Metaverse as a Platform for Event Management: The Sample of the Metaverse Türkiye E-Magazine

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Abstract

In this study, the events in Metaverse are discussed. For this purpose, Metaverse-themed digital media content was analyzed. The research universe is Metaverse-themed magazines, and the sample is Metaverse Türkiye E-Magazine. The study is critical because it is the first study on the activities in the Metaverse and contributes to the literature. The magazine was analyzed by applying the content and discourse analysis method in the MAXQDA program. The findings obtained are as follows: Content and discourse on Metaverse phenomena and concepts, meetings/promotions/conferences, event dimensions, and festivals are produced in the magazine. The most frequent discourse in the magazine is related to macro Metaverse concepts and phenomena. The least frequent is about meetings/ promotions/ conferences. Quality and signature events constitute the digital event dimension in the Metaverse universe. When the discourses of the magazine are analyzed on a micro-scale, it is striking that proper names containing Metaverse concepts are used as subjects. As a result, considering the growing number and size of events held in Metaverse, it is crucial to research planning and implementing event management in Metaverse.

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Etkinlik Yönetimi Platformu Olarak Metaverse: Metaverse Türkiye E-Dergisi Örneği

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Öz

Bu çalışmada Metaverse'teki etkinlikler ele alınmıştır. Bu amaç doğrultusunda Metaverse temalı yayın yapan dijital medya içerikleri analiz edilmiştir. Araştırmanın evrenini Metaverse temalı dergiler oluştururken örneklemini Metaverse Türkiye E-Dergi'si oluşturmaktadır. Metaverse Türkiye E-Dergi'sinin, Türkiye'de Metaverse temalı yayın yapan ilk e-dergi olması ve yalnızca 1. Sayısının yayınlanmış olması çalışmanın sınırlılığını oluşturmaktadır. Çalışma Metaverse'teki etkinlikleri konu edinen ilk çalışma olması ve literatüre katkı sağlaması nedeniyle önem arz etmektedir. Dergi Maxqda programında içerik ve söylem analizi yöntemiyle analiz edilmiştir. Bu bağlamda elde edilen bulgular şöyledir: Dergide Metaverse olguları ve kavramları, toplantılar/teşvikler/konferanslar, etkinlik boyutları ve festivaller üzerine içerik ve söylem üretilmektedir. En fazla makro söylem Metaverse kavram ve olguları üzerine üretilmiştir. En az söylemse toplantılar/teşvikler/konferanslar hakkındadır. Metaverse evreninde gerçekleşen dijital etkinliklerin boyutunu ise nitelikli ve imza etkinlikler oluşturmaktadır. Derginin söylemleri mikro ölçekte değerlendirildiğinde özne olarak Metaverse kavramlarını içeren özel isimlerin kullanıldığı göze çarpmaktadır. Dergide gündelik bir dil kullanılmakla birlikte cümleler arasında nedensellik ilişkisi bulunmaktadır. Dergide merak uyandırma tekniğinin kullanılması etkinliklere olan ilgiyi artırmakla birlikte retorik açısından inandırıcılığı artırmaktadır. Sonuç olarak; Metaverse kullanımının yaygınlaşmasıyla birlikte bu evrende gerçekleşecek etkinliklerin sayısı ve boyutu göz önüne alınacak olursa Metaverse'teki etkinlik yönetimini planlama ve uygulama üzerine araştırma yapılması önem arz etmektedir.

Anahtar Kelimeler: Metaverse, Metaverse Türkiye E-Dergi, VR, AR, Etkinlik Yönetimi

1. Introduction

Snow Crash is the first science fiction novel to use the concept of the Metaverse. This science fiction novel by Neal Stephenson introduced the term Metaverse into our lives in 1992. An ancient Greek word, "meta" means "other", and "after". The "verse" is described as the "universe". (Ondrejka, 2005, p. 81). Therefore, the Metaverse was born from the combination of these two words. Metaverse is a new-generation internet application. In this three-dimensional sandbox, users can interact with each other as avatars (Kemp & Livingstone, 2006, p. 13).

It is argued that this concept, which does not have a long history, can cause very important changes today. *Ready Player One*, a 2018 movie about the Metaverse, has revealed the justification for discussions. In this movie, everyone can connect to virtual worlds with the basic rules and live in a universe where they can do anything by creating unique avatars. In addition, it is possible to see many technological products that have not been used before in this film. The head-mounted screen that raises perception to higher levels provides tactile feedback and obscures reality is one of these products (Duan et al., 2021, p. 153). These products provide opportunities for people by making it possible to experience the universe in the Metaverse in a proper way.

Metaverse virtual platforms, which are the advanced level of today's virtual environment, will be compatible with multiplayer online video games and augmented reality co-working spaces. Users can socialize, communicate, and meet without interference, embodied as 3D avatars or holograms in virtual or physical fields (Dionisio et al., 2013, p. 34).

The Metaverse is evolving around immersive and spatial technological applications such as virtual reality and augmented reality. The Metaverse, which emerged as an innovation of computer science, both changes and enriches human communication and social activities (Choi & Kim, 2017, p. 1521)methods of museum exhibition are rapidly changing. While focusing on visitors' museum experience, new display methods employ a variety of digital technologies to provide exhibition content in ways that allow visitors to better understand artifacts on display. However, the majority of such methods rely on one-way means of delivering information. The lack of interaction with visitors and the use of lighting that clearly separates real and virtual spaces have made museums inadequate as experiential spaces. To resolve those problems, this article suggests a plan to deploy content services for visitors' museum experiences by combining beacons and HMDs. This study establishes the concept of a service, which provides a virtual world experience by connecting a beacon installed in real space, that is, an exhibition

room, to an HMD (head-mounted display. Previously, personal computers, mobile devices, and the internet have played important roles in facilitating daily life as the three great waves. (S.-G. Lee et al., 2011, p. 155). Metaverse is defined as the fourth wave of innovation. This wave has the potential to transform many areas such as entertainment, marketing, event management online, etc. The Metaverse allows the content of these applications, which are essential for society and the economy, to transfer to technology (Bourlakis et al., 2009, p. 137). Due to the recognition of the Metaverse, an intense effort is being made to create the infrastructure of such applications in the virtual environment. (Mystakidis, 2022, p. 486). A few world-famous artists have recently given concerts in the Metaverse.

On the other hand, the Metaverse also faces many challenges related to virtual and augmented reality technology. With such technologies, it is easier to persuade users and it is possible to control their emotions, cognitions, and behaviors. The high cost of the devices that make it possible to take advantage of the Metaverse prevents societies from approaching these virtual platforms (Slater et al., 2020, p. 1–2). In addition, augmented reality involves many risks related to physical well-being, psychology, health security, data privacy, and morality ethics (Wu et al., 2013, p. 43)the term AR was given different meanings by varying researchers. In this article, we first provide an overview of definitions, taxonomies, and technologies of AR. We argue that viewing AR as a concept rather than a type of technology would be more productive for educators, researchers, and designers. Then we identify certain features and affordances of AR systems and applications. Yet, these compelling features may not be unique to AR applications and can be found in other technological systems or learning environments (e.g., ubiquitous and mobile learning environments. Augmented reality breaks down the boundary between virtual and reality and causes accidents by causing distraction of users on a physical level (Carmigniani & Furht, 2011, p. 3). Accordingly, exposing users to excessive information can harm their psychology. In addition, the collection of data and sharing it with others may pose risks that will have negative consequences in terms of privacy (M. Ma et al., 2014, p. 1–2). As a result, Metaverse owners can use users' information without their knowledge, and accordingly, negative consequences may occur. (Mystakidis, 2022, p. 493). In the case of virtual reality, dizziness and nausea are among the health problems. The weight of virtual reality devices can be a risk to people's physical nature (Zhan et al., 2020, p. 1–2)augmented reality (AR. This situation will prevent the user from long-term use of the Metaverse. The Metaverse, which combines augmented and virtual reality in an environment, will disconnect the person from real life. In

addition, the Metaverse user will be able to neglect their physical existence by becoming dependent on the virtual environment. In addition to these, antisocial behaviors, cyberbullying, evils, and harassment can be possible in these environments (Chesney et al., 2009, p. 526). In such high-quality virtual environments, traumatic experiences can be experienced, violent representations can be made, and fake avatars can be created. (Ning et al., 2021, p. 28).

In this study, the activities in Metaverse are discussed. For this purpose, Metaverse-themed digital media content was analyzed. Metaverse Türkiye E-Magazine is the first and only Metaverse-themed magazine in Türkiye. The limitation of the study is that Metaverse Türkiye E-Magazine is the first e-magazine with the theme of Metaverse to be published in Türkiye. The study is critical because it is the first study that deals with the activities in the Metaverse. This study aims to illustrate the Metaverse events in Türkiye's first Metaverse magazine from the perspective of event management, the domain of public relations. The magazine was analyzed with the content and discourse analysis in the MAXQDA. The magazine that constitutes the sample of this study is not an academic magazine.

1.1. Structure of Metaverse

Metaverse is today's newest technology. Thus, the Metaverse contains several structures. (Fernández-Gallego et al., 2010). These structures include experiencing virtual life, creating verifiable economic systems, and developing interfaces supported by artificial intelligence are just a few of these structures.

The functioning of the virtual universe includes basic requirements such as communication, blockchain, computation, and storage, which are the infrastructure layers of the Metaverse. The Metaverse is a great multimedia system in terms of computation and communication (L.-H. Lee et al., 2021). In this respect, ensuring the operational continuity of the Metaverse incurs enormous computational costs (Yang et al., 2022). In addition, ubiquitous and continuous access to the Metaverse depends on the support provided by developing essential communication technologies. Communication and computation are not limited to the Metaverse because these concepts are also new and among the subjects requiring research.

Metaverse connects all users. Storage, which is one of the basic infrastructure systems, plays an important role in meeting such expectations and storing data (Berg et al., 2019). On the other hand, in terms of verifying and securing people's data, a sustainable ecosystem is formed through blockchain (decentralization). (Cai et al., 2018). Ethereum is an example of this, which has significantly expan-

ded the scope of the application of blockchain in the Metaverse and built a decentralized social ecosystem.

To have experience in the Metaverse is very important. Therefore, the user must consider several factors in their interaction with the Metaverse to achieve a comprehensive experience. Metaverse users' control of their avatars in this environment depends on receiving real-world data. (Ng et al., 2021). Special clothing is required so that users can feel and record their actions in the Metaverse. In addition, depending on the virtual and augmented reality, tactile feedback will also be through 3D technologies.

Apart from Metaverse users, other objects in the physical world can also interact with the Metaverse, which is presented as digital twins in the virtual world (Saddik, 2018). Physical devices are assembled by ubiquitous sensing technologies to maintain the same states as their digital twins (Hartmann & Van der Auweraer, 2021). This is an interdisciplinary field that should cover a large number of related topics such as the science of objects, signal processing, the internet of things, pattern recognition, etc. (Rudas & Fodor, 2008). Hence, once processed in the Metaverse, parameters in virtual environments are sent back to physical devices, changing real-world situations.

Metaverse creates a virtual world with a content creation interface. Operators need to create basic elements, but in the virtual universe, innovative users create content interfaces (Z. Ma & Liu, 2018)mesh models and geometric models more often than ever, among which, point cloud models are the basis. In order to clarify the status quo of the research and application of the techniques in civil engineering, literature retrieval is implemented by using major literature databases in the world and the result is summarized by analyzing the abstracts or the full papers when required. First, the research methodology is introduced, and the framework of 3D reconstruction techniques is established. Second, 3D reconstruction techniques for generating point clouds and processing point clouds along with the corresponding algorithms and methods are reviewed respectively. Third, their applications in reconstructing and managing construction sites and reconstructing pipelines of Mechanical, Electrical and Plumbing (MEP. Therefore, creating efficient content interfaces is essential to strengthening the interaction between the Metaverse and the user. In addition, the interfaces of environments and objects that exist in the real world are created by users in a 3D way in the Metaverse (De Reu et al., 2014).

Through the ecosystem, everyone on earth can access life. In the Metaverse, hu-

mans are uniquely different from the real world and can get social experience by engaging in activities. Thus, users can create any form or social system in the Metaverse. (Krumm et al., 2008). Users do not have to set their goals according to the developer's rules; they freely explore and create content in their style in the virtual environment (Naab & Sehl, 2017). Hence, the Metaverse has a heterogeneous nature due to user-generated content. Blockchain-based NFT provides a new approach to user-generated content on the Metaverse base, which suggests that a digital asset is unique (Wang et al., 2021). Individuals, in particular, store user-generated content as an NFT on the blockchain and trade user-generated content via intelligent contracts to meet liquidity needs (Ante, 2021).

Another major factor in the Metaverse that can provide a vibrant community and rich content is the economy. The Metaverse, which includes a decentralized structure, allows making innovations based on economic models with exchangeable assets and contracts (L.-H. Lee et al., 2021). In the Metaverse, which is still in its infancy, financial applications often include the sale of valuable art assets, the development and rental of valuable real estate, rewards for completing game tasks, and earnings from investing in cryptocurrency (Lim et al., 2022). So, the Metaverse reflects the economic form of the real and virtual worlds together.

One of the most important things of the Metaverse that is indispensable is artificial intelligence. AI facilitates physical lives in many areas, including public safety, environmental monitoring, and smart transportation, and provides many opportunities, including planning, monitoring, understanding, regulating, and cognition of complex data in the Metaverse (Jeon et al., 2022). AI can provide Metaverse users with crucial support for transcending their challenges and for building and developing a story of their own.

1.2. Events in Metaverse

Metaverse includes some office applications, games, marketing, and events. Thus, economic events can be held in the Metaverse. (Park & Kim, 2022). There are several approaches to virtual reality modeling:

Metaverse has a wide range of activities. The games in Metaverse appear as simulations of social activities and financial practices (Rospigliosi, 2022). Through simulation, it is possible to say that Metaverse includes education, museum visits, land sales, and social activities. Metaverse offers real-world activities with simulations in our domain (Huggett, 2020). However, when the line between real and virtual media becomes ambiguous, changes in the Metaverse's description depend on user intentions.

Social and Entertainment Events: The functionality of social activities and entertainment in virtual environments depends on the transfer of audio and video. Metaverse includes platforms capable of supporting image and audio transfer. Therefore, a new technology product, the Metaverse, allows users to engage in social activities and organize various activities (Suzuki et al., 2020). Recent appearances by celebrity figures on these platforms can be seen as an example. (Park & Kim, 2022). Due to advancements and improvements in tactile and virtual technologies, social interactions may take place.

Game Events: One of the most common activities in Metaverse is the games. Thus, game platforms play an important role in the popularization of the Metaverse. Games make it possible to simplify difficult tasks (Chodos & Stroulia, 2008). On the other hand, personal and payment information is required to take advantage of gaming platforms. Using the information on gaming platforms can cause problems such as identity theft. To avoid such problems, suggestions are made about choosing game platforms based on blockchain technology (Nguyen et al., 2021). Visual representations of scenes on game platforms in Metaverse can offer a simple but effective simulation environment. Users can also create an automation program in this environment that directs a multi-factor competitive environment and new multi-stage strategies (Volk, 2008). Metaverse offers users the option to capture their movements, compete, and improve themselves on gamified platforms.

Educational Events: Another important event of Metaverse is auditory and visual-based education. This event can gain high popularity with the Metaverse application (Avidov-Ungar et al., 2020; Kye et al., 2021) Significant differences exist between what we see in writing and what we feel. Experiencing chemicals with dangerous consequences can be more complicated than knowing they are dangerous. The Metaverse allows chemical applications to be analyzed and shared scientifically and technically. Therefore, it may be possible to see the educational impact of this virtual environment (Kanematsu et al., 2014). In addition, students can obtain information about their tastes, attitude, and performance by comparing them to video presentations (Collins, 2008). Metaverse can also reinforce mutual relationships among students, and help them understand how they can access information and what kinds of information are useful to them (Maharg & Owen, 2007). On the other hand, Metaverse has disadvantages. Indeed, using or encountering excessive data could have negative effects on students' psychology.

Financial Events: The content associated with economic events is the application of the Metaverse. Companies are engaged in manufacturing and sales with users

on the Metaverse, enabling financial sustainability and creating an ecosystem in this virtual environment (Seok, 2021). A virtual world to predict the future, the Metaverse realistically reflects the features of reality (Park & Kim, 2022). Unlike other social media applications, companies take advantage of the Metaverse because it can provide a wide range of possibilities. Companies have the opportunity to experience their potential in 3D environments (Rauschnabel et al., 2022). Moreover, depending on virtual and augmented reality technology, the film industry will be very popular in the Metaverse. In addition, Metaverse helps users create a wide range of business models, encouraging them to experience and develop this line of work. Finally, companies have the opportunity to promote their business and products by advertising in this AR setting (Kim, 2021). Therefore, these activities included in Metaverse offer various possibilities that can be illustrated as follows:
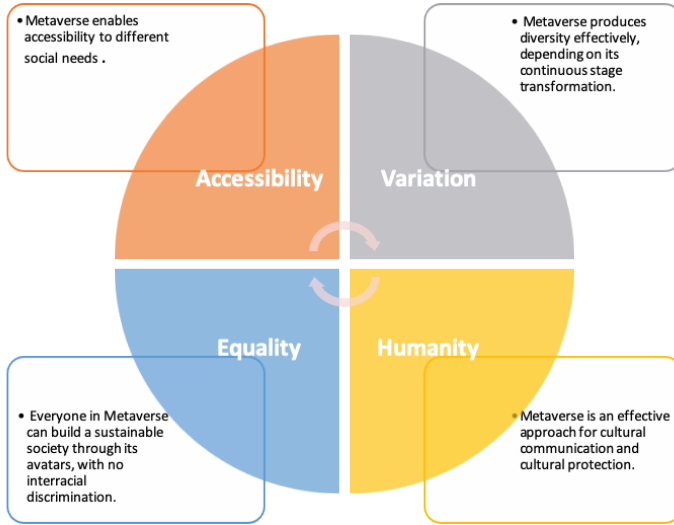

Figure 1. Possibilities in Metaverse Source: (Duan et al., 2021).

The Metaverse reflects the virtual world and contributes to humanity in terms of accessibility, equity, and diversity. The Metaverse responds to needs such as education, trade, and participation in events by meeting the need for socialization in terms of accessibility. The Metaverse is also accessible to everyone and is a platform where they can showcase their culture virtually, which shows its egalitarian side. The Metaverse is in constant development depending on its design, purpose, and applications. So Metaverse is a platform where everyone can access, satisfy their social needs, and protect their culture.

1.3. Event Management and Platforms

An event is basically defined as the actions of an institution in specific places. According to Argan and Yüncü (2015), events are specific shows, ceremonies, and celebrations planned to achieve various cultural, economic, and social goals. Events are held on business and commercial, artistic, cultural, educational, scientific, and political platforms (Getz 2007). In addition to these platforms, events can also be organized individually. Events are held in physical environments as well as online platforms. There are certain features of the events organized as a public relations practice. These features are as follows
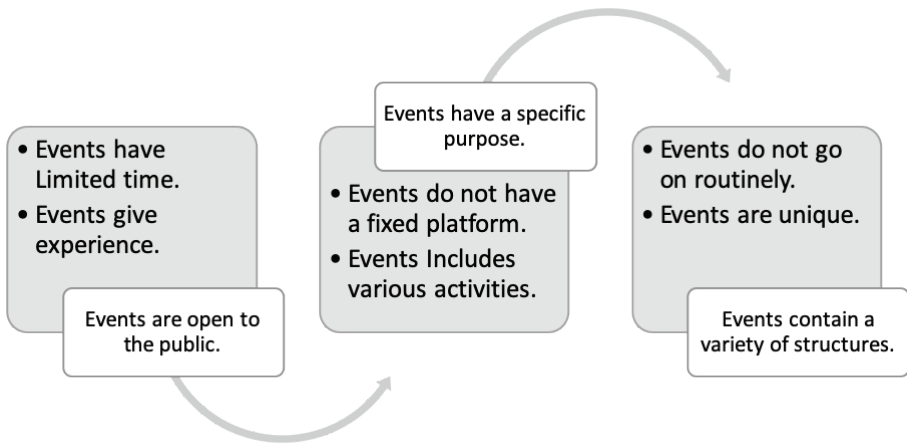
- Events have Limited time.
- Events give experience.

Events are open to the public.

Events have a specific purpose.

- Events do not have a fixed platform.
- Events Includes various activities.

- Events do not go on routinely.
- Events are unique.

Events contain a variety of structures.

Figure 2. Features of Events. Source: Getz, 1991

Although an event is organized for entertainment or cultural purpose, it has its unique structure. These structures are used to classify activities (Shone ve Parry, 2004). Events are classified as mega, major, qualified, signature, and special events. Major events that provide tourism income or media coverage to a country or region are defined as mega-events (Hall, 2012). Other events that affect a community, although not as large as mega-events, are defined as major events (Salem, Jones, and Morgan, 2004). Qualified events that have their unique theme and are held with a large number of participants in a certain time frame are unique events. Signature events are a direct relationship to a platform (Ünlü, 2018). Special events are also activities that don't routinely happen to celebrate something specific (Goldblatt, 1990). Festivals are also a type of event. According to Quinn (2006), festivals are collective events that offer the possibility of affirming or objecting to social beliefs, structures, or identities.

Collective events have subcategories such as community entertaining, multicultural celebrations, religious celebrations, and seasonal celebrations (Allen, 2000). According to Presenza and Locca (2012), festivals have benefits such as protecting cultural heritage, creating brand awareness of a region, protecting the image, and providing economic benefits. Events such as meetings, promotions, and conferences constitute the M.I.C.E. event group (Schlentrich, 2008). According to Ünlü (2018), the types of activities included in the event group are as follows:
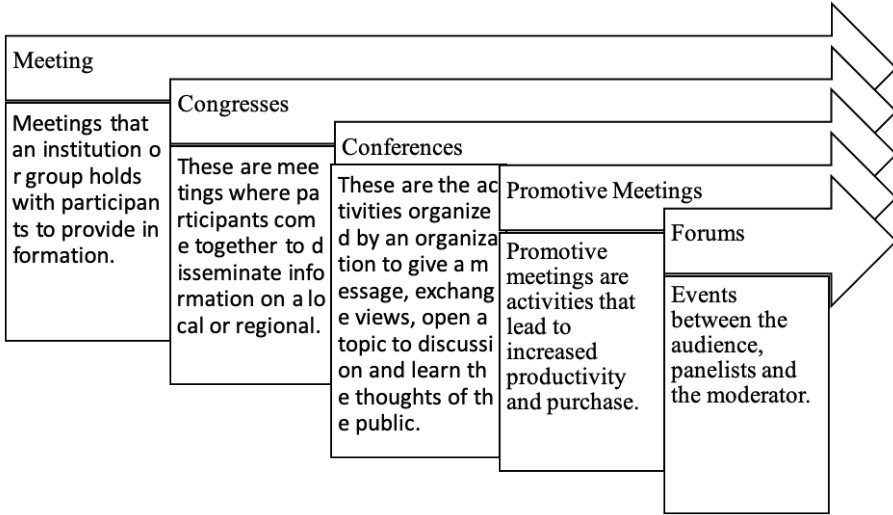

Figure 3. M.I.C.E. Activities and Features

M.I.C.E. activities have a purpose for scientific or business culture. Scientific events are included in the category of congress and symposiums, while meetings and forums for business culture are within the scope of promotive meetings.

2. Methodology

The content analysis method is used to classify data (May & Perry, 2022, p. 145). According to Hansen (2000, p. 55), this method aims to establish the frequency of detected categories. Content analysis is defined as an analytical method (Yıldırım & Şimşek, 2005, p. 239).

This work was analyzed by Van Dijk's method of discourse analysis (Taylan, 2011, p. 66). According to Van Dijk (1993, p. 257), discourse analysis includes social insight at the macro and micro levels. While the thematic structure is analyzed in the macrostructure, causality and rhetorical elements are studied in the microstructure. As a result, the study of the use of forms of language is evaluated as discourse analysis. In this study, in which content and discourse analysis were used, Metaverse Türkiye E-Magazine was analyzed in the MAXQDA program within the event management framework. With the content analysis, the events in the magazine were classified and, with the discourse analysis, the types of discourses for these events were identified. Discourses related to the identified topics were

determined at the macro and micro levels. The research questions are as follows:

- What are the Metaverse topics related to event management in Türkiye E-Magazine?

- What topic produces the most discourse on event management in Türkiye E-Magazine?

- What is Türkiye E-Magazine's rhetorical structure?

3. Findings

The findings obtained when Metaverse Türkiye E-Magazine was analyzed via the content analysis method are as follows:
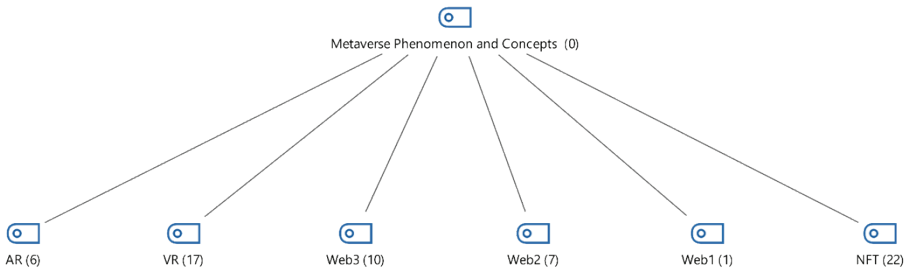

Figure 4. Metaverse Phenomenon and Concepts

The most frequently mentioned concepts in the Metaverse are listed by topic: NFT (f=22), virtual reality (VR) (f=17), Web 3.0 (f=10), Web 2.0 (f =7), augmented reality (AR) (f=6) and Web1.0 (f = 1).
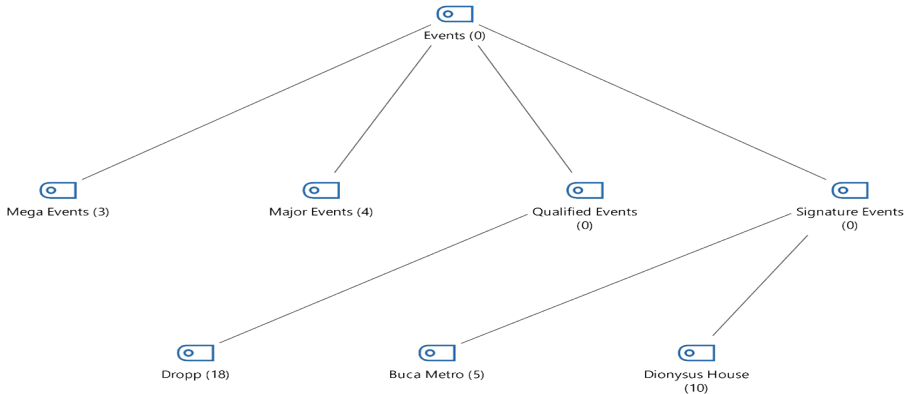

Figure 5. Events

The ranking of the most frequently mentioned topics regarding the subject of "event" is as follows: The sub-theme of the qualified events, Dropp (f=18). The signature events sub-theme, Dionysus House (f=10), Buca Metro (f=5), Major events (f=4), and mega-events (f=3).
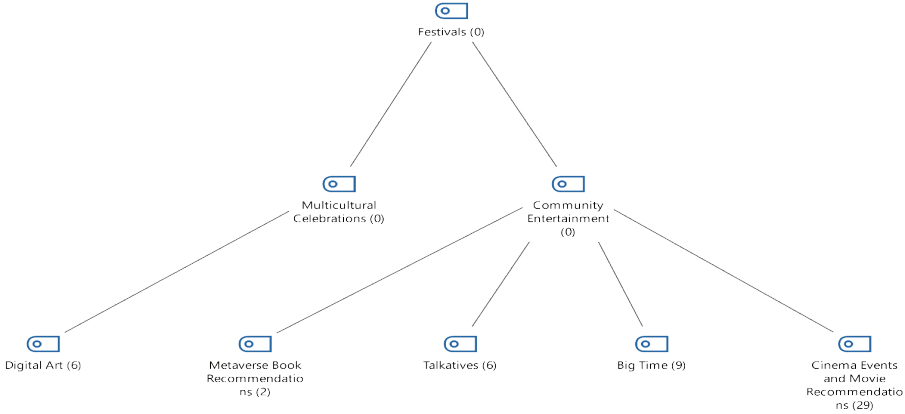

Figure 6. Festivals

The ranking of the most frequently mentioned topics regarding the subject of the festival is as follows: The entertainment sub-theme of the community; Cinema events and movie recommendations (f=29), Big Time (f=9), Talkative (f=6), Metaverse book recommendations (f=2), and digital art (f=6).
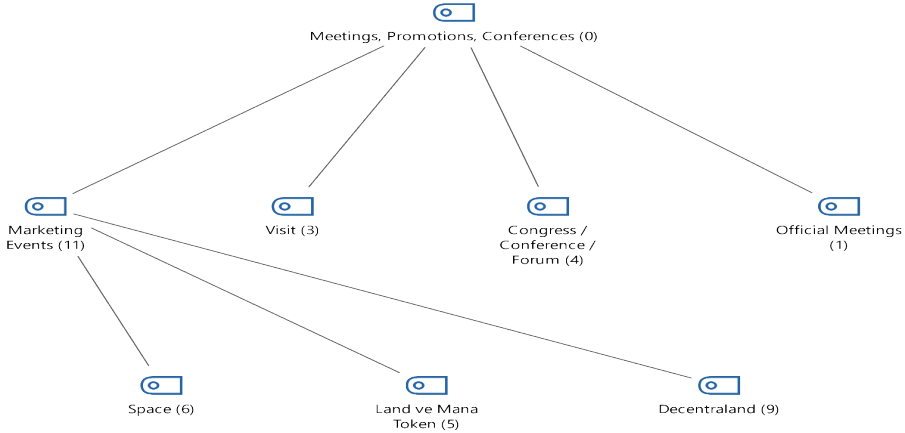

Figure 7. Meetings, Promotions, Conferences

The most frequently mentioned topics regarding meetings, promotions, and conferences are as follows: The sub-title of marketing activities (f=11), *Decentraland* (f=9), Space (f=6), and Land and Mana Token (f=5), Congress/conference/forum (f=4), visit (f=3), and official meetings (f=1).

Figure 8. Metaverse Türkiye E-Magazine Word Cloud

When Metaverse Türkiye E-Magazine is analyzed, the word Metaverse (f=66) is used the most in the magazine's content. Virtual (f=62), NFT (f=47), and Web (f=34) come after Metaverse. AR (f=30), game (f=26), Dropp (f=25), *Decentraland* (f=17), VR (f=17), digital (f=17), space (f=15), the user (f=10), Zeugma (f=9) Türkiye (f=8).

Figure 9. Metaverse Türkiye E-Magazine Discourses

Metaverse Türkiye E-Magazine was examined by the discourse analysis method. Accordingly, the macro discourse titles are as follows: Movie events and movie suggestions, Web 2.0, NFT, Drop, VR, marketing, Events, Web 3.0, Dionysus House, *Decentraland*, Big Time, and Web 2.0.

Metaverse concepts are addressed through Web 2.0 and Web 3.0 processes. Web 2.0 refers to the internet age we live in today. We can define it as an interactive and social network." Web 2.0 refers to the base of the Metaverse's interactive structure.

Web 3.0 is one of the most important concepts that come into our lives in technology." Web 3.0 became one of the basic concepts of the emergence of the Internet. In this scope, the concept of NFT is associated with Web 3.0. "NFTs are the basic structure of Web 3.0. One-of-a-kind cryptocurrencies are unique and are often used as a certificate of ownership for virtual objects such as pictures or basketball clips." The elements of NFT's Web 3.0. are essential.

Virtual reality is another discourse developed about Metaverse concepts. " Virtual reality is simulations that allow a person to interact with a three-dimensional visual or another sensory environment." Thus, how virtual reality will be used in the Metaverse universe is also described.

The qualified event that takes place in the Metaverse is DROP. DROPP activities are to connect the virtual world of the Metaverse realm with the real world by using augmented reality and navigating NFTs in the digital environment. A special map projection is used for this and it is intended that people find special NFTs placed at these specific points. DROPP events include NFT missions with custom maps.

The 3rd stage of the Metaverse is the creative economy. ''Design tools, workflow, and trading are all done at this stage''. Another marketing activity in Metaverse is *Decentraland*. " Decentraland is a virtual reality platform powered by the Ethereum blockchain. It aims to create an ecosystem where users can create, experience, and monetize content and apps." It is stated that Metaverse will host a commercial show at various marketing events.

Cinema activities and movie suggestions are also included in the macro discourse about the community's entertainment. Regarding the cinema and movie suggestions, "Virtual reality is a prevalent theme for World cinema. Virtual reality and Metaverse have been the subject of many movies and TV shows over the years." Based on this description, a Metaverse-themed movie list is presented. Other

discourse topics in the magazine are as follows: "Community Fun, Time, Nut collecting, and a role-playing game where you progress through the levels in the game." Thus, it is clear that game activities also be one of the Metaverse events.

Metaverse also includes discourses about signature events. As the Dionysos House signature event, "The ancient museum of Zeugma, which was unearthed from the depths of history thousands of years ago, is now in the Metaverse universe." Having this museum in the Metaverse is a signature event.

Metaverse Türkiye E-Magazine is analyzed at a micro-level. Words such as Türkiye, user, Metaverse, virtual, Web, NFT, VR, and AR are used as subjects. The language used in the magazine is simple and there is a cause-and-effect relationship in sentences. The rhetoric is as follows: *"Web 2.0 is usually useful, but it has a big problem in it. Free trade in personal data is an example of this problem. In Web 2.0, you do not have any control over internet applications. These applications are always followed, classified, stored, and sold to other organizations by companies. This can lead to privacy and security breaches, and it can also lead to the rapid monopolization of technology companies. It is risky for these companies to control the applications that people use. Because our data is constantly circulating in the hands of organizations that we do not know, it shows that we have no say in these issues as users. These applications take us to another internet search.''* The problems of Web 2.0 led to the emergence of a more advanced internet system.

When the magazine is examined from the point of view of rhetoric, it is clear that it has an intriguing and persuasive aspect. The questions in this intriguing and persuasive technique are as follows: "Is the discourse about NFTs, Web 2.0, and Web 3.0 completely reasonable?", "What is Drop?", "What is Space NFT?", and " Where to Buy Space NFT?" The frequent use of these questions is an example of the technique of arousing curiosity and persuasion.

4. Conclusion

In this study, the contents of Türkiye's E-Magazine covered event management. This study analyzes Türkiye's first Metaverse-themed magazine within the framework of event management as a public relations practice. The results were obtained by examining the magazine with the content and discourse analysis method in the MAXQDA program: The discourse issues in the magazine were gathered under four discourses. These discourses are as follows; Metaverse phenomena and concepts are meetings/promotions/conferences, event dimensions, and festivals. Therefore, the topics to be handled within the event management

framework are festivals, events, meetings, and promotions/conferences. The first research question, "What are the Metaverse topics related to event management in Türkiye E-Magazine?" has been answered. The production of discourse on the facts and concepts of the Metaverse shows that there are actions aimed at introducing the Metaverse. Thus, it shows that the magazine also carries out promotion activities such as event management and public relations activity.

The frequency distribution of the discourse titles in the magazine content is as follows: Metaverse facts and concepts (f=63), meetings/promotions/conferences (f=39), events (f=40), and festivals (f=52). Most discourses are produced on Metaverse facts and concepts. The number of frequencies in festivals is in second place and the events are in third place. Meetings/promotions/conferences are in fourth place. The second research question, "What is the topic that produces the most discourse on event management in the Turkish E-Magazine ?" is answered.

Metaverse Türkiye E-Magazine is analyzed at the macro level. The magazine includes online events, visits, congresses/conferences/forums, official meetings, and marketing activities. Thus, it refers to various digital events under the discourse of meetings/promotions/conferences held in the virtual universe using Metaverse concepts.

Another topic of discourse about event management in Metaverse Türkiye E-Magazine is festivals. There are discourses of multicultural celebrations and digital events for the entertainment of the community. Therefore, these e-event discourses offer a comprehensive range of activities from digital arts to books, movie/cinema recommendations, and playing games.

There are explanations on mega, major, qualified, and signature events in the discourse, which deals with the dimensions of events in the magazine. According to digital events, there are mostly discourses about quality and signature events. Digital events held in the Metaverse constitute groups such as qualified and signature events.

When Metaverse Türkiye E-Magazine is analyzed at the micro level, the use of plain language in sentences is striking. The sentences of the subjects consist of proper nouns. The sentence structure is active, and the sentences contain a causal relationship. The rhetoric in the magazine provides the technique of arousing curiosity. Thus, the third question of the research, "What is Metaverse Türkiye E-Magazine's rhetorical structure?" question is answered. The magazine produces a discourse to attract the attention of its target audience.

Metaverse Türkiye E-Magazine offers important clues in assessing the extent of digital events that have occurred or are expected to occur in the Metaverse. With the widespread use of the Metaverse, considering the number and magnitude of events that will take place in this universe, in future research it will be possible to conduct planning research and implement event management in the Metaverse.

Çıkar Çatışması Beyanı

Makale yazarları herhangi bir çıkar çatışması olmadığını beyan etmiştir.

Araştırmacıların Katkı Oranı Beyan Özeti

Yazarlar makaleye %40 (1.Yazar), %30 (2.Yazar) ve %30 (3.Yazar) oranında katkı sağlamış olduklarını beyan ederler.

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