institute in the city, the following works are introduced:

- Republic Square
- National Museum
- St. Mark's Church
- Nikola Tesla Museum
- St. Sava Cathedral
- Avala Tower
- Stone Square

The program presents other important symbols of the city, as well as the food culture, local life, general landscapes, wide boulevards and the Danube River. In the

classic interview section, interviews are held with the executives of the Belgrade Yunus Emre Institute.

In the interactive voting, which is another classic activity of the program, the situation of the presenters reading poetry or making marbling art is put to the vote. Since, at the end of the voting, the possibility of reading poetry was chosen more, the program continued following this action. The city stands out with its historical identity and its promotion ends following the general scenes.



**Image 13:** "Sehrime Hos Geldiniz" Program Episode 12 Image  
([youtube.com/c/trt1/videos](https://youtube.com/c/trt1/videos))

The last part of the program offers a journey to Amman, the capital of Jordan. It is noted that the city stands out with its historical buildings, natural wonders, local cuisine, and dead sea, and its public promotional program is on display on March 12, 2022. The host of the program is Aisheh Al Khatip. The presenter, who is one of the trainees of Yunus Emre Institute, introduces his own country and city.

Among the promoted places; there are historical and touristic places of the city, avenues, streets, martyrdoms, mosques and ancient structures. In addition, the city's cuisine, local products and social life style are presented on the screens. Interviews are also held with the officials of Amman Yunus Emre Enstitüsü located in the city. In the interactive voting process, the action to be taken by the server is determined.

In this context, the presenter will either ask the people of the city about TRT series or cook a meal called Yuvalama. As a result of the voting, it is decided to ask about TRT series and interviews with the public are conducted by the presenter. In the last part of the program, the program is completed with images of the city accompanied by local music.



**Image 14:** "Sehrime Hos Geldiniz" Program Episode 13 Image  
([youtube.com/c/trt1/videos](https://youtube.com/c/trt1/videos))

To emphasize specifically the 13 sections examined, the "Sehrime Hos Geldiniz" program can have an international impact. Accordingly, bringing cities from different continents onto the screens and broadcasting the program on TRT 1, a global audience, could make this impact. It is therefore possible, through the existing program, that more visitors go to the promoted cities. In addition, it can be said that the program, which was held in Turkish by foreign trainees, contributed to the global impact of Turkish education.

## CONCLUSION

The study examined the city promotion on television screens through the "Sehrime Hos Geldiniz" program and it is believed that such promotional programs could add value to cities. As the analysis data demonstrate, several attributes of cities are introduced to the audience in these programs. The popularity of cities is rising in line with the city promotions made more attractive by the visual and audio features of television screens. As a matter of fact, when the size of the audience is taken into account, city promotions can reach large masses. Considering that the media tools that are frequently used in the current age affect people in terms of culture, economy and education (Öztay and Öztay, 2021: 600), it can be said that televisions are also effective on the audience in this context.

Setting an integrated format that is integrated with social media in the television program under review is another television practice. Hence, by applying this format, social media users can also be included in the city promotion program. Thus, it is show that can make an interactive television program by utilizing new communication technologies.

On the impact of television productions in the context of urban promotions, it is possible to mention:

- Ease of access to city promotion programs broadcast on television screens can expand the target audience potential. At the same time, both the presence of

repeat programs and the ability to access the program on the official internet and Youtube pages of the television channel create a sustainable effect.

- The fact that city promotions are advertised in television broadcasting is also important for urban tourism. As such, cities that present their audiences with more effective visibility can hold an important promotional action.
- Maintaining program flows after a certain preparatory stage is also important for the reliability of TV productions. Therefore, the information about the cities presented can be regarded as accurate and reliable in the audience's context.
- Urban promotional activities on television programs could also be said to bring commercial vigor. In addition to the companies that sponsor the program, the existence of private institutions that aim to gain visibility and advertise in the program generation may have a positive impact in the urban trade context.

As a result, cities that stand out with their historical, touristic, social and cultural aspects are featured on television screens; it is very valuable for the promotion of the city. The continuity of television productions that bring this value to depends on the interest of the audience. This interest is evident with the continuous presence of programs that focus on urban promotions on national channels. Also, social media interactions can measure interest in television programs. The interactive implementation of the television program studied in the study shows the interest of the social media users. Thus, city promotions can be made more strongly with the interest of both television viewers and social media users.

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