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## POLITICAL PUBLICITY AND ELECTIONS RESULTS: AN EXPLORATORY STUDY ON TURKISH ELECTIONS

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Political publicity can be defined as “the task of securing editorial space—as opposed to paid space - in mass media to promote a product, in this case a political party.” It seems as a free marketing communication tool for the media space or time, but there are related costs in the process of production and transmission of press conferences, stories and activities and getting through the gatekeepers. It can be used on behalf of any political individual or party. If used properly, it can be a very effective way of political marketing communication compared to other promotional tools, due to its higher credibility. In all democratic countries, politics is a competitive field, where all parties try to use media -which inform publics on political events- either to create positive publicity or to prevent negative publicity or vice versa for their strong opponents, as the ultimate goal of political parties is to convince people to vote in favor of them. In this paper, we tried to find an association between the area devoted to - the leaders, spokesmen and activities of - political parties on the first page of newspapers and the national and local success in the elections. All the national newspapers, with serious news, and with at least 50 000 mean daily circulation before the five national and three local elections are inspected by simple random sampling procedures. Our aim is to have a practical tool that can be useful to predict the future elections in Turkey.

**Keywords:** Turkey, Political-election, Publicity, Serious-news, Editorial.

### Introduction

Politics is a highly competitive field in all of democratic countries. Throughout history, political messages have been formulated and disseminated in order to persuade public. All parties or individuals in politics try to find most effective and efficient way within their budget to use it in order to convince voters to vote on their behalf. In doing so, political rivals have always used the media available to them. But the type of media has changed according to era and advancement of the technology related to communication.

In this research, we examined political publicity over newspapers and its relation with national and local elections. The first pages of national newspapers analyzed by measuring the area allocated to political publicity to determine the ratio of publicity for each political party. The article proceeds in three sections: first, a brief theoretical framework is presented. Second, the empirical data and applied methods are described. Third, the findings are reported and finally implications of these findings are discussed.

### Conceptual Framework

#### Political publicity

In marketing, companies have to decide how and in what proportions they are going to use some elements to create the right offer for customers. This is called as **marketing mix**. It is generally accepted to compose of four elements as product, price, place and promotion. **Promotion**, also called as Marketing Communications includes any kind of communication activities related to marketing. In literature it is defined as;

*“Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers – directly or indirectly – about the products and brands they sell. In a sense, marketing communications represent the voice of the company and its brands; they are a means by which the firm can establish a dialogue and build relationships with consumers” (Kotler and Keller, 2011: 476).*

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*“Marketing Communication is the planning and execution of all types of advertising-like and promotion-like messages selected for a brand, service, or company, in order to meet a common set of communication objectives, or more particularly, to support a single ‘positioning’”* (Percy, 2008: 5).

*“Marketing communications is a management process through which an organization engages with its various audiences. Through an understanding of an audience’s preferred communication environments, organizations seek to develop and present messages for its identified stakeholder groups, before evaluating and acting upon any responses. By conveying messages that are of significant value, audiences are encouraged to offer attitudinal, emotional and behavioral responses.”* (Fill, 2010: 16).

Marketing communication consist of a range of tools classified also under four categories which are; advertising, public relations, personal selling and sales promotions. Among these, **Public Relations** aims to manage perceptions and beliefs of public in favor of a product or a company. There are many definitions for public relations. Some of the most used definitions are;

*“Management of communication between an organization and its publics”* (Grunig and Hunt, 1984: 6)

*“Public relations is the management function that establishes and maintains mutually beneficial relationships between an organization and the publics on whom its success or failure depends”* (Cutlip et al, 2000: 6)

A more detailed definition for public relations is;

*“Public Relations is the distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its principal tools.”* (Harlow, 1976: 36)

In public relations, various tools and mediums are used with different costs and benefits. **Publicity** is a one of these tools along with sponsorship, lobbying and media relations. Publicity differs by making mass media its main communication tool. But the real distinctive characteristic of publicity is the manner it is perceived by public. *It is generally viewed as ‘news’ or information rather than an attempt at persuasion.* (Percy, 2008: 142). Since it is perceived as news publicity does not include any official cost which otherwise would not make it different than advertising. But of course there are costs incurred in the production of the material and for media relations in order to ensure the message will be broadcasted and given favorable exposure. (Fill, 2010: 22; Percy, 2008: 142)

Some definitions for publicity in marketing are as follows

*Publicity involves the dissemination of messages through third-party media, such as magazines, newspapers or news programs.* (Fill, 2010: 22)

*Publicity is the term used to describe the free media coverage of news about the company or its products, often as a result of PR efforts* (De Pelsmacker et al, 2006: 291)

*Publicity is the arm of sales and management activity responsible for securing editorial space, as divorced from paid space, in all media read, viewed, or heard by a company’s customers and prospects, for the specific purpose of adding to company prestige and assisting in the meeting of sales goals.* (Domin and Freymuller, 1965: 54)

As in the definitions publicity is about promoting a product. **Promote** means to encourage people to like, buy, use, do or support something (dictionary.cambridge.org). **Product** is anything directed to satisfy a need or want, profitably. The concept of product may include very broad phenomena including goods, services, events, persons, places, organizations, ideas. In politics products are the main actors and organizations that is politicians and political parties, so they are the subject of publicity. **A political party** is an organization seeking to acquire and exercise political power in order to achieve goals common to its members (Vries, 2016: 167). **A politician** is a professional whose job is to influence public policy and decision making. (Vries, 2016: 167).

In light of these we define political publicity as “the task of securing editorial space – as opposed to paid space – in mass media to promote a political party or politicians.”

#### **Importance of publicity in politics:**

There are some reasons that make publicity a more effective and viable promotional tool than the others. Many of these conditions persist in politics making publicity most important promotional tool for it. Most notable of these reasons are (Kotler, 1984: 669; Williams, 1985: 3-5);

**a) The product is newsworthy:** Being newsworthy is about how public curious to learn about the product and mass media is willing to disseminate it. Politics and its applications affect every people in a country thus making it interesting and important for everyone. That makes any data or information related to politics highly newsworthy.

**b) There is a high need for credibility:** The most important advantage of publicity over other promotional tools is credibility. Especially in advertisement most of the time products are presented as the

way producer believe it would be most appealing for target market rather than what it really is. As a result, people have trust issues with advertisements and seek alternative information to see whether claims of producers are true. At some sectors or for some products this situation is more common as a result of nature of the product or credibility of producers in the sector. In politics; the deciding factor of public to choose over a political party or a politician to another is most of the time "the trust" they have against them. News in that matter as it is believed to be written by an independent party is perceived as a trustful source. For this reason, a successful publicity is crucial for any parties to convince people to vote for them.

**c) The promotional budget is small:** Compared to other promotional tools such as advertising, publicity is a more economical one, because no costs for media space are incurred. In addition, material preparation cost is lower. Considering the extent of political activities and the size of people political parties try to convince, political parties have considerably small promotional budgets than corporations. That makes publicity a more viable option in politics.

**d) When other promotional activities restricted or prohibited:** In many countries, there are prohibitions or restrictions to use of some promotional tools for political parties. For example, in Turkey political parties are allowed to advertise only a few months before elections. Therefore, for such organizations publicity which is always open to use would be a better choice to promote their ideas or products whenever they want.

As we can see the advantages of publicity for businesses are also as useful as for politics if not more. Main advantages of publicity which are credibility and low cost probably are more needed for political parties than companies. Besides in certain countries laws and regulations related to politics make publicity the most attractive or in some conditions the only way to use.

It should be mentioned that as well as its advantages, disadvantages of publicity also apply for politics. The main disadvantage of publicity compared to other promotional tools is the lack of control. In publicity it is not always possible or at least more difficult than advertisement to control the process of publicity activities. As a result, it is less possible to get the exact outcome we desired in publicity.

Publicity activities are made through mass media including TV, newspapers, magazines, radio etc. Among these TV and Newspapers are the primary communication tools for political publicity. We chose newspapers to study for our research since it has the advantage of more easy and accurate measurement. In this study our purpose is to find if there is a correlation between political publicity over newspapers and election results.

### **Research and analysis**

#### **Research objectives and hypothesis:**

The purpose of this research is to find out whether there is a correlation between the area devoted to - the leaders, spokesmen and activities of - political parties on the first page of national newspapers, and the results of national and local elections in Turkey. In accordance with that purpose our hypothesis are as follow;

$H_0$  = There is not a correlation between the area devoted to political parties and the result of national and local elections in Turkey.

$H_1$  = There is a correlation between the area devoted to political parties and the result of national and local elections in Turkey.

#### **Research scope**

The sampling units are the front pages of Turkish national newspapers on the internet with average circulation of over 50,000, excluding the tabloid newspapers. The time is six months before each election time. We chose the circulation date three months before the election times. The date circulation data is taken is on the week between:

**a)** 01.08.2002 and 07.08.2002 for the national election on 03 November 2002, **b)** 25.12.2003 and 31.12.2003 for the local election on 28 March 2004, **c)** 19.04.2007 and 25.04.2007 for the national election on 22 July 2007, **d)** 26.12.2008 and 01.01.2009 for the local election on 29 March 2009, **e)** 09.03.2011 and 15.03.2011 for the national election on 12 June 2011, **f)** 16.12.2013 and 22.12.2013 for the local election on 30 March 2014, **g)** 01.03.2015 and 07.03.2015 for the national election on 07.06.2015, **h)** 01.08.2015 and 07.08.2015 for the national election on 01.10.2015

Each election time has its own population. Daily copies of each newspaper for each election time as follows:

**a)** 18 newspapers in 180 days before the 03 November 2002 and 28 March 2004 elections is total of three thousand two hundred and forty for each election ( $18 \times 180 = 3240$ ), **b)** 19 newspapers in 180 days before the 22 July 2007 election is total of three thousand four hundred and twenty ( $19 \times 180 = 3420$ ), **c)** 21 newspapers in 180 days before the 29 March 2009 election is total of three thousand seven hundred and

eighty (21x180=3780), **d**) 22 newspapers in 180 days before the 12 June 2011 election is total of three thousand nine hundred and sixty (22x180=3960), **e**) 23 newspapers in 180 days before the 30 March 2014, 7 June 2015 and 1 October 2015 elections is total of four thousand one hundred and forty for each election (23x180=4140).

### Sampling

All the national newspapers, with serious news, and with at least 50 000 mean daily circulation at the date of 30 January 2014 are examined in this research. They are inspected by simple random sampling procedures. For most of the newspapers a simple random sample of 12 days before 6 months' periods from each election are selected using the table of random numbers. There were some exceptions since a few of the newspapers was not published during the early elections or started to publish later than 6 months' period before certain election. As a result, some of the newspapers are not included in some of the early elections or the sample for the newspapers taken in a shorter period than 6 months. Table below shows detailed information about the inspected newspapers for each election.

**Table 1: Inspected newspapers for each election results.**

	03.11.2002	28.03.2004	22.07.2007	29.03.2009	12.06.2011	30.03.2014	07.06.2015	01.10.2015
Akşam	✓	✓	✓	✓	✓	✓	✓	✓
Aydınlık	□	□	□	□	✓	✓	✓	✓
Bugün	✓	✓	✓	✓	✓	✓	✓	✓
Cumhuriyet	✓	✓	✓	✓	✓	✓	✓	✓
Güneş	✓	✓	✓	✓	✓	✓	✓	✓
Habertürk	□	□	□	✓	✓	✓	✓	✓
Hürriyet	✓	✓	✓	✓	✓	✓	✓	✓
Milliyet	✓	✓	✓	✓	✓	✓	✓	✓
Posta	✓	✓	✓	✓	✓	✓	✓	✓
Sabah	✓	✓	✓	✓	✓	✓	✓	✓
Sözcü	□	□	✓	✓	✓	✓	✓	✓
Star	✓	✓	✓	✓	✓	✓	✓	✓
Takvim	✓	✓	✓	✓	✓	✓	✓	✓
Taraf	□	□	□	✓	✓	✓	✓	✓
Türkiye	✓	✓	✓	✓	✓	✓	✓	✓
Vatan	✓	✓	✓	✓	✓	✓	✓	✓
Yeni Akit	✓	✓	✓	✓	✓	✓	✓	✓
YeniAsya	✓	✓	✓	✓	✓	✓	✓	✓
YeniÇağ	✓	✓	✓	✓	✓	✓	✓	✓
YeniMesaj	✓	✓	✓	✓	✓	✓	✓	✓
YeniŞafak	✓	✓	✓	✓	✓	✓	✓	✓
Yurt	□	□	□	□	□	✓	✓	✓
Zaman	✓	✓	✓	✓	✓	✓	✓	✓

### Measurement

We used measurement of coverage to measure political publicity values over newspapers. There are various methods in literature as to measure coverage, such as counting the number, lines, words or determining amount of photographs and headlines. In our research we measured the area (width\*length) of content allocated to publicity (texts, photographs, caricatures) to determine the publicity. That method gave us the magnitude of a publicity, in order to determine the direction of publicity (negative or positive) statement bias techniques are used. Below the process of measurement explained step by step.

1) Space allocated -including texts, pictures and caricatures- against or in favor of any political party was measured by calculating area as width \* length.

2) To calculate percentages, area devoted to publicity divided the total area (Total area: Front page of the Newspaper with print).

3) To calculate the publicity ratio in favor of a party in a single copy of newspapers, highest positive publicity against a party was taken as a base and the negative publicity against opponent parties added to that value. For example; suppose publicity values in a newspaper is ; Akp: 0,15, Chp: -0,12, Mhp: -0,02, Other: 0,03. So the publicity calculated as; 0,15+ 0,12+ 0,02= 0,29 in favor of AKP.

4) Before each election, a mean of publicity ratios in each copies of same newspapers was calculated to determine average publicity value and its direction made by each newspaper.

5) The average publicity values of each newspaper before each election multiplied by circulation of the newspaper taken at the time of related election to determine what we call as a "publicity\*circulation" value.

6) For each election, publicity by circulation values in favor of same party added and divided to total publicity\*circulation value to determine total publicity ratio in favor of that party for that election.

Table 1. shows the process of calculating total publicity in favor of parties in the elections of 30.03.2014.

Supported Party	Newspaper	Publicity Ratio	Circulation	Circulation*Publicity Ratio	Publicity
AKP	Akşam	0,35	103315	36486,88	0,33
	Güneş	0,16	101039	16583,45	
	Habertürk	0,17	225192	38400,43	
	Sabah	0,34	322879	108677,23	
	Star	0,43	122368	52071,87	
	Takvim	0,34	105632	35552,84	
	Türkiye	0,37	180285	65894,06	
	Yeni Akit	0,50	51560	25809,16	
	YeniAsya	0,23	52367	12191,16	
	YeniŞafak	0,33	112270	36735,28	
CHP	Bugün	0,17	129937	22418,11	0,62
	Cumhuriyet	0,45	50806	23115,16	
	Hürriyet	0,14	382337	53311,88	
	Milliyet	0,15	163252	25051,23	
	Posta	0,26	412961	107337,52	
	Sözcü	0,84	330525	276955,69	
	Taraf	0,39	70480	27749,66	
	Vatan	0,14	108966	15693,55	
	Yurt	0,51	50659	25892,62	
Zaman	0,25	926437	233781,39		
MHP	YeniÇağ	0,53	50847	26978,27	0,02
BTP	YeniMesaj	0,28	59916	17063,13	0,01
İP	Aydınlık	0,48	63363	30266,25	0,02

As it is seen in the table 2 publicity ratio of a newspaper was multiplied by circulation to find a publicity\*circulation value. Than each publicity\*circulation value in favor of same party added and divided to total publicity\*circulation value to determine total publicity ratio in favor of that party for that election.

### Findings

#### Political Publicity Values for Parties Over Each Newspaper

Table 3 below shows the political publicity values and which party it is in favor of for each newspaper before each election. Crosses in table indicate the newspaper was not published at that time.

	03.11.2002	28.03.2004	22.07.2007	29.03.2009	12.06.2011	30.03.2014	07.06.2015	01.10.2015
<b>Akşam</b>	0,27(AKP)	0,31(AKP)	0,35 (AKP)	0,41 (AKP)	0,38 (AKP)	0,35 (AKP)	0,56(AKP)	0,55 (AKP)
<b>Aydınlık</b>	X	X	X	X	0,48 (İP)	0,48 (İP)	0,62 (İP)	0,54 (İP)
<b>Bugün</b>	0,37 (AKP)	0,45 (AKP)	0,43 (AKP)	0,48 (AKP)	0,37 (AKP)	0,17 (CHP)	0,28(MHP)	0,53(MHP)
<b>Cumhuriyet</b>	0,47 (CHP)	0,49 (CHP)	0,48 (CHP)	0,49 (CHP)	0,43 (CHP)	0,45 (CHP)	0,41 (CHP)	0,46(CHP)
<b>Güneş</b>	0,15 (AKP)	0,18 (AKP)	0,21 (AKP)	0,23 (AKP)	0,19 (AKP)	0,16 (AKP)	0,28 (AKP)	0,24 (AKP)
<b>Habertürk</b>	X	X	X	0,18 (CHP)	0,16 (CHP)	0,17 (AKP)	0,20 (AKP)	0,31 (AKP)
<b>Hürriyet</b>	0,05 (CHP)	0,02 (CHP)	0,15 (CHP)	0,22 (CHP)	0,08 (CHP)	0,14 (CHP)	0,06 (CHP)	0,12(CHP)
<b>Milliyet</b>	0,03 (CHP)	0,47 (CHP)	0,09 (CHP)	0,39 (CHP)	0,49 (CHP)	0,15 (CHP)	0,17 (AKP)	0,21 (AKP)
<b>Posta</b>	0,22 (CHP)	0,24 (CHP)	0,25 (CHP)	0,21 (CHP)	0,23 (CHP)	0,26 (CHP)	0,19(MHP)	0,18(CHP)
<b>Sabah</b>	0,04 (AKP)	0,05 (AKP)	0,03 (AKP)	0,13 (AKP)	0,44 (AKP)	0,34 (AKP)	0,44 (AKP)	0,35 (AKP)
<b>Sözcü</b>	X	X	0,83 (CHP)	0,81 (CHP)	0,79 (CHP)	0,84 (CHP)	0,81 (CHP)	0,73(CHP)
<b>Star</b>	0,78 (AKP)	0,45 (AKP)	0,55 (AKP)	0,49 (AKP)	0,59 (AKP)	0,43 (AKP)	0,43 (AKP)	0,57 (AKP)
<b>Takvim</b>	0,11 (AKP)	0,18 (AKP)	0,25 (AKP)	0,24 (AKP)	0,23 (AKP)	0,34 (AKP)	0,12 (AKP)	0,11 (AKP)
<b>Taraf</b>	X	X	X	0,04 (CHP)	0,44 (CHP)	0,39 (CHP)	0,41 (CHP)	0,55(CHP)

<b>Türkiye</b>	0,31 (AKP)	0,23 (AKP)	0,39 (AKP)	0,72 (AKP)	0,58 (AKP)	0,37 (AKP)	0,41 (AKP)	0,49 (AKP)
<b>Vatan</b>	0,09 (CHP)	0,19 (CHP)	0,39 (CHP)	0,29 (CHP)	0,28 (CHP)	0,14 (CHP)	0,11 (AKP)	0,21 (AKP)
<b>Yeni Akit</b>	0,32 (AKP)	0,22 (AKP)	0,22 (AKP)	0,35 (AKP)	0,60 (AKP)	0,50 (AKP)	0,47 (AKP)	0,51 (AKP)
<b>YeniAsya</b>	0,15 (AKP)	0,18 (AKP)	0,17 (AKP)	0,21 (AKP)	0,20 (AKP)	0,23 (AKP)	0,12 (CHP)	0,13(CHP)
<b>YeniÇağ</b>	0,43 (MHP)	0,63 (MHP)	0,41 (MHP)	0,11 (MHP)	0,47 (MHP)	0,53 (MHP)	0,45(MHP)	0,46(MHP)
<b>YeniMesaj</b>	0,34 (BTP)	0,31 (BTP)	0,29 (BTP)	0,28 (BTP)	0,32 (BTP)	0,28 (BTP)	0,35 (BTP)	0,33 (BTP)
<b>YeniŞafak</b>	0,43 (AKP)	0,42 (AKP)	0,37 (AKP)	0,44 (AKP)	0,38 (AKP)	0,33 (AKP)	0,53 (AKP)	0,46 (AKP)
<b>Yurt</b>	X	X	X	X	X	0,51 (CHP)	0,45 (CHP)	0,23(CHP)
<b>Zaman</b>	0,10 (AKP)	0,12 (AKP)	0,08 (AKP)	0,33 (AKP)	0,44 (AKP)	0,25 (CHP)	0,36(MHP)	0,35(MHP)

As it is seen in table, newspapers we have examined included publicity activities for five political parties. Namely; AKP (Adalet ve Kalkınma Partisi), CHP (Cumhuriyet Halk Partisi), MHP (Milliyetçi Hareket Partisi), BTP (Bağımsız Türkiye Partisi), and İP (İşçi Partisi).

#### Correlation between political publicity and elections results

To be able to calculate if there is a correlation between publicity allocated to political parties over newspapers and election results, first of all we have obtained information about the results of elections we have examined (ysk.gov.tr). Table 4 shows the elections results according to ratio of votes parties got.

**Table 4: National and Local Elections Results**

	AKP	CHP	MHP	OTHER
03.11.2002 (N)	0,34	0,19	0,08	0,39
28.03.2004 (L)	0,43	0,21	0,08	0,28
22.07.2007 (N)	0,47	0,21	0,14	0,18
29.03.2009 (L)	0,39	0,27	0,15	0,19
12.06.2011 (N)	0,49	0,26	0,13	0,12
30.03.2014 (L)	0,43	0,26	0,17	0,14
07.06.2015(N)	0,41	0,25	0,16	0,13
01.10.2015(N)	0,50	0,25	0,12	0,11

Secondly we found the publicity activities each party had before each election. The method of obtaining these values was explained in measurement section of article. Table 5 shows the political publicity devoted to parties for each election.

**Table 5: Ratio of Political Publicities.**

	AKP	CHP	MHP	OTHER
03.11.2002 (N)	0,48	0,40	0,03	0,09
28.03.2004 (L)	0,48	0,45	0,03	0,04
22.07.2007 (N)	0,53	0,45	0,02	0,00
29.03.2009 (L)	0,54	0,46	0,00	0,00
12.06.2011 (N)	0,63	0,34	0,02	0,01
30.03.2014 (L)	0,33	0,62	0,02	0,03
07.06.2015(N)	0,39	0,25	0,32	0,04
01.10.2015(N)	0,42	0,31	0,23	0,04

It should be mentioned, as seen in table there is a sudden change in publicity values for parties after 2011 elections. This is due to a conflict between governing party AKP and Zaman newspaper which has the biggest circulation among the newspapers we have examined. Zaman shifted its support from AKP to CHP and later to MHP, in 2014 and 2015 elections respectively.

Using values in table 2 and table 3 in SPSS we calculated the correlation between elections and political publicity. The results are in table below.

**Table 6: Correlations Between Political Publicity and Election Results.**

	N	Pearson Correlation Sig.	p
Elections X Political Publicity	32	0,691	0,000
National Elections X Political Publicity	16	0,727	0,000

Local Elections X Political Publicity	16	0,660	0,020
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As it is seen in the table above there is a strong positive relationship at 0,01 significance level between publicity over newspapers for political parties and results of elections. Result shows that there is a stronger correlation between national elections result and political publicity than local elections results and political publicity. 0,727 between national elections and publicity at 0,01 significance level and 0,660 between local elections and publicity at 0,05 significance level. This result supports  $H_1$  hypothesis. Namely, there is a correlation between the area devoted to political parties and the result of national and local elections in Turkey.

### Conclusion

Publicity is a marketing tool that is used by political parties and politicians frequently because of its effectiveness and viability. Political parties use publicity over different mass media tools to persuade people in favor of them. As a mass media tool newspapers are one of the primary sources for political publicity. In this research our purpose was to see if there is a correlation between political publicity done via newspapers and elections results. To determine the magnitude of publicity over newspapers we have used measurement of coverage and statement bias techniques for its direction.

Our result shows that there is a positive correlation between political publicity and elections results (0,529 between political publicity and election results). The correlation was stronger for national elections (0,654 between national elections and political publicity, 0,499 between local elections and political publicity). It can be argued that in local elections voter's decision effected by many local elements. Also while voters usually vote for candidate rather than political party itself in local elections, national newspapers we had examined generally include publicity for political party itself or important figures of the party rather than candidate so it is expected to have less impact on voters. On the other hand, in national elections attitude against a political party is more influential on voter's decision. As a result, publicity activities done by parties via mass media tools are expected to be more effective in national elections than local elections. It should also be mentioned that our sample on local elections was smaller than national elections as a result the correlation between local elections and publicity was found meaningful in a bigger significance level than national elections.

While our research supports a correlation between publicity and elections results, it has some limitations and shortcomings. First of all, since our sample includes a very broad timeline, many variables show changes in different ways. For example, not all of the newspapers had publication during whole period. Also in our sample we included newspapers with 50 000 mean daily circulation at the date of 30 January 2014 since their circulation changes greatly in time so some other newspapers that we did not include our research could have a bigger impact on elections before or later than we determined the list. Secondly during the timeline of our sample there has been a dramatic event which had a sudden impact on the publicity values that is not reflected on elections results in same magnitude. In November 2013 there has been a conflict between governing party AKP and a Jamaat (a religious group) which is also have the control of the newspapers with biggest circulation that is Zaman. In later elections Zaman shifted its support to different parties.

Our research results show that with correct measurement political publicity over mass media could be an indicator of elections results. Professionals can use this technique as a practical tool to have a general opinion about the elections. In this respect future researches should focus on working with bigger samples to get more reliable results and explore to see if political publicity could be used as a tool to estimate incoming elections.

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