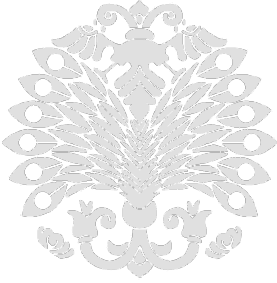


Semiotical Analysis of 8 March World Women's Day Advertisements

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ABSTRACT

Communication dates back to the beginning of human history, as far back as human history. Human beings have always sought ways to communicate with the people they live with and have developed various communication strategies. Signs, symbols and body language are as important and necessary as human verbal communication. Indicators try to make sense of what is intended to be explained by making it meaningful and concretizing it. Any sign embodies linguistic situations, thoughts, ideas and feelings. In this context, semiotics is used for analysis purposes in cases where any product, service or communication study is involved. Today, as a means of communication, indicators are used when companies want to create various/purposeful thoughts about the product or service in advertisements developed as a way of conveying messages to the consumer audience. The idea, subject, situation and/or event that is intended to be explained is tried to be concretized in people's minds by creating indicators. In this study, "What Would the World Be Like Without Women?" prepared by Gratis for March 8 International Women's Day. In order to understand what kind of messages Kılıoğlu wanted to send to the audience with the signs used in the "If There Were No Women" commercials made by Megaron companies for March 8, International Women's Day, an analysis was made with the semiotic analysis method and an evaluation was made based on the findings obtained. Commercial films express the place and importance of women in social life with strong visual and auditory indicators. Through semiotic analysis, an attempt has been made to analyze how these messages are created and transmitted.

Keywords: Communication, Advertising, World Women's Day, Semiotics

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Introduction

Semiotics is used to ensure communication between people and to ensure that the messages intended to be given are understood correctly. In the message intended to be given with indicators, emotions and thoughts are tried to be expressed by concretizing them. Indicators help people to take a certain form and shape and understand the uncertain elements in their minds more accurately. These indicators are also used in commercial films because they embody objects and concrete situations in people's consciousness. Indicators are used to ensure a different and more accurate understanding of the benefits of any product or service. Brands and organizations can position themselves in people's minds and increase their recognition through advertisements. "The century we are in is witnessing the 'new' practices of the marketing and advertising industries, which are adapted to the nature of production-distribution-consumption relations transformed on the axis of technology. Today, where consumption-oriented behavior development strategies are changing day by day, digital marketing and digital advertising applications are becoming dominant competitive elements" (Öcal & Koca, 2020, p.159). By using this advantage that advertising gives them, they have the opportunity to create brand addiction and achieve their desired sales goal. Advertisers do not think independently and separately from cultures in the process of creating advertisements. Because people have different traditional codes in their consciousness, and advertisements can persuade them by addressing these codes with semiotics and achieve their sales goals. "In this structure where the concept of consumer society prevails, advertising, which is one of the primary tools that drive individuals to consume, appears as the protagonist of a fierce battle" (Öcal, 2020, p.3-4). Therefore, advertisements have an important place in helping brands and organizations achieve their goals.

Advertisements, which are continuous and repetitive in daily life, affect the consumption culture through the meanings they create. On the other hand, advertising supported by visual and verbal elements contributes to the legitimation of consumption by adding strength to the narrative and presents the message it wants to give to the society as if it were real (Ünlü, 2018, p.185).

In advertising activities, indicators are widely used and codes are produced. These generated codes are again transferred to the consumer through advertising. Advertisements try to build this in people's minds by appealing to the codes that already exist in people with the codes they contain (Özer & Yazar, 2019, p.106). It is a scientific design that creates a thinking model that can create the process. Especially in semiotics, which reconstructs meanings and helps analysis, meaning consists of developed, prominent, orderly and holistic assumptions at the point of analysis and the conditions of reading, rather than a new form of reading that adds to the already existing forms of reading (Rifat, 2009, p.19).

Semiotics, which is used as a method of analysis in this study, is a frequently used method of analysis, especially in analyzing advertising messages. With semiotics, in advertisements, based on various visual arts, etc. It provides many analysis opportunities in many fields. As an example of an advertising message, 'Gratis' "What Would the World Be Like Without Women?" commercial prepared for March 8th International Women's Day, and Kılıçoğlu, in the "If There Were No Women" commercials made by Megaron companies for March 8th International Women's Day, feature a movie without women.

The research, which includes what signs are used in advertising on how life in the world might be, understanding the messages that the signs used want to convey to the audience, examining how the meaning is created, how it is revealed and how it is conveyed, is analyzed by semiotic analysis method. For this purpose, these sample advertisements were analyzed using Barthes' semiotic analysis method. Text is an important tool in semiotic analysis. Semiotics accepts that the receiver/reader plays an active role in interpreting the text. In semiotics, an attempt is made to analyze the cultural experience of the reader in the process of making sense of the text. Semiotic analysis stands out as a text analysis method in the field of communication and media studies.

Advertising: Purpose and Features

Advertising is the promotion of the product or service that an institution or brand wants to offer to the public through mass media. Thanks to advertisements, information about the product or service, where to find it and how to use it, is delivered to the target audience and sales are made. In this section, the definition of advertising, the basic features of advertising, its purpose and the emotional appeal, humor, fear, rational and sexual appeals used in advertising are mentioned. The history of advertising dates back to ancient times. While advertising is effective in achieving the marketing goals of institutions and organizations, it also has an important role in solving any problems encountered (Elden, 2016, p.135).

Advertising is an advertisement made to customers, consumers or institutions or individuals who are interested in a subject, by using mass media and for a certain fee, about different ideas, goods or services, by determining the objectives in advance and accordingly, in a way that makes it clear who is doing the advertising. It becomes a marketing tool (Elden & Bakır, 2010, p.13).

According to İslamoğlu (2002, p.318), advertising; It is the promotion and adoption of goods or services to consumers in a positive way through mass media by paying a predetermined fee, in which the name of a person or institution is clearly identified. Kotler (2000, p.564) states that advertising is used to establish the image of a product or service in the long term or to ensure immediate purchase of products or goods by consumers.

Advertising is persuasive messages designed to sell any service or product. At the same time, advertising is also defined as the process of obtaining goods and services and conveying information about their qualities to a wide public through some mass media (Mutlu, 2012, p.260). Advertising is defined as a form of communication about a product, institution or service, or a specified idea, by a sponsor that is not specific to any individual. What is understood from this definition is that it is emphasized that space or time must be purchased to convey the message of the advertisement (Belch & Belch, 2003, p.16).

The main purpose of advertising is to increase the awareness of a product or service, to awaken consumer demand and, as a result, to increase sales. Accordingly, increasing brand awareness, informing the target audience and creating behavioral changes in the consumer are among the purposes of advertising. The purpose of advertising is generally described as creating or selling an idea about goods or services through printing or broadcasting (Lucas & Britt, 1981, p.117).

According to Şener (2018, p.21), the purpose of advertising is to raise awareness about advertising. In this way, the target audience of the business, that is, the customers, is to perceive the message intended to be given through the advertisement and to be convinced by passing it through their own mental processes, thus resulting in the expected purchasing behavior of the customers. The basis of the purpose of advertising is to inform the consumer about the product or service and thus ensure the sale of the product or service (Taşkıran & Bolat, 2013, p.2). In addition, the purposes of advertising are expressed under three headings; persuasive, informative and reminding:

- a) Advertisements that are aimed at the values of brands and the consumer's attitudes and behaviors towards the brand are persuasive advertisements.
- b) Advertisements that include product usage, product-related innovations or how the current product works are informative advertisements.
- c) Reminder advertisements are advertisements that generally provide new information about the product, service or institution, and help to remember or re-prefer the product (Eşiyok, 2017, p.643-644). Essentially, the purpose of advertising is to persuade consumers by providing them with information about the product and service. In this way, it is possible to sell products and services (Taşkıran & Bolat, 2013, p.2).

Advertising aims to first convey information about a product, service, institution or a brand to its target audience, creating the desired attitude in them, strengthening their positive attitudes, if any, and changing their negative attitudes. Thus, creating a positive image for the product, service or organization in the

target audience and arousing desire in the target audience for the product or service and convincing them to purchase behavior (Elden, 2016, p.12).

Advertising is the promotion of a product or service through mass communication. It is delivered and promoted to the target audience. Different appeals are used in advertising to attract the attention of the consumer about a product or service. These are emotional, humor, fear, rational and sexual appeals. The main purpose of advertising is to make sales and encourage the consumer to buy. In this respect, it has certain basic features while achieving its sales purpose. These basic features are listed below (Gürüz, 1999, p.30):

- a) Advertising is a marketing communication tool,
- b) Advertisement is prepared and published for a certain fee,
- c) The target audience of the advertisement is customers, consumers or institutions or individuals interested in any subject,
- d) Advertising is an impersonal form of presentation,
- e) Advertising messages are conveyed by producers to consumers through channels such as mass media, which allow messages to reach many people,
- f) It is clear who is doing the advertising,
- g) Advertisement is made and controlled in line with the pre-determined objectives and strategies to achieve these objectives
- h) Advertising is a management process.

The basic characteristics of advertising determine its role and functions in the marketing communication process. When we look at the basic features of advertising, it includes informing the consumer about the product or service, it is done for a certain fee, and it should be clear who made the advertisement.

Advertising Attractions

Advertising appeal is important to attract consumers' attention and stimulate their emotional responses. There are different appeals used in advertisements. These are emotional, rational, humor, fear and sexual attractions. The aim of these appeals is to create a behavioral change in the consumer to make them buy or to create sympathy for the brand or organization. The concept of attractiveness is often the subject of persuasive communication. Again, marketing, which is based on persuasion or whose ultimate goal is persuasion, is a subject that is studied in many fields such as advertising, politics and promotion. It is also closely related to the appeal application techniques used in advertising.

Tools such as color, visuals and music used in advertisements also form the presentation of attractiveness (Ateş, 2016, p.86). Elden and Bakır (2010, p.76-77-83) list the features of the concept of advertising attractiveness as follows: Advertising appeal (a) is based on the abstract or concrete benefits that consumers will gain or lose by purchasing or not purchasing any product, (b) the aim is to draw attention to the advertised product, service and even the advertisement itself, (c) help differentiate advertising practices and advertised products or services from their competitors, and benefit from emotional or rational persuasion processes, (d) help advertising practices to differentiate themselves from their competitors forms the basis, (e) show the essence of the advertisement and the approaches adopted, target audience characteristics, positioning decisions taken for the advertised products or services, marketing and advertising targets, company policies, creative strategies, (f) appeal to the physical, social and psychological needs of consumers.

When we look at the basic features of advertising, it appeals to the needs of the consumer and helps in purchasing by creating a behavioral change in the consumer towards the product or service, arousing desire for the product or service.

Rational Attractions

Rational appeals, that is, informative appeals, focus on the practical, utilitarian and functional needs of consumers for a product or service, while also emphasizing the benefits of owning or using a certain brand.

Messages with rational appeal; It pioneers the idea of learning the facts and persuading. In addition, rationally based attractions have an informative feature. Advertisers' purpose in using these features of rational appeal is generally to emphasize a certain quality and functionality of the product or service and try to convince them that it meets their needs or provides a certain benefit (Grigaliunaite & Pileliene 2016, p.394). Again, rational attractions are attractions that are based on personal interests, look at the economic suitability of the product or service, and offer benefits desired by consumers such as quality, value and performance (Manrai & Manrai 1992, p.46).

Emotional Attractions

Emotional appeals generally try to influence and encourage consumers to buy by using emotions such as love, joy, fear and excitement (Altunbaş, 2015, p.119-120). Emotional appeals are a type of attraction that is heavily related to emotions rather than logic. Advertisements sometimes appeal to consumers' logic, emotions, senses, or sometimes all of these. Advertisements that generally appeal to emotions such as compassion, love, anger, fear, anxiety, excitement and try to persuade the consumer to buy benefit from emotional appeals (Gülsoy, 1999, p.175).

Humor Attractions

The concept of humor has attracted the attention of scientists for years and has been looked at more closely in the context of theories in the last few years. Understanding humor as a concept and determining how it is used in many areas are explained in terms of these theories. In particular, these theories are used to understand why people laugh at humorous advertisements, how they pay attention, and what aspects of advertisements attract people's attention. These theories are superiority theory, mechanization theory, incompatibility theory and relaxation theories. These theories attempt to explain the effects of humor on people (Morreall, 1997, p.29-30). Learning by having fun is a method that is easily accepted by the subconscious and is memorable. In this context, this method is frequently used in advertisements.

Studies conducted in the field of the effects of advertisements using humorous appeal have generally concluded that humor has positive effects on consumers' remembering and paying attention to the advertisement (Weinberger & Gulas, 1992, p.35).

Fear Attractions

Fear appeal is one of the methods used to persuade the consumer. These are messages based on persuasion, warning the consumer that things they value, such as their property, health and life, are in danger. The main purpose of fear appeal is to create a change in the attitudes or behaviors of consumers by triggering their fears with the non-verbal or verbal materials that create the appeal. In English, the term fear can be called fear-induced communication (Jürgen & Jürgen, 2000, p.23).

Advertisements that use fear appeal cause individuals to become psychologically stressed. In order to get rid of this, individuals tend to prefer the solutions suggested with the fear content presented to them, rather than other options. For example; Advertisements such as dandruff shampoos, acne medications, insurance advertisements, toothpaste and deodorant are generally created based on fears (Gass & Seiter, 2003, p.284).

Sexual Attractions

The sexual appeal used in advertising is made within a sexual presentation of the product or service. In advertising, it is defined as presenting the product or service in a sexual manner, processing it with sexual impulses, or using the male or female body (Richmond & Hartman, 1982, p.53-61). Another reason for using sexual appeal in advertisements is to create emotional reactions in consumers.

The emotional reactions that are tried to be created in consumers can be both positive and can also be in the form of making them feel the emotion that is tried to be given in the advertisement. While consumers identify their sexual feelings with the brand through the sexual appeals in the advertisement, it also makes

it easier for them to position the brand in their minds (Reichert 2004, p.27). With the different appeals used in advertisements, the desired behavioral change in the consumer is created. Additionally, the target audience can be encouraged to purchase by creating a bond towards the product or service.

Semiotic Analysis

Semiotics is a scientific method that helps understand language and signifiers, pioneered by Saussure and Pierce and whose development and spread they influenced. By using semiotics, abstract elements are concretized in people's minds and understood more clearly. Semiotics is a branch of science whose development was initiated by Ferdinand de Saussure in his work called *Courses on General Linguistics* (*Cours de Linguistique Generale*) and developed by names such as Charles Sanders Peirce, Pierre Guiraud, Roland Barthes, Claude Levi Strauss. Semiotics was developed as a science after linguistics, and as it was considered within linguistics, over time it was decided that it was more general than linguistics and was seen as a higher unit (Yılmaz, 2013, p.357). Linguistics studies language, and for Saussure it is only a branch of semiotics (Parsa, 1999, p.16).

According to Barthes (1976, p.11), linguistics is a privileged part of general semiotics rather than a part of it, it is semiotics that is a part of linguistics and it is the part that covers the major semantic units of discourse. Saussure created both a linguistic method and a kind of theory of knowledge that carries universal reality. He considered the life of society as a large network of connections, a cycle of meaningful units or indicators that enable understanding and communication at different levels, and placed language in its place within this whole. Wherever there is meaning or sign, the linguistic method will be valid. Because language is the competence of similar communication tools (Saussure, 1998, p.3). Saussure (1998, p.72) called the combination of the concept and the heard image a sign. In order to unify the whole, he used the terms sign, instead of concept, and signified instead of auditory image. Semiotics aims to study all kinds of sign systems, regardless of their content and boundaries. It gives meaning to gestures, music, sound, objects and the complex associations of all these (Barthes, 1967, p.9).

Pierce has gained an important place in the philosophy of language with his sign system that he built on triple distinctions by basing semiotics on logic. While Ferdinand de Saussure, who is considered the other founder of semiotics, produced his works in Europe, Pierce continued his studies in America. Due to this geographical difference, the working systems of the two thinkers also differed. While Pierce developed a theory of logic based on science and pragmatism and as a result turned to the philosophy of language with the concept of sign and developed a theory of signs, Saussure dealt with the sign on the basis of language (Özmkas, 2009, p.35).

A sign is any form, phenomenon, object, etc. that can replace the thing it represents alone and that thing. Sign is the natural languages, sign language, that people create to communicate during the socialization process some gestures, traffic signs, flags of some professional groups, fashion, advertising posters, architectural works, literature, music, painting, etc. It is a system consisting of units. The branch of science that scientifically examines the operation of sign systems is called semiotics (Rifat, 2009, p.11,12).

Semiotics, which examines the mechanism of the individual creating signs, creating a system with signs and communicating through them, is the first example system field that it refers to during its construction. Since the signs in the language are signs, the signs come into existence through the process of naming by observing, separating and classifying the things around the individual. Language provides the individual with the opportunity to make sense of the world with the models and systems it creates (Erkman, 1987, p.22). The basis of semiotics lies in the signs that contain the common values and meanings of the society. These signs are presented to large audiences and are often taught to people by the "repetition" method, thus creating a common code of meaning. In other words, indicators function as a means of communication of the values and meanings shared by the society (Gürsözlü, 2006, p.14).

Barthes explains meaning at two levels. The first of these meanings is the literal meaning, that is, the first seen meaning, while the second is the connotation. Barthes used connotation to describe the meaning hidden and concealed in texts. He also connects connotations to culture and states that texts are coded in

this context (Ünlü, 2018, p.187). Again, according to semiotics, every sign in the world we live in has a meaning. These meanings are constructed not only through the symbols produced by humans, but also by accepting everything that can communicate between everything in the environment as a language ability. In other words, not only spoken language, but also all kinds of objects or signs such as pictures, clothes, food can be considered as indicators that can transmit and receive meaning in the communication process. Semiotics helps to understand the communication process more deeply by investigating the relationship and meaning between these various signs (Siğirci, 2016, p.29). Within the framework of coding and decoding, interpretation is made directly and through connotations, especially within the framework of cultural patterns.

Everything in an image that is given meaning by people is a sign, and therefore all such images can be examined in terms of semiotics. Semiotics encompasses many areas of the humanities and social sciences. Any activity that people perform, be it music, fashion, architecture, advertising, etiquette or literature, can each be analyzed from a semiotic perspective (Culler, 1985, p.100). According to Saussure, signs and words in language gain meaning by being associated with their opposites. For example, the word "black" contrasts with "white" and the word "white" contrasts with "black". This contrast determines the meaning of each. That is, an object or concept gains meaning together with its opposite. Moreover, signs in language are likewise based on binary opposition. This means that a sign only makes sense with its opposite. In this sense, the structure of the language is based on opposition and meaning is created through these oppositions (Cevizci, 2010, p.735).

The main interest of semiotics is signs, and semiotics is a discipline that investigates the nature and functioning of signs. There are three main areas of study. These fields examine different aspects of indicators. For example, one field studies how signs acquire meaning and how the meaning they convey is understood. Another field examines the role of signs in social, cultural and historical contexts. The third area examines the use and impact of indicators, especially in the context of media and communications. In this way, semiotics tries to understand the function, meaning and social impact of signs (Fiske, 2003, p. 62).

Roland Barthes, one of the leading figures of contemporary semiotics, especially focused on popular culture. Barthes's original approach involves examining the elements that carry meaning rather than the purpose of communication while investigating the meaning of various phenomena, such as clothing and furniture, using the method of structural analysis. Barthes associated this practice of structural analysis with semiotics and examined the relationship between signs and their meanings through secondary signifieds or connotations. This approach reveals not only the surface meanings of signs, but also their deeper and often hidden meanings (Vardar, 2001, p.88).

In terms of how signs relate to their objects, Peirce's scheme of (similarity), index (pointing), and symbol (convention) has often been used as if they constituted Peirce's entire classification of signs. However, Peirce noted that individual signs, such as maps, blend iconic, indexical and symbolic dimensions, but one or two are likely to predominate (Prior, 2014, p.3).

Not only linguistic elements, but also visual elements help individuals communicate with each other. A real object or event, graph, poster, pattern, picture, cloud, smoke, photograph, icons and visual indicators consist of all of these. No matter what kind of indicator they are, the main purpose of all of them is to try to ensure communication between individuals and between individuals and nature. Visual indicators are mostly used when it comes to promoting any product, service or place. However, although it is said that visual elements can replace or reflect reality, it is accepted that visual indicators attract more attention and more concretize the elements intended to be promoted when compared to written or verbal indicators (Çulha, 2011, p.410).

Semiotic Analysis of 8 March International Women's Day Advertisements

Purpose and Importance of the Research

In addition to presenting a product or service to the consumer and informing him, advertisements also help to create and transfer social and cultural values. The messages to be conveyed can be conveyed using indicators. In this context, the aim of this study is to understand and analyze which indicators are used in the commercials prepared by Gratis, Kılıçoğlu and Megaron companies for March 8, International Women's Day, and the messages that the used indicators want to convey to the audience.

Advertisements can appeal to people's cultural codes through the indicators they use. By using the messages they put into these codes, it is aimed to create behavioral changes in them and to activate them in the desired direction. This study is important because it reveals the power of advertising to convey social messages and the role of the semiotic analysis method in analyzing these messages.

Research: Population, Sample, Scope and Limitations

In this study, commercials made about women were taken into consideration. In this context, while the universe of the study consists of advertisements about women, the sample consists of commercials prepared by Gratis, Kılıçoğlu and Megaron companies for March 8 International Women's Day.

The scope of the research focuses on certain commercials and focuses on how the absence of women affects the world. In this context, visual and auditory codes used in commercial films were analyzed by using Barthes' semiotic analysis method. In addition, the research was limited to the commercials made about women by Gratis, Kılıçoğlu and Megaron companies for March 8 International Women's Day.

Research Method

Qualitative research method is used in the study. Qualitative research; It involves collecting and analyzing non-numeric data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. It can be used to collect in-depth information about a problem or to generate new ideas for research (Bhandari, 2023). In the study, commercials published by Gratis Personal Care Marketi, Kılıçoğlu and Megaron companies in 2017 on the occasion of March 8 International Women's Day were analyzed semiotically within the framework of purposeful sampling. Purposive sampling is a non-probability, non-random sampling approach. Depending on the purpose of the study, it allows for in-depth research by selecting information-rich situations.

It is a sampling method created in cases that meet certain criteria or have certain characteristics or are suitable for the study (Büyüköztürk et al., 2016, p.92). The sample of the study consists of the "What Would the World Be Like Without Women?" commercial prepared by Gratis for March 8 International Women's Day and the "If There Were No Women" commercials made by Kılıçoğlu and Megaron companies for March 8 International Women's Day. The videos of the commercials were compiled and recorded from www.youtube.com. In the study, Barthes (2014, p.30-87). The signifier and the signified; each commercial was analyzed separately, based on the concepts of connotation and denotation.

Semiotic signs allow the nature of the sign to be understood according to the linguistic sign. The semiotic sign, like its model, consists of a signifier and a signified. For example: While the color of a light may be a sign of movement in the road code, it may also have a different meaning at the indicator level. Many semiotic objects, gestures and images are used by giving meaning. Clothes are used for protection and food is used for nutrition (Barthes, 1967, p.41).

The sample advertisements in this study were analyzed using Barthes' semiotic analysis method. The following research questions were tried to be answered by analyzing the visual and audio elements included in the content of the commercial films.

- a) What type of advertising is used in commercial films?
- b) What type of appeal is used in commercial films?
- c) What topics are covered in commercial films?
- d) What are the indicators used in commercial films?

In this context, the messages and meanings that the commercial films in the sample wanted to convey were tried to be analyzed through indicators. Semiotic analysis technique was used in examining the selected commercial films.

Results

General Description of Gratis Commercial Film

Gratis' "What would the world be like without women?" The commercial is 2:11 seconds long. The commercial begins with a young man and his 2 friends bouncing a football on his head in a shopping mall. Meanwhile, the leading male actor coming from behind hits the ball and drops it to the ground with a bored facial expression and asks on the screen "What would the world be like if there were no women?" text appears. Later, while walking around the shopping mall, he comes across a crowd of men watching the match and is frightened by the shouts of the male crowd. He looks around, confused and bored, at two lifeless male models in the glass window of the store and at the store employee who is trying to paste the number 7 on the sign "My 2017 summer creation has arrived".

A billboard advertisement with the slogan "The secret of great hair" and a man posing with a hair dryer, a clothing store with a "men's world" sign, a personal care market with a Gratis sign, "so look at yourself!" There is a large advertising poster with text, two men sitting on massage chairs, a poster with the choice of your neighborhood barber and two men on a motorcycle standing in front of Gratis and chatting. The male lead looks at them as they pass by.

At Gratis, there is a male attendant and two men watching the match, and there are men's products on the shelves. There are posters announcing the campaigns "Come on, open for spades, buy lotion + drill as a gift" with a free card. He looks in astonishment at two young men who brutally apply branded gel, the size of a paint can and with "multi-shape jelly" written on its packaging, to his hair. A white-haired old man is seen examining his hair dye with the words "Metallic Grey" written in the image of a car.

In Gratis, the leading man and the male aisle clerk say, "Brother, give me a shampoo." The male officer gives one of the same shampoos in the aisle and says it is effective for three months, and the male lead smells it and does not like the smell and asks, "Isn't there one with a better scent?" he says. The officer says "No, but there is a promotion" and hands me the drill and says "it's charged".

The leading male actor looks astonished at the shampoos filled with the same brand, as in the other scenes. Next to the poster with two tea cups and the words "2 in 1 shower gel + toothpaste", he says "take care of yourself" and shows off his biceps to the customer.

Later, while waiting in the payment line, again tired of men watching the match, he suddenly comes to his senses when a woman comes and touches him, and in the scenes that continue with the screen turning into color, the woman asks "Are you okay?" When he asks, he says, "I'm glad to have you my love, I'm fine."

Afterwards, the product sections become more diverse and colorful. They shop happily as a couple, and the leading man and woman leave Gratis happily, holding hands.

Gratis Commercial Advertisement Film from a Semiotic Perspective

The findings that were examined and reached with the semiotic analysis method, including the elements of sign, signifier and signified, denotation and connotation in commercial films, are shown in Figure 1 and Table 1; Figure 2 and Table 2.



Figure 1. Gratis Commercial Advertisement Film: “What Would the World Be Like Without Women?”

Table 1. Semiotic Analysis of Gratis Commercial Advertisement Film

Indicator	Signifier	Signified
Human	Ball	Boring Mood
Color	Gray	Football
Text	“What Would The World Be Like Without Women?”	Boring, Unhappiness And Colorless
Place	Shopping Mall	Crowded, Monotony
Human	Men	Male Activity, Watching Matches
Object	Male Models	Lifelessness, Appealing To One Gender
Color	Gray	A Boring and Colorless Life
Text	Our 2017 Summer Creation Has Arrived	Monotony and Sameness
Place	Clothing Store	No Diversity, Soullessness

Literal meaning: "If There Were No Women?", published by Gratis specially for March 8, International Women's Day. In the first scene of the commercial, a young man appears playing a ball with his head. Then another man, who is tired of life, neglected and unhappy, enters the stage, hitting the ball on the other man's head with his hand and asks: What would the world be like without women? The text appears.

A crowd of men can be seen gathered in the shopping mall, watching the match. At the same time, it seems that only the year of the "Our 2017 summer collection has arrived" message in the clothing store has been changed. The models in the showcase consist only of male models. All the scenes up to this point are in black and white.

Connotation: In the first scene of the commercial, the man bouncing a ball on his head in the shopping mall is out of use as a space, and men can use every space for their own activities in a world where there are no women. It seems that they do not care about order and rule. Then there are men who are unkempt, have messy hair, are overwhelmed, unhappy and do not care about their surroundings.

It is understood from this that in the absence of women, men neglect their personal care and lead an unhappy, tired and boring life. The presence of male models in the showcase and the fact that only the date has changed emphasizes the monotony and the fact that there is no change even though the years have passed.



Figure 2. Gratis Commercial Advertisement Film: "What Would the World Be Like Without Women?"

Table 2. Semiotic Analysis of Gratis Commercial Advertisement Film

Indicator	Signifier	Signified
Human	Man	Man's Face Waking Up From His Dream, Surprised And Coming To His Senses
Place	Gratis Shopping Center	Beauty And Care Products
Color	Vibrant Colors	Vitality And Diversity
Human	Woman, Man	Diversity, Difference And Integrity
Human	Woman, Man	Happy Faces, Togetherness, Integrity
Place	Gratis Shopping Center	Beauty And Care Products
Text	Gratis Is More Beautiful With You	Slogan, The Liveliness That Women Bring To Life
Color	Different And Vibrant Colors	Diversity, Difference, Liveliness
Human	Woman	Groomed And Well-Groomed Woman Who Apply Lipstick
Object	Lipstick	Appropriate And Appropriate Use
Human	Woman, Man	A Place Where Men And Women Are Together

Literal meaning: In the scene where the woman is seen for the first time, the man suddenly comes to his senses with the woman's touch, as if waking up from a nightmare, and opens his eyes to a colorful world.

As the woman appears on stage, the commercial becomes more colorful and different products appear in the aisles. In the scene, men and women shop together in the colorful and diverse product section. On the stage, there is a sign "Gratis is better with you". In other scenes, there are images of women looking at the shelves and shopping, while on the scenes, respectively, there is a message saying "Thank you for all the beauties you add to our world, not only on March 8, but every day."

Connotation: When the scene is examined, the expression on the man's face, as if he woke up from a nightmare with the touch of the woman, is a surprised and happy expression. The reason for this is that he realizes a colorful, lively and diverse world from a black and white, monotonous and boring world. It is shown that life is colorful, vibrant and happy in a world where women exist. This is explained by the transition from a black and white image to a color image.

When the scenes are examined, a colorful background can be seen with women appearing in the commercial. Emphasis is placed on the liveliness, colourfulness, beauty, happiness and aesthetics that women bring to life. From the fact that men and women are happy when they are together, it is understood that the integrity of men and women is complete and happy when they are together.

General Description of the "If There Were No Women" Commercial Film Made by Kılıçoğlu Megaron Companies for March 8 International Women's Day

"If there were no women" commercial made by Kılıçoğlu Megaron companies for March 8, International Women's Day, is 0:27 seconds. The commercial begins with the smiling face of a young woman. In the commercial, which starts with black and white, the screen becomes more colorful as the woman laughs. The text "If there were no women" appears on the screen, then a settlement with ruins and no life is shown, and the text "There would be no life" appears on the screen again. The text "No color" appears on a pitch black screen. In the next scene, a family table with men, women and children appears and ends with the text "Happiness was always incomplete", facing the light.

Kılıçoğlu Megaron 8 March International Women's Day Advertisement from a Semiotic Perspective

The findings that were examined and reached with the semiotic analysis method, including the elements of sign, signifier and signified, denotation and connotation in commercial films, are shown in Visual 3 and Table 3.

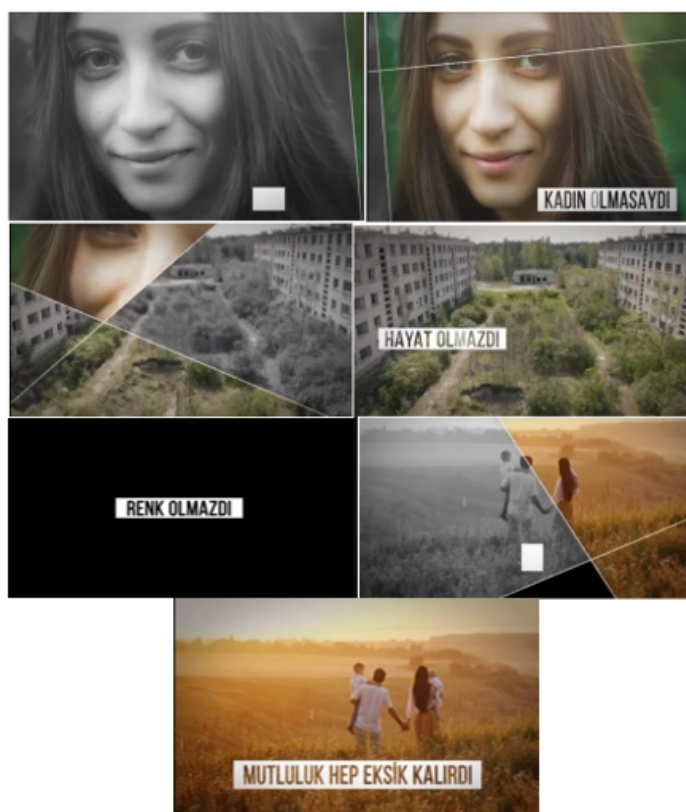


Figure 3. Kılıçoğlu Megaron 8 March International Women's Day Advertisement

Table 3. Semiotic Analysis of Kılıçoğlu Megaron 8 March International Women's Day Advertisement

Indicator	Signifier	Signified
Human	Woman	Smile, Happiness And Hope
Object	Ruined Building	A Place With No Signs Of Life
Plant	Neglect Trees	Apathy
Color	Grey, Green	Uncertainty, Liveliness, Inactivity
Color	Black	Darkness
Text	Color Would Not Exist	The Situations Without Woman
Human	Woman, Man, Child	Family And Future
Light	Brightness	Brightness, Hope, Happiness
Color	Gray, Green	Aliveness, Inactivity, Uncertainty
Text	Happiness Was Always Incomplete	The Search Of Happiness

Literal meaning: The commercial made for March 8 International Women's Day was titled "What would the world be like if there were no women?" The commercial begins with the smiling face of a young woman, and it starts in a gray tone. The screen turns into color as the young woman smiles, and the text "If it wasn't for a woman" appears. The scene then continues with a deserted settlement, ruined buildings and neglected gardens. The colors change from gray to a colorful tone again and the words "There would be no life" appear on the screen. Afterwards, the text "There would be no color on a white background" appears on a black screen. Mother, father and children appear on the stage, which turns from gray to colorful with color transitions. The screen becomes colorful, especially starting from the woman's side.

Connotation: Coloring the screen with the woman's smile shows that the presence of the woman adds happiness and hope to life. Ruined buildings and neglected abandoned gardens emphasize how places where there are no women and untouched by their hands are far from interest, aesthetics and liveliness. It is shown that women are a source of life. With the black screen, it can be said that a world without women is colorless and dark. In the last scene, the gray screen becomes colorful starting from the woman's side, emphasizing that the woman adds liveliness, color and aesthetics to life. At the same time, the family image is shown as a symbol of the future, happiness, hope and continuity.

Conclusion

In this study, advertising was examined in the context of its special design on certain days. The idea that was tried to be created through visual and audio elements about "what a world without women could be like" was handled through advertisements specially prepared for March 8, International Women's Day. Since they were born, people have begun to recognize colors, distinguish them from each other, and be affected by them. The meaning of colors in their lives for people depends on being emotionally affected by colors and leaving a mark on them (Zillioğlu, 2007, p.82). The color white means purity and innocence (Uçar, 2004, p.48). The color black means emotions such as fear, death, unhappiness and mourning in most countries (Akın, Eğrilmez & Afrashi, 2004, p.277). When we look at the connotation of the colors consisting of black and white in the scenes where only men are shown in commercials, it is emphasized that a life without women is colorless, boring, ordinary and joyless. While the green color used in scenes with women generally evokes nature, peace, heaven, productivity and freshness (Halse, 1978, p.27- 34), the pink color is calming and happy (Kavasoglu, 2021, p.81). Purple has a deep psychological effect (Akın, Eğrilmez & Afrashi, 2004, p.276). Blue is known as the color of water and sky and is generally the color of peace and eternity. Therefore, it means calming, peace, sensitivity and loyalty (Mazlum, 2011, p.132). The color of the screen with the scenes featuring women means that a world with women is much more colorful and lively; in this context, it is emphasized that women are happy beings, far from monotony and add meaning to life.

In this study, the commercials prepared by Gratis, Kılıçoğlu and Megaron companies for March 8 International Women's Day were examined using the semiotic analysis method. With this analysis using Barthes' semiotic analysis method, some conclusions were reached regarding the denotative meanings and connotations of the advertisements.

First of all, when it was examined in terms of the mentioned advertising types, it was concluded that it was a positive advertising type. Looking at the audio and visual elements created in the commercials examined, it is aimed to create a positive perspective on women and the values that women add to life in the audience's perception by using emotional appeal. When the indicators used in commercial films are analyzed, emotional appeal elements such as sharing, happiness, joy, love, togetherness, integrity, difference and the values that women's existence adds to the world are emphasized. The screen becomes colorful with the woman's smile, showing that the woman adds happiness and hope to life; Ruined buildings and neglected gardens show that places where there are no women are indifferent and devoid of aesthetics. The scenes where the black and white screen becomes colorful with the woman's touch tell us that women add liveliness and aesthetics to life. Family images emphasize that the presence of women is a symbol of happiness, hope and continuity. The connotations used in advertisements also reveal the role and value of women in society. In a world where there are no women, men seem to live a neglected, unhappy and monotonous life and do not care about order and rules. Male mannequins in the windows and neglected male figures on the posters symbolize a life far from aesthetics and care in the absence of women. As a result, these commercials express the place and importance of women in social life with strong visual and auditory indicators. Semiotic analysis has helped understand how these messages are created and communicated. The codes contained in the advertisements enable the values that women add to life to become concrete in the minds of the audience. How valuable and indispensable women's existence is for society is effectively explained through these advertisements. This study shows the power of advertising to convey social messages and the importance of the semiotic analysis method in analyzing these messages. As a result, these commercials express the place and importance of women in social life with strong visual and auditory indicators. Semiotic analysis has helped understand how these messages are created and communicated. The codes contained in the advertisements enable the values that women add to life to become concrete in the minds of the audience. How valuable and indispensable women's existence is for society is effectively explained through these advertisements. This study shows the power of advertising to convey social messages and the importance of the semiotic analysis method in analyzing these messages.

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