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Woman and gender in advertising: A semiotic reading

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Abstract

Semantic advertising analyzes are frequently found in the literature in different aspects. In this study, a semiotic analysis of Nokia mobile phone advertising has been tried to reach some data about gender (related to gender based use of technology). We reached to some conclusions in the case of using technology, with considering gender effect in an advertisement text. For this purpose, it is hoped that the findings obtained through semiotic analysis method via an advertisement text will shed light on studies on advertising and gender. In this article, a semiotic reading on women and gender was carried out in advertising and it was determined that sexism was used extensively in the ad text chosen as an example. Esthetized and implicit violence against women in advertising has also taken place in the study as another determination. In this article, it is determined that gender is used extensively in the ad text selected as a model. This study shows an example of women's representations in advertising. Besides that, - another of the findings we have obtained as an analysis is that - the advertisements were re-presented by editing real life and that the truth is manipulated. As a result, it can be said that; advertisements naturalize / normalize, legitimize, nourish, support / reinforce, strengthen, build and rebuild the sexist patterns that exist in society, and however also re-present / construct reality.

Keywords: Semiology/semiotic, advertisement, gender, woman-man, reality construction.

Reklamda kadın ve toplumsal cinsiyet: Göstergibilimsel bir okuma

Öz

Göstergibilimsel reklam çözümlenmeleri farklı yönleriyle literatürde sıkça yer almaktadır. Bu çalışmada Nokia mobil telefon reklamının göstergibilimsel çözümlenmesi yapılarak toplumsal cinsiyet konusunda (teknolojinin toplumsal cinsiyete bağlı kullanımına ilişkin) birtakım verilere ulaşılmaya çalışıldı. Bu amaçla, bir reklam metni üzerinden göstergibilimsel çözümlenme yöntemiyle elde edilen bulguların, reklamcılık ve toplumsal cinsiyet üzerine yapılacak çalışmalara ışık tutacağı umulmaktadır. Bu makalede reklamda kadın ve toplumsal cinsiyet üzerine göstergibilimsel bir okuma gerçekleştirildi ve örneğe olarak seçilen reklam metninde cinsiyetçiliğin yoğun olarak kullanıldığı saptandı. Reklamda kadına estetize ve örtülü şiddet uygulandığı da bir diğer saptama olarak çalışmada yerini almıştır. Bu çalışma, reklamcılıkta kadın temsillerinin bir örneğini sergilemektedir. Bunun yanı sıra, - çözümlenme sonucunda elde ettiğimiz bulgulardan bir diğeri de - reklamlarda gerçek yaşamın kurgulanmak suretiyle reklam metninde yeniden sunulduğu ve gerçeğin manipüle edildiğidir. Sonuç olarak denilebilir ki; reklamlar, toplumda varolan cinsiyetçi örüntüleri beslemekte, desteklemekte / pekiştirmekte, doğallaştırmakta, güçlendirmekte, meşrulaştırmakta, inşa etmekte ve yeniden inşa etmektedir, ve bununla birlikte, aynı zamanda gerçeği kurgulayarak yeniden sunmakta / inşa etmektedir.

Anahtar kelimeler: Göstergibilim, reklam, toplumsal cinsiyet, kadın-erkek, gerçek(lik) / kurgu(sallık), gerçeğin inşası.

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Introduction

Semiotics considers people and everything related to the world as a subject of study. "Being interested in semiology is about dealing with people and culture" (Parsa & Olgundeniz 2014, 108). At the same time semiotics is a methodological approach, which develops the methods and review examples of other human science (Greimas as cited in: Rifat 1998, 301). It is considered as advertising concept.

The main purpose of ad is to contribute to the increase in sales, but also it tries to be a popular culture producer and the product, moreover, also in the scope of the communication process (itself), a display; semiotics (study will undergo its own, which has a special language and significant sequences) is regarded as fact in advertisement. It is basically set up for purchasing; afterward base the "new" understanding (!) and "new" life (!).

According to this study, in terms of semiotic "intertextual text" as an example of what we define as the ad text (Nokia mobile phone brand of ad text) was examined by selecting the semiotic analysis method; moreover it is set in motion the interpretation and explanation of the semantic level. In order to get the best result, this study contains the ads as the semiotic texts (in the ad text), and the levels of displayed and interpreted meaning categories (denotation and connotation), also mainly include metaphorically and literally symbolic and intertextual features given in the ad text. In analyzing the visual and linguistic indicators in the advertising message, it is necessary to analyze the structure of the elements of the advertisement communication that the items have established with each other (Küçükdoğan 2005, 59). The study examined the semiotic meaning elements rising from the mobile phone advertising text, the similarities and differences (and / or contrast) are also analyzed through consideration of creative situations.

Advertisement narrative consists of real and / or fictional words and is more prone to fiction. During the study, in the case of ads "the re-presenting of well thought-out fact" and "presenting product as highly technological item to the fore" is tried to identify the underlying assumptions.

Semantic advertising analyzes are frequently found in the literature in different aspects. In this study we tried to have a semiotic analysis of Nokia cell phone brand advertisement. We reached to some conclusions in the case of using technology, with considering gender effect in an advertisement text. For this purpose, it is hoped that the findings obtained through semiotic analysis method via an advertisement text will shed light on studies on advertising and gender. In this article, it is determined that gender is used extensively in the ad text selected as a model. Besides that, - another of the findings we have obtained as an analysis is that - the advertisements were re-presented by editing real life and that the truth is manipulated. As a result, it can be said that; Advertisements naturalize / normalize, legitimize, nourish, support / reinforce, strengthen, build and rebuild the sexist patterns that exist in society, and however also re-present / construct reality.

Semiotics and advertising

The subject of semiotics is the meaning. Roland Barthes, while emphasizing on semiotics as the indicator of meaning sequences, speaks about semiotics indicators for

example, pictures, human dynamism, their attendance in ceremonies or demonstrations, works of literature, the theater, and so on (Yücel 2008, 119).

Semiotics is illustrated in different shapes in everyday life (video, audio, text, etc.) and it is demonstrated as a whole in given texts (ad text, a musical, a photo, a newspaper article, a film, a sculpture, a theater or pantomime show, etc.) it is contained the indicative semiotics terms and set the investigation on them. The ads as all other linguistic and non-linguistic texts comprise the text that can be analyzed by semiotics term. In this regard, advertising has taken its place among the semiotics studies.

Semiotic is contained field, indicators and their indented meanings and format, all different types of indicators which cover the forms of association with humans and meet the community's needs; more over it includes developing function of code in social or cultural structure or text which shaped by systematic (or narrative) structures. Advertisement narrative is one of them. It can be occurred in extremely different ways and shaped the people's feelings, ideas and values (text, behavior, images, music, lyrics, etc.) through the number of meanings which formed by accumulation of units with each others, opposing, contradictory into an integrated structure. Ad text is included images, lyrics, music, and it is the narrator of specific language. It takes benefit from the artistic and mythical narratives. The narrative often expresses fictional or actual event(s) narration (Mutlu 2012, 27). The commercial narrative fictions the truth, (in other words) the fact that the truth is edited. Advertising reality is a fake reality, because life in advertising is in contradiction with real life / reality, ideological illusion is created. It manipulates the truth. Real life is edited and re-presented in the ad text.

Barthes (1999, 239) indicates that "each ad is a statement" and in all ad notifications, there is always the same indication: the perfection of the advertised product. The product and / or brand is displayed perfectly equipped with superior features. Nowadays, consumers are almost circumambulating shopping centers to buy images. It is always the same in each case statement: If we specify it with a single word, this is the "perfect declaration of product".

The advertisement is artistic at the same time and "wants to have the beauty that it offers as an artistic product" (Çamdereli 2004, 59/61). As stated by Baudrillard, "the contemporary consumer not consumed in capitalism or consumer products but in indicators. This indicator reaches the consumers through advertising" (Dağtaş 2000, 134). The most common indicators in everyday life are paintings and drawings. The majority of them are usually pictures of the ads. They can be the symbol of the advertised products or brands. Ünsal (1971, 188) argues that in the ad "any goods, services or business in general are connected to a brand or symbol. In addition, each brand has its unique style in ads. In order to, to have a positive impression on the people, used the ad signs, symbols and procedures should not be in contrary to convictions and beliefs ". It can be said that, advertising signs and symbols some cases are regarded as public cultural beliefs and faith.

The ad's text is opposed with "advertising display, advertising words, ad text, ad music" units which are in contradictory and it is composed of layers of meaning and their relationship with each other which is integrated into the structures. Advertising is often based on the metaphor and uses similarity. "Metaphor gives opportunity for advertiser to compare similarities and sameness by a selection of all tracks (and similar parts)" (Büker & Kıran 1999, 54). Advertising creates and constructs true and "similar" imaginary situations / conditions. Advertising "when creates the images use both iconic

and indexical symbolic and take advantages of using these indicators" (Yazıcı 1997, 114).

Pierre Guiraud (1990, 96), is mentioning about mythical origin of images and "apparently most free, and the most rational ones" and believes that "the majority of our choice", the "mythical origin is conditioned by subconscious depictions". For instance, "Why do we drink wine or milk? Where the French potato steak taste came from? Admiration or our preconceptions based on what?" so such topics mingled the mind of Roland Barthes (1957/1975), *Mythologies* (Myths) exhibits the trials under its name and indicates the cultural habits differences (such as "milk, steak potatoes, automobile, recreational, written words, etc.") as myth (p. 97). "Barthes in *Mythologies* considers between various expressions of mass culture the modern advertising myth" (Mattelart 1991, 116). Advertisement is a modern myth and also produces modern myths, it produces legends; it creates imaginative stories that contain phenomenal phenomena. Advertisement naturalizes the myths of society, changes it, transforms it, and returns it again. Advertising builds on its discourse on *death / life* (= *nature / culture*) and *gender*, which is the most primitive and fundamental legend of human history. It uses societal discourses and thus, nourishes, supports, naturalizes and thus strengthens the existing sexist patterns in society.

Advertising designs a completely different universe / world and life of its own, and draws people into this universe / life. Advertising convinces people that the life presented by it can be real, even real. It presents it as if it is a natural thing, normalizes it, it makes it legitimate in the eyes of society. It (the ad) gets acceptance of the community to legitimize what it offers.

It can be said that; advertisements nourish, support, reinforce, normalize, strengthen, legitimize, produce and reproduce existing values in society.

Nokia cell phone ad text semiotic analysis

In this study, in our investigated the ad text, we consider visual and linguistic elements, intertextual meaning relationship and we will cover the meaning categories of connotatively functioning level.

Visual items

Visual indicator of display - being in parallel with vertical axis of the text - the semi covered photo of blond hair, white-skinned, closed eyes women who is toward the right profile and with her smiling face is located in the lower right corner of the composition - and in the display the women with a green background which covered by black spot, and men hands trying to take their hands is the simple advertisement of Nokia - cell phones (denotation).

On the text there is a woman with given a small part of neck and shoulders, demonstrate her image in large part of the text, so increases the degree of sharpness of the clarity of her facial features. Women has quite spacious and bright images with arched noses, pink lips and the eyes which is closing repeatedly intertwined with a pinch of black thistle - metaphorically - fake (a pseudonym) lashes and - right aside - yellow (dyed) bangs (denotation) draw attention. The black mottled frilly sleeveless shirt made in modern style (age fits into the fashion), dyed hair and makeup (denotation) represent woman as modern, comfortable, free, animated, funny (and of pleasure) one.

There are smile expressions on her face: she is "happy" and this happiness is reflected in her face and facial expressions. The eyelashes are tightly interlocking each other and make eyes closed: she doesn't see. As it is known, the eye in some discourses is represented - biologically and spiritually - as an organ with opens to the outside world; it is regarded as "window" - in some other discourses it is considered as the "mirror" - here it is described as ('eye organ' similar with 'window') it is leading metaphorical relationship here: it is open to external world, "mirror" as external (out of what they saw) and inside (feelings, spiritual as behavior). Human with the help of window, through the eyes see the outside world, objects / things / assets and cases are seen in a visual integrity, and make sense. Take into consideration this functional feature, refer or reflect that "external / outside indwelling".

The eyes are closed (on), closeness (denotation) represent "self indwelling or its introversion of" (connotation). Here the woman is looking at herself with the formed closed eyes, its (the outside world) connection is broken: as far as the eyes are closed to it consciousness towards outside world (the reality in a sense) makes her away from life. Therefore, she cannot see the external world of objects / things / assets and because of not seeing, she isn't able to recognize the facts so she cannot detect or understand the realities. A woman is unable in the case of vision, perception and understanding. So the woman (here) is 'passive'. However, it is apparent in this case (i.e. to understand and / or make sense) it is not something unfavorable for woman. She is swimming in an intense pleasure and in this case she is extremely pleased and satisfied.

As it is apparent in advertisement, woman's facial expressions and gestures shows 'excitement' and 'pleasure' with her eyes closed. This woman happy expression in advertisement represent "optimism" and woman is in "foolish optimism" behavior and is happy about it. Realities have no interest for her (or rather woman regarded that as real life, everything is "good" and happiness is ready for full universe). The only thing that interests her is, cutting off her feet with owning "NOKIA 8210". "NOKIA 8210" makes the woman "optimistic, happy, a woman of pleasure"; it is equipped her with an optimistic view towards life, everything is "good", and every moment is "special". So - as stated by the authors - "now just the ads can decorate her fantasy life. No fantasy can be out of the product"(Büker & Kiran 1999, 138).

Being in "foolish optimism" and being in the act "happy" (as far as not be rational / reasonable behavior in the form of / be away from the act) and being "fair" (i.e. to be at the forefront of the physical properties) have some messages for us in form of "stupid blonde woman" image. "Dumb blonde" is representing the sexuality as it is considered in the world famous and important theater; blond woman and sexiness bring to mind the feminine features as it was flourished and emerged with "Marilyn Monroe". In the film, not using the intelligence but with using her physical characteristics (femininity with and sexiness) seduce the men, represented as "sex goddess beautiful blonde woman" (Marilyn Monroe), with regarding as dumb blonde woman is seducing men.

This characteristic is growing in society; (as far as it is interesting but strange, unexpectedly it is being famous with its owner) and is becoming a mythical image and symbol. The woman mental property is undergone with her feminine characteristics "being blonde" (for woman it is visually "spectacle of a sexual object" position), and literally making "dumb blonde (woman)" as profile with drawing "fairness" and "sensuality" (here, a foolish optimism) and physical beauty (feminine). Today, "blonde", "blonde woman", "femininity", "sexuality" is not shown as it was in past

history. The woman in the ad text with representing "stupid blonde woman" - and having metaphorical relationship - symbolizing, at the same time as the ad main motif shows "fairness" and "stupidity with" (the silly appearance and behavior) "dumb blonde" image. Advertise woman with "stupid blonde woman" images has created an unseen heterogeneous metaphor.

The woman, with rejecting the negative aspect of reality is refusing reality. She is falling into illusion. The woman behavior isn't rational and realistic. Because being happy with losing herself is incompatible condition with reality. "The interpretation of the world of advertising is actually in obvious mismatch with real situation in the world" (Berger 1995, 151). There is no woman in real life that is happy because of having cell phone. The woman (in advertisement) exaggerated happiness because of possessing a cell phone is at odds with the situation like in real life. Hence the woman has irrational and unhealthy, unrealistic behavior (ie. "illusion"). Here the woman enjoys possessing real object of cell phone and having a fake satisfaction of having product, so she is not aware of being cheated.

Woman is escaping from reality and is sheltering in creative, well-being, happy, positive universe of an advertisement, because it is farther from the truth. Woman is coming from different space and time and he is like an "ostrich" that is stretching her head in the text. With living in the text, she is away from real life but living the magic and peace (the negation of real life) romantic life. In fact woman is entering the ready-filled world, to hear pleasure and self-history. Woman is closed her eyes to "everything", he doesn't want to see "anything" ("I'm happy, do not touch me!" she says "like" that). Indeed, as it is well known proverb in our Turkish language "its danger is obvious and it is difficult to resist against an event" and / or "with self-deceiving think that deceive others" (Eren et al. 1992, 365) or "to bury your head like the ostriches (or bury)" we can define the exactly overlapping situation and describe the situation the best. With closing her eyes to the real world, is living and internalizing the world of pleasure. Woman "never" wants to wake up of this dreamy world (i.e. unreal situations) and she isn't aware of this illusion. Being aware or not - consciously or unconsciously - she is extremely pleased with this situation (that of pleasure, peace in the world 'entered' being): she is happy as ostrich buried her head in the sand.

In fact, the only trouble isn't the product (ie "NOKIA 8210" mobile phone), but the pleasure of possessing it, so the main thing to obtain; is image. In "NOKIA 8210" mobile phone advertising, the image of "willing" to obtain cell phone is shown. Famous advertiser Seguela (1991, 109) believes in advertising not the product but the image takes role: "Freedom contains a lot of values out of meaning," says Valery. The main value of a product is beyond its imagination. Not its economic sense. People not buy goods but image not the objects consume its desires, wishes. The event is so accurate that was carried out by one of best product of our campaign."

Representing in the left part of display, you can see just the half of woman. The viewer just can see one eye -with long eyelashes- the other eye is closed. In such condition we can say that the extend of woman's vision is restricted by one eye. The woman behaves as she is hypnotized by product and tries to seduce the consumers and viewers too.

The woman with totally closed eyes seems happy. The woman with ecstatic pleasure is forgotten the world, and is drown in another world. However, the woman is living some feeling intensely is unaware of being accustomed to the reflection. The authors (Büker & Kıran 1999, 137) words upon "oscillating violence" in the ads will be

easy to get here (We prefer to use oscillating in quotation mark): "But the woman is not aware of the situation she is placed in. Because "(oscillating) violence" offers her leaning in front of men. In some ads woman, she represents her pleasure with the half-closed eyes". This ad woman shows her pleasure with closed eyes.

In the ads (also linked to the basic theme of the text) pleasure, femininity and consuming is emphasized. Basic themes in the text, is consumer while possessing the "product (Nokia mobile phones) will get an intense pleasure and a sense of happiness, and will change the world view. In the ads the woman life "perspective" in terms of the world "opinion" is changed; it has gone away completely. In other words the woman view toward real life physically / sensory-sensually (- denotatively as - they have closed their eyes), both metaphysically / philosophically-spiritually (- as connotatively - to see facts, events and phenomena and to evaluate them rationally is failed) is closed.

Linguistic elements and their relations with visual elements

Linguistic elements in text include textual slogan, brand slogan, logo and web addresses, and information on product-related specifications. Slogan and logo which is the carrier of the text message, (with the brand slogan) can be considered under two separate titles.

Slogan

The fact that the slogan is far from short and linguistic complexity is its most prominent feature. Which is divided into two separate parts "Optimism...? I think mean turning every moment into being a special moment"; so we can separate them into formal and informal slogan syntax.

Meaning units and text units (formal characteristics)

"I think optimismthe slogan is to turn every moment into a special moment" is clearly an attitude which only give information. The slogan of meaning units has been constructed by "not hiding the semantic value but understanding discursive syntax format clearly and easily" (Çamdereli 2000, 108).

The meaning units in slogan are compromised of eight meaning units. / I think /, /Optimism/, / is /, / to /, / turn /, / every moments /, / to /, / special memories /. Lexeme is regarded as "general attitude which evaluate every personality , thought and work", or it is considered "everything from the best side and hope the best in the world" (Eren et al. 1992, 738) and it put "optimism" as meaning unit in separate place (as the blonde woman with locating in left profile, her left eye only can be seen). In visual terms - as denotatively - it is said that closed eyes woman has optimism; and closed eyes woman optimistically is smiling to the life.

Whenever considering slogan utterance and its relation with visual indicators - related to visual elements - the advertising products (Nokia cell phone) in particular is affected the female audience, and in general is affected all consumers views. While it is trying to revive "optimistic" view toward life and world (denotatively), implicitly separating consumer from outside world, and breaking him from reality, "and trying to change his view and vision of the world. So with imposing silly optimism indirectly and secretly transmit unhealthy and non-rational behavior".

Advertising (as denotatively), with its "optimistic" perspective, is promising living in special and happy moments (in a sense of conversion women's / consumer's life). Advertising is not consumer "product", "the image of the product; with its not real illusion deceive the consumers. Advertising promises "a happy, peaceful life filled with memories of special moment".

According to the ad, being optimistic namely optimism is equivalent with "now close your eyes or it is a kind of being hypnotized", but it is only possible with "Nokia". Nokia products, at the same time beside its product sell "Optimism": "Optimism... means hypnotize a life and regarded it as the best, positive and beautiful one..." the woman who is representing consumer is advertisement, but also, given the advertising with giving slogan as "...I think optimism is to turn every moment into a special memory" is representing institution spokeswoman.

Optimism and happiness are associated with the ad product. With its silly happiness, it cuts off people from the real world; and wants the same thing for the audience and consumers (silly happy) will be (i.e., with buying "Nokia 8210" mobile phone get that happiness indirectly) expected. Advertising is designed a new life style (style), view toward the life. It tries to influence the attitudes and behaviors of audience, and the desire to change existing habits is being highlighted. Advertising is promised ("Choose you own Nokia! Live your own style!" make it slogan denotatively) a certain lifestyle and a certain style.

Logo

The logo has been used in various places if visual indicators (top right, bottom and left to right bottom corner). "NOKIA" logo, its written words thickness and its unchangeable text (blue) color in all three version are affecting the eye. Brand slogan ("Connecting People") with its design (divided into two different levels) will be studied in context of visual indicator.

Meaning units and text units

Logos usually consist of several audio units. Composed of five letters NOKIA logo is in blue color, it can be pronounced in three different ways. In general, containing the "peace, love, warmth, friendship, tranquility, calmness, coolness, comfort, freshness" (Çamdereli 2000, 103) in blue color, make "NOKIA" logo highlighted in the text. This associative connotation of blue color, make the brand more valuable. Large NOKIA logo with the product serial number is located on the upper right corner. The logo of Nokia ("NOKIA 8210"), the brand and the product serial number are listed in a certain order on the bottom facing down symmetrically. Also it is added a blue band design at top part; the blue color which is used in designing of logo design creating opposition with a white background.

In the designing of the logo in the right corner the brand is given with the slogan: "NOKIA: CONNECTING PEOPLE". The brand and brand slogan are listed (lower bottom) in order. Design is placed just under the technical data of the mobile telephone and the product image. Brand slogan "Connecting People" (Turkish with translation "İNSANLARI BAĞLAR"), is related with the use of language and visual elements. Slogan is located on the mobile phone screen, and showing man and woman holding eachothers hand, so is consisting of the linguistically complementary, reinforcing and confirmatory nature: the man and woman hands are designed as if tries to hold together; the points are gradually get closed to each other, also the gap between

points / gap are gradually closed as the man and woman hands get closer. According to the ad, the space between the dots are filled with "Nokia", and mad woman hands are connected to each other (just like, "NOKIA CONNECTING PEOPLE " as stated in the brand slogan).

Thus Nokia mobile phone makes every moment a special moment, thanks to the context of visual elements (also) those moments are once again repeated. Brand design - in this time, as opposed to the upper design – is completed by the green band on the lower part of phone: the green color band, is contrasting in the blue color with the white background of the visual display.

Foreign origin of the text (NOKIA CONNECTING PEOPLE, as Clup) is reflecting linguistic elements, with using English words (in connotation level). In general it is representing the terms "being strange" phenomenon, and in particular highlighting being English, England, and Englishness. "NOKIA" brand, so it is a product of Finland (connotation level) is sending message to Finland and (use as indicator of Finland) "Advanced Finland technology" (and - in general terms – "Europe").

Display levels of connotations and conclusion of topic

The ad is opposed with offered / constructed models in the world and society. In the ad, through the creation of ideological illusion on the facts and things and concepts the viewers - consumers are misled about reality. Through ideological elements in the ads, the production related issues and the world where people live in are reproduced. In other words, the advertisement breaks / upset / deconstruction the reality (and rebuilds it).

The woman in advertisement, is full of pleasure and is shown in the state which forget the world as far as she is "happy", it is represented as the case of "optimism" in the ads. Her eyes are tightly closed, so they are not open to the real world; the truth cannot be seen (or does not want to see). Because of not seeing facts (or does not see) she is too "optimistic"; everything is good, romantic and she (a silly) is happy because of that. In advertisement the woman happiness is (something that is not in real life) - because of "owning Nokia 8210", in other words, she is in "the act of consuming".

The woman female is accepting the offered Nokia's cell phone consuming to accept a kind and is entering into (thus) an intense "emotional gratification". In this way, the passive woman with having such products (Nokia phones) be happy and "makes him / her the manipulated ideal consumer" (Ulusay 1993, 7). In this regard, a woman in the ad is in the case of "alienation". According to the Berger (1996, 118), wherein a murdering and adventurous novels like the ads as outcomes of popular culture, "usually create false consciousness and take people from the truth". Advertising is seen the people (as consumers, reducing people to the consumer position) not as worldwide active "subjects" and but "object" makes them as "objects". As people turn to be stranger, became the prisoners of their alienated needs. In this case, as Marx pointed out, they turned to be metal motile under their self-consciousness (Frommer as cited in: Berger 1996, 55). Thus, the human body commodifies and serves the system. The body, like the robots that constantly consume, becomes objectionable, and becomes a machine, a bio-machine (as Foucault said). Foucault (2013), take in the body a bio-power device (a bionic tool); as a machine. The viewer-reader through media type works as the mass media (advertising here) offer fake pleasures and desires, and as a

consumer, became "alienation" or be forced to participate. Marx says about semiotics and alienation in this way:

Everyone can identify himself or herself as forced to adopt new habits and in order to have such pleasure led to new dependencies, new tastes and new requirements, such way of thinking makes him or her in an economic failure. Everyone can to satisfy their own selfish needs they set up a alienating power over another. (Fromm as cited in: Berger 1996, 56).

As she is presented as woman model in advertisement, she is ecstatic by the effect of product / advertisement generated pleasure and happiness, she doesn't know that it is an illusion and is not real, moreover she doesn't know she deceived herself with falling into alienation. As result, by regarding that as "real" she is drown in second misconception. According to Topçuoğlu (1996, 203-204), - as it is here - "through advertisement which is governing people's lives, illusions with hypnotizing people mind break down people mind real and make it difficult to recognize what is real or unreal. Through mass media illusion is spreading out everywhere and people's thinking ability get blunted; unfortunately instead of deciphering them she/he stands quietly and adopts it in place". Here a woman is unaware of this "exaggerated" situation and with closed eyes (without questioning) accepts getting "alienated" to the advertisement.

The woman in advertisement is the symbol of "dumb blonde" more than "dumb blonde women", and represents the image of "stupid blonde woman". Being groomed and made-up (with shoulder and arm décolleté) and wearing feminine clothes she shows off "beauty" and "sexuality" and keeps away the "mental property (rationality)" in the background. Woman in advertisement, "in connection with dumb blonde" image instead of representing intelligence and thoughtful woman's image only presented as "sexual object, a spectacle object". Woman's makeup, well-groomed reinforces the impact of sexual woman. In the Ad, the woman's field of vision is narrowed by keeping her eyes closed; and is completely removed. So that women is identified as "secondary" and "passive" one and is evaluated with sexist and prosecuted view. This ad is a clear indicator of the transaction value of the sovereign sexist. Societal research reveals differences between men and women on gender (gender gap) in advertisement (Goodrich 2014; Wolin 2003; Zimmerman & Dahlberg 2008; Brunel & Nelson 2003). In particular, there is a great deal of research on sexual objectification of women in advertising. *For example*, according to a study which measures attitudes of young women to sexually objectified advertising that show females' attitudes toward the advertisement have little effect on purchase intention, a highly significant change from attitudes of women in 1991 (Zimmerman & Dahlberg 2008).

In the advertisement, the/ optimism /, / stupidity /, / happiness /, / pleasure / concepts are represented implicitly. With the help of advertising text, the requirement of the ego gratification and sense of happiness addressed the consumer hedonism in the text; the hedonistic mentality is given in the text and, materialistic and hedonistic values are spoken. As is known, hedonism is seeking the satisfaction which achieved through satisfaction of passion, and reaching to the highest levels of satisfaction and "pleasure" in the way of life. According to the ad, the maximum pleasure, satisfying the needs and wishes, is located at the center of life. Life in advertisement is to have fun, to energize themselves, or self-rewarding in the case of created opportunities. Having happy life as

it is presented in consuming culture because life is constantly exciting and full of pleasure. In dominant consuming culture the societies turn to be the place of (ad, "Choose your own Nokia! Live your own style!" are presented as their slogan), entertainment, excitement, life is becoming the most important concern to be satisfied.

In advertisement, the product has exaggerated features; it is shown that with purchasing the product the life will be affected magically, and everything turn to be good and get optimistic point of view and will create emotional impact on the viewer-reader. Advertisement impacts on audience-consumers (indirectly), put forward the "pleasure and happiness feeling with representing blonde woman". For reaching its purposes it presents "NOKIA 8210" cell phone and encourage to get one. As it is known as "illusion means exaggerating in the actual characteristics of the product by adding certain qualifications, and making it fabulous product" (Topçuoğlu 1996, 204). Products in this ad; (Nokia cell phone) is exalted as an technological object which has exaggerated qualifications and thus, increasing the chances of purchasing it.

According to researches, brand is potentiate the sale; *for instance* Ehrenberg (2000), examines the role of advertising by looking at advertising and consumption in general, then discussing competition among brands and the factors affecting brand choice, particularly for established brands of frequently bought goods. He concludes the advertising's main role is to reinforce feelings of satisfaction with brands already bought.

It is presented implicitly in the advertisement that 'the act of consumption will make people happy, buying / receiving of products makes them to try very different tastes, offer pleasures through romantic and idealized concepts; to sum up offer a different lifestyle' (it is represented in the ad as "Choose your own Nokia! Live your own style!" such slogan are clearly (denotatively) represented in the ads). The main basis of advertisement culture is based on "individuality / diversity, freedom of choice, materialism, and hedonism" values, in other words it manufactures social values.

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The ad text



NOKIA 8210

"İyimserlik..."

...bence her anı özel bir anıya çevirmekdir."

"İyimserlik..."

NOKIA 8210

İnce, tasarım harikası Nokia 8210'da sesle arama, kusursuz ses kalitesi ve değişik renk seçenekleri var. Kendi Nokia'nı seç! Kendi stilini yaşa!

Club NOKIA

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