

Chapter 74

Historical Transformation of the Advertising Narration in Turkey: From Stereotype to Digital Media

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ABSTRACT

The aim of this study is to examine transformation process of the advertising narration in Turkey. For this purpose, the chapter is divided two parts: In the first part of the study, the components of the advertising narration are defined in order to form a set of concepts. Basic concepts of narratology such as narration, focalization, narrative situations, narrative time, tenses, moods, narrative styles, fictional space, chronotopes, characters and discourse are defined and how they are confronted in advertising narration is shown. In the second part of the study, advertising narration in Turkey is divided into periods in parallel with the historical, social and technological developments and the transformation of the advertising narration within these periods is clarified. It has been examined between 1840-2017 years, and the transformation of advertising narration components has been disclosed during periods. The study is concluded with an evaluation on the future of advertising and the advertising narration in Turkey.

INTRODUCTION

Advertising and the understanding of advertising in Turkey have undergone a distinct change just like in other countries since the first advertisement given in 1840. The regime change that emerged with the declaration of the Republic has led to revolutions in many areas. The most important of these seems to be the alphabet reform with regards to advertising. Besides the language change that occurred with the

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changeover from the Arabic alphabet to the Latin alphabet, in parallel with the rest of the world, social change, the transformation of the economic structure, globalization and technological developments can be shown as the key elements that determined the transformation of advertising in the Republic period in Turkey. The use of stereotype from the very beginning, the coming out of the narrative advertising, creative revolution, and the complexification of text organization, the coming out of multi-expression and new channels, interactivity and new practices like augmented reality can be said to be determinant in terms of advertising narration.

The aim of this study is to disclose the historical transformation of advertising narration in Turkey. In the first part of the study, the components of the advertising narration are defined in order to form a set of concepts. Basic concepts of narratology such as narration, focalization, narrative situations, narrative time, tenses, moods, proposition, fictional space, chronotopes, characters and discourse are defined and how they are confronted in advertising narration is shown. In the second part of the study, advertising narration in Turkey is divided into periods in parallel with the historical, social and technological developments and the transformation of the advertising narration within these periods is clarified. The study is concluded with an evaluation on the future of advertising and the advertising narration in Turkey.

COMPONENTS OF THE ADVERTISING NARRATION

Narratology is uttered as the theory of the narration structures. A narrative theorician is called someone who dissects the components of the narration concept in order to study a structure or reveal a structural description and later tries to determine the functions and relations. They make distinction among almost all theories on narration, the story and the discourse. Two kinds of narratology come out here. The first one is discourse narratology that analyses the stylistic preferences on the tone which determines the form or the realization of a narrative text. In addition to this, discourse narratology takes an interest in pragmatic characteristics which provide contextuality for the text or the performance within the context of social and cultural frame of an act. In contrast to discourse narratology, story narratology focuses on the actual units which organize flow of events and themes around directive elements and chain of events and emplot it. Advertisement is accepted as a type of narrative and positioned collaterally. We may have a general idea of advertising narration by adapting the set of concepts presented in this part of chapter to advertising channels (Jahn, 2012, pp. 43-47; Currie, 2010, pp. 33-35; Ryan, 2009; Huisman, 2009).

Narration, Focalization, and Narrative Situation

Narration

The term *voice* which is used as a synonym for narration in narratology reflects the relationship between the subject of the verb and the action the verb states. The important thing is narrator in narration and this term is used as the person who fulfils the narrative action. Narrator is put under into two categories as *overt narrator* and *convert narrator* (Jahn, 2012: s. 61-64). In advertising narration, the narrator is obvious. Especially, in TV commercials the narrator manifests itself on two levels as voice over and inner sound. There are different types of announcer such as celebrity, someone who uses the product, expert, and someone who witnessed the benefit of the product and advertiser in terms of inner sound.

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