

# The Online Journal of Communication and Media

*Volume 4 Issue 3*  
*July 2018*

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# AN EVALUATION ON FOREIGN WORD USE: “ETİ WANTED” AND “CASPER” TV ADVERTISING

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## ABSTRACT

When the relationship between language and advertisement is studied, it is clear that it shares a bond of being social and the biggest reason it is integrated is because they are each living entities. In order for both language and the concept of advertisements to remain vibrant, they have to be dynamic. The information age, human needs, and the advances in technology are signs that the period of change that is taking place in language and advertisements will continue. Naturally, as a result of this change, the relationship between language and advertisements will become stronger because language is the most effective means of communication and because in order to have an impact on society, advertisements have to use this important tool carefully. When it comes to being close to societies, it can find these opportunities through channels like television, the internet, social media etc. Advertisements, which influences societies; and as a result, cultures; has brought important issues along with it in its attempt to adapt to this change: Using Foreign Words.

The existence of foreign words that are used as a result of the desire to be like the West and which attempt to form an impossible integrated language through a different kind of jargon (broken language, slang), have influenced society. These words that we hear frequently on TV weaken language, which is considered a conduit of culture, by destroying the functionality of it. In this study, advertising copies have been studied linguistically and the effect of these foreign words on the language-culture bond has been analysed.

**Key Words:** Culture, The Turkish Language, Advertising, Advertising Discourses.

## 1. Introduction

As an important part of culture, language, which appears to us in various definitions; also appears to us as a factor that allows us to perceive and understand not only the present but also the past. Language, which could also be taken into account as a conduit for culture, provides many precedents regarding the mentality, structure, and lifestyle of the speakers of it. According to Uçok, since words are the building blocks of thought and since language is formed of words; then words are a creation of the minds of communities and a term that is given to the thought process of people. Language, is a social systematic whole, which allows us to convey our feelings and thoughts and which connects generations (Üçok, t.y.). As for culture; although it may be considered as all that humankind has created, it actually is the unique way in which each society lives, thinks, and behaves. The social behaviours and technical institutions belonging to a certain society are what make up ‘culture’ (Kafesoğlu, 1998; Göçer, 2013).

Language unity is one of the main factors that a nation is made up of and just as we can attribute the existence of a society to language, we can also attribute its extinction to it. The famous philosopher Confucius emphasized the importance of language for a nation and its existence by saying, “... If I were to rule a country, the first thing I would do, undoubtedly, is to have a look at its language because if language is flawed, words cannot express thought properly. If thought is not expressed properly, then duties and services cannot be carried out as they should be. In places where duties and services are not carried out properly, norms, rules and culture breaks down. If norms, rules and culture breaks down, justice will lose its way. If justice loses its way, the dumbfounded people will not know what to do nor what awaits them. And it is for this reason that nothing is as important as language! (Trans. Başçetinçelik, t.y.).

While language and advertisements are two unseparable components, in today’s world advertising activities grow day by day. The biggest proof of this however, is the frequency in use of mass-communication mediums. Advertisements, which exist through language, is defined as the introduction of various goods, products, and services to target audiences and consumers for a determined fee. This is done via different channels like TV, newspapers, radio, billboards, magazines, the cinema and the internet. Advertisements, which are crucial to marketers, is aware of the fact that it needs to be engraved in people’s minds by the masterful use of language. It also makes full use of all the boons of language, knowing that language is the most important communications medium. Advertising, which is a motive mechanism and which needs new ideas and strategies, can have both positive and negative effects on consumers. Thanks to adverts, which consumers watch carefully; new things are learnt, all kinds of information about the product is gleaned, and information about the variety and brands of



goods and services is acquired (The Ministry of Education Family and Consumer Services, 2012). However, apart from this positive aspect; advertising discourse, which builds the power of words by uniting them with the structural reality of language, affects language-the most valuable treasure of a nation- to a high degree and causes the structural integrity of the language to be damaged through the use of foreign words, slang and mispronunciation. When this case is studied linguistically, it proves that in advertising discourse, language is in the process of being polluted. As Mengü translates from Lull; “Individuals almost play with language. They shape it, exploit it, discover it, add various accents to it and sing with it. Therefore, while language truly constructs communication awareness and functions as a glue that brings cultures together by forming common areas of meaning, it does not determine thought or behaviour. Language is a resource that enables the construction or deconstruction of culture” Lull, 2000; Trans. Mengü t.y.). Advertisements weaken language with the foreign words it harbours. Advertisements, which enable intercultural interaction however, frequently employ foreign words in their slogans. Foreign words, which are especially used despite the existence of their Turkish equivalents, become embalmed in the language after a while and the Turkish equivalents become obsolete. When language, which has its own rules and which can only develop within the framework of these rules; used in advertisements are studied; one observes that it disregards Turkish Grammar rules and Turkish vocabulary.

## 2. The Language, Culture and Advertisements Relationship From A Linguistic Perspective

Linguistics, which is a science, analyses languages in terms of grammar, phonetics, syntax etc. It also analyses words in terms of structure and meaning and it also involves pragmatics, which studies the relationship between speech acts and the people that comprehend them. Pragmatics is based on the context of language and what words signify to us. Vardar, who adapts Saussure’s timeless ‘Course in General Linguistics’ to the modern day, states that Saussure has created a universal epistemology. And that by creating a linguistic method, Saussure has approached language as a network formed by meaningful units or signs, which enable understanding and communication on various platforms. Vardar also states that Saussure places language within this framework. Thus, as Saussure puts forward, wherever there is meaningful units or signs that is where the linguistic method will prevail. This is because language is the most systematic and perfect medium compared to similar communications mediums. Linguistics offers the most appropriate theoretical framework that can be drawn on in explanations and the most practical approaches towards these kinds of phenomena (1998).

Linguistics is the study of things related to humankind. It approaches things from different perspectives and is in close contact with the other fields of humanities. All scientific methods that are approached from different perspectives prove that language is a system of systems. Saussure, who draws attention to the fact that semiology is on a social level, is the source of the understanding of signs in linguistics in the 20<sup>th</sup> century. He envisaged semiology as «a science that studies the life of signs within society». The Swiss linguist states:

“Semiology would show what constitutes signs, what laws govern them. Since the science does not yet exist, no one can say what it would be; but it has a right to existence, a place staked out in advance. Linguistics is only a part of the general science of semiology; the laws discovered by semiology will be applicable to linguistics and the latter will circumscribe a well-defined area within the mass of anthropological facts. Language is a system of signs that express ideas and is therefore comparable to a system of writing, the alphabet of deaf-mutes, symbolic rites, polite formulas, military signals, etc. But it is the most important of all these systems” (Trans. Barthes, 1979).

Apart from this approach, we encounter various works that follow different paths. It is also possible to come across more complex approaches other than Saussure’s semiotic/structuralist approach. Those that study the various connections between logic and language and metalanguage that enables us to achieve scientific knowledge from semiology, wait for the formation of conceptual sign systems. In this respect, the works of scholars like R. Camap, B. Russell, E. Cassier, A. Tarski as well as of Ch. Morris, come to mind (Barthes, 1979).

While linguistics studies these aspects of language, it also brings certain branching with it. According to Üçok, linguistics is a discipline that makes a comparison between all the signs in a language or language group and compares them to their form in other languages. It also draws conclusions from these manifestations. Thus, it is made up of many disciplines and deals closely with many of them. Since words come into existence through phonetic symbols, linguistics is a physical discipline (Üçok, t.y.). It has ties to many disciplines and has many subdivisions within itself. It has come into existence via humankind; it has feed all expectations and disciplines regarding humankind and has embraced social unity. It is as important as the importance of society since it is a cornerstone of the formation of society. It is a sign of humankind’s current and future existence. As a result, we would not be too wrong in claiming that it is the creator and the beginning of humanities. Sound formed words

and words formed sentences, thus, language was able to be formed. This shows that linguistics is a physical science (Üçok, t.y.).

“Language is a nation’s most valuable commodity. Words are a language’s smallest unit as are sentences in speech. Since language individually connects each individual in society and since it is a bond made-of-steel left by our ancestors, then the traditions and mind-sets – in short – the cultures of communities are expressed in the languages of those communities. Thus, a nation’s language is one of the most reliable historical sources of a nation. It is a mirror on history. The fate and history of language unity manifests in language and the transformations in language are nothing but a reflection of changes in that nation’s history” (Üçok, t.y.).

The fact that linguistics studies languages in terms of grammar, phonology, syntax etc. and that it studies words structurally, meaningfully and performatively has been mentioned above. As a result of the works of many linguists, it has started to be studied in small units. Thus, by theorizing it, it is now easier to analyse. Roland Barthes is one of these people. He has published work in many areas such as the problem with ideology, the concept of a sign, the formation of a text, intertextuality, the importance of the process of reading, the gratification of a text, the difference between visual signs and verbal language, love, fashion, music, and movies. He has thought upon and in turn made others think upon all kinds of texts ranging from music to advertising copies. His aim is to form a link between linguistics and all other sciences, to continuously reproduce dominant meanings and correlate them to social, historical, and political events (İnal, 2003).

Barthes analysed all forms of linguistic and non-linguistic sign systems used with the purpose of communication as well as their communicative functions. He focused on what Saussure had skipped through the ‘connotation’ language model (İnal, 2003). Language is part of culture and it is possible to mention a ‘connotative’ language model when the effect of culture and language integrates within the individuality of signs. Connotation can be another set of signs in instances when the sign is not clear (Barthes, 1979). Naturally, this can only be explained through the cultural values of those using the language. In other words, connotation and myths are needed in order to understand and give meaning to the signifiers in language.

When the unbreakable link between culture and language, is looked at; in research conducted by Turkish language teacher candidates, which aimed, via metaphors, to find out the candidates’ perception of the culture-language relationship; most of the 38 metaphors developed by the candidates turned out to be positive. As a result of the metaphors, it was realised that culture and language were inseparable and that language was very important in conveying culture into the future. The metaphors were grouped under nine categories and under the category ‘whole-part relationship’ it is touched upon how culture and language are two components that complete and need one another. Other than the ‘inseparability’ category, which denotes that these two terms are two main components that are intertwined, it also points to the fact that both act as ‘mediums’ for each other. Furthermore, the categories which draw attention to how they contribute to one another’s efficacy in terms of ‘functionality’ and to the ‘harmony’ between them come into prominence (Göçer, 2013).

Advertisements, which display the relationship between culture and language for all to see, influence social culture especially through its use of language. Thus, it passes on all the details of the language-culture compound to the media. For example, Beer has been added to the McDonald’s menu in Germany. In Chili, avocado is served instead of ketchup and mayonnaise. In another country, boiled rice is on the menu. And the doner kebab pizza at Dominoes pizza is perceived to be something that “only a Turk would do” (Serttaş Ertike, 2010). Then the thing that is wanted to be explained through all these practices is that language-culture and advertisements are values that are closely affiliated to each other.

### **3. The Use of Foreign Words in Advertisements**

The most effective factor in the magnificence that advertisements awaken in us is the language employed. If one takes a look at the different definitions given to advertisements, one can see that advertisements, which are important for both business managers and consumers, are an important medium of communication and an essential part of marketing communications (Serttaş Ertike, 2010).

“Advertising is a sector that is gradually growing in terms of its dimensions and costs. Furthermore, on the market also, businesses rapidly producing similar types of products and services are offering consumers many different products and services that are similar to each other and that can be substituted for one another whether it be in terms of mass-produced goods or services. Thus, its sole aim of transforming the market into an arena of competition was not too difficult to accomplish” (Topsümer ve Elden, 2015).

David Ogilvy, an important name in advertising, wrote down the rules of advertising in his works. Ogilvy, noted for his successful work in advertising, is as good a writer as he is an advertiser. Who especially draws attention to advertising copy penmanship, offers people that want to work in this area 10 pieces of advice on how to be a good advertiser and advertising copy writer:

- Read the Roman-Raphaelson book on writing. Read it three times.
- Write the way you talk. Naturally.
- Use short words, short sentences and short paragraphs.
- Never use jargon words like reconceptualise, demassification, attitudinally, judgmentally. They are hallmarks of a pretentious ass.
- Never write more than two pages on any subject.
- Check your quotations.
- Never send a letter or a memo on the day you write it. Read it aloud the next morning—and then edit it.
- If it is something important, get a colleague to improve it.
- Before you send your letter or your memo, make sure it is crystal clear what you want the recipient to do.
- If you want ACTION, don't write. Go and tell the guy what you want (Trans. Bişkin, 2011).

He especially notices the prominent mistakes that cannot go unnoticed and that are made beforehand and makes references to new generation advertisers. His ideas, write the way you talk, naturally, use short words, short sentences and short paragraphs and never use jargon words... They are hallmarks of a pretentious ass can be used to refer to the advertising going on in Turkey today. Similarly, the phrase “Everything stated in the text must be of value” acts as a warning that a lot of things stated in advertisements in today’s world should not be employed.

Mengü also puts forward the power of words in advertisements when she writes “advertisements are created through the combination of verbal and visual factors. Advertisement copy is not only comprised of signs, pictures, brands and all the visual factors; but it also includes sound and music. Thus, besides these factors, the slogans, catchphrases, and words used in advertisements become more prominent and the other factors more passive” (Mengü, t.y.).

In advertisements, these effective words are selected and used artfully. Advertisers especially, have equated advertisements with language and thus have provided marketing with the opportunity to flourish. It is obvious that both concepts are inseparable and that they are significant in terms of being a part of society. As they are both living things, they are integrated with one another. In order for the concepts of both language and advertisement to remain strong, it is necessary that they be open to change. Like the developments in globalisation, the information age, human needs, consumer trends and technology, language and advertisements experiences change very quickly. During this period of change, the mistakes in Turkish made in advertisements were recorded by The Association of Advertisement Creators (Reklam Yaratıcıları Derneği); and the use of foreign words in mass-communication tools was deemed the number one mistake (Türkçe Bilgisi, 2010). Today we can see that the names of many shops, radio stations, and TV channels are not Turkish; in fact, the names of individuals are also being chosen from foreign words and it is clear that the idolisation of the West increases day by day. These words, which we hear due to the idolisation of foreign words, do not disturb Turkish people. This situation that we face is trying to be normalised.

#### 4. Purpose and Method

The use of foreign words, which is at the top of the list of mistakes made in the Turkish language, shall try to be shown via the analysis of advertisements slogan such as “*Wantedla Wan Wantedla*” and “*Layka Layk*” The fact that these uses form a threat to national unity shall also be attempted to be shown. In this respect, the first advertisement that will be analysed is the Eti Company’s (a company in the Turkish food industry since 1962) “*Wanted*” chocolate advertisement. An analysis of the television advertisement of the “*Wanted*” chocolate brand, belonging to Eti, was conducted. The next advertisement that we will be analysing however, is the “*Atara Atar, Layka Layk*” (a slight for those who slight you, a like for those who like you) advertisement work of Casper, which is a Turkish brand known throughout the world and which manufactures computers and computer accessories.

In the study of the effect of alienation on advertising language the existence of foreign words in the two advertisements that have been analysed has not gone unnoticed. Furthermore, the fact that phrases like “*Wantedla*” and “*Layka Layk*”, which are used in the advertisements, are actually the English words “*like*” and

“*wanted*” and that they have been transformed in an attempt to adapt them to Turkish, also, has not gone unnoticed.

## 5. Findings

### 5.1. Wanted TV Advertisement: “*Wantedla Wan Wantedla*”

A girl sitting in a park about to eat her “*Wanted*” chocolate is met by “*wanted*” girls and they start to sing. They tell her that she need not be coy and that she has the aura of a “*star*”.

**Girls:** The spotlight awaits you, stop being coy. There’s no need for you to be reluctant-t-t-t-t-t. You have the aura of a star-r-r-r-r-r-

“WANTEDLA WAN WANTEDLA”

“WANTEDLA WAN WANTEDLA”

After hearing these words from the girls, the girl eating her chocolate believes in herself and gets up on stage. Thinking herself her star, she starts to sing. She makes all on stage get off, grabs the microphone, and sings with an awful voice. As she sings, the people around her cover their ears and run away. Then the narrator begins:

**Narrator:** We cannot give you all you want in life; however, we can give you all you want from a chocolate bar. Crunchy, round, new “*wanted*”. Just “*wanted*”.

What is trying to be conveyed in the advertisement is that those that eat the “*Wanted*” chocolate bar emit the aura of a star and that eating the chocolate bar gives them courage. The girl in the advertisement eats her chocolate bar and despite her bad voice, by getting up on stage she shows courage. The foreign words in the advertising copy are “*star*” and “*wanted*”. There is a Turkish equivalent of the word star and it is “*yıldız*”. The meaning of “*Wanted*” speaks for itself. In spite of there being Turkish equivalents of these two English words, Eti, a company of Turkish origin, chose to use foreign words in its advertisement.

Furthermore, Eti, who used the slogan “*Wantedla Wan Wantedla*”, added a new mistake to language use. The English word is combined with the Turkish verb “-la, -le” to make the new verb “*Wantedla*”. The name is transformed into an action. The resulting word is confusing and meaningless. When examined from the point of view of discourse and linguistics, it is seen that the structural rules are violated by emphasizing the variability of meaning. The advertisement produces a mixed and unintelligible word by adding a new one to the language usage mistakes.

The popular culture especially stands out with the dream of being a “star” when it is spoken to young people and encourages them. If we go out of Barthes’ model, we live in an age where everyone has the chance to become famous by using consumer practices and media. Especially the fact that Instagram is viewed as a magazine program by young people and the number of rising followers reminds the following “phenomenon” status: “One day everyone will be famous for 15 minutes” (Andy Wahrol).

Therefore, without doing anything (without have a professional voice as a singer, without talent as an actor) occur an argument “be celebrity” and in this way “celebrity culture” is reproduced. This ad, which leads to language pollution (implicitly) by mistakes, indirectly opens the way for cultural degeneration.

### 5.2. Casper TV Advertisement: “*Atara Atar, Layka Layk*”

A band starts to sing in the street. Along with the other guys in the band, a young guy with a guitar is explaining, through song, that we should not get too hung up on things in life. Those in the street on the other hand are tapping their feet to the beat of the song. Then they start recording with their electronic devices and share the video on social media. The video quickly becomes viral. People watching the video at home, at work and on the road like the song and start to smile as they also tap their feet to the beat. And of course, all the while the jingle continues to play.

**Young guy:** Three, two, one (smiles and points) andddd...

**Song:** If you think it’s not going to work, then don’t bother. You mustn’t let it worry you in the slightest. If you think it’s not going to work, then don’t bother. Don’t worry about it all at all. Respond to a slight with a slight, to

defiance with defiance, to a layk (like) with a layk. Respond to a slight with a slight, to defiance with defiance, to a layk (like) with a laykkkkk!

**Reprise:** Three two one! Respond to a slight with a slight, to defiance with defiance, to a layk (like) with a layk!

**Narrator:** As time passes and changes, a Casper is always in your life. It's your Casper! Own one or not. Casper. Your life. Your technology.

In its advertisement, Casper, a Turkish company, has determined young people interested in technology as its target demographic. The efficacy of the advertisement was more profound due to its use of fun young groups of people. Casper, which sells computers and their accessories, put all its products on display in this advertisement. This advertisement, which especially draws attention to how easily the conduits of social media can be used on Casper, has frequently used the word "like", which entered Turkish due to social media. By being used as "layk" in the advertisement, it has added another dimension to the language. Just like the "Wantedla Wan Wantedla" phrase used in the "Wanted" advertisement, the phrase "layka layk" has no equivalent in neither Turkish nor English. It neither fits into the structure of English nor of Turkish. This noun phrase, which can only be analysed under the term 'Turkification', has started to be used by young people, who are active social media users; and has awakened in marketers, whose target audience is young people, the urge to misuse the Turkish language.

The existence of these words, which are used as a result of wanting to be like the West and then in turn try to establish an impossible unity with the language through a different jargon (broken Turkish, slang), influence society. By destroying the functionality of the language, these words which we regularly hear on television advertisements actually pollute the language and damage the language-culture bond.

The presence of these words, which are used as the end result of the admiration to the west and which are trying to establish a unity with a different jargon, infects the society. Especially in the social media where virtual identities are staged, the profile who are alienated to their own selves become a kind of image indicators (Güzel, 2016: 87). Thus, by erasing all functionality of the language, it is actually damaging both language and culture, also points to the concept of digital culture.

Along with the development of the digital media, a unique culture is formed and, with Baudrillard's age of the objects, the lost of reality is expressed in the semantic reading through Casper advertisement. The subject of the Casper ad is about young people breaking out from real life moving to the virtual reality. Accordingly, new concepts like "taglamak, layklamak, hashtaglemek" frequently used in our lives have entered our life together with the digital world. The technology that creates new words, new concepts and new communication networks also feeds the consumption culture. This culture is concretized by the fact that the young individual publishers in the social media become an object of consumption. Being traceable from one end of the world to the other leads to the circulation of new cultural products and values. Therefore, young people who admire the West can easily distinguish and adopt new trendy Western words. For this reason, the advertising writers quickly and comfortably use the new conception.

## 6. Discussion and Conclusion

In this study's theoretical and conceptual part, the linguistic relationship between language, culture, and advertisements were mainly examined through the approaches of Saussure and Barthes and it was discovered that the foreign words in advertisements can in no linguistic way become integrated. These non-Turkish words, which have been used in the advertising copies that we analysed in terms of the semiotic and structural approaches of Saussure and Barthes, have their equivalents in Turkish. This proves to us that advertisements disregard the undividable unity of language and that their only aim is to dazzle the society that they want to influence by using colourful and unusual terms; and promote 'consumer behaviour'. Whereas in fact, the idea that advertisements will have a stronger impact through the correct use of language is evident when David Ogilvy states: "You cannot bore people into buying your product. You can only interest them in buying it." What is trying to be stated is the power of words. The importance placed on language's power to get things done. Through this power; advertisements, which are undoubtedly the most important factor when it comes to the consumer becoming acquainted with the brand, have introduced us to various terms in the name of impressing the consumer. And as it is these terms have become a part of our lives and show no likelihood of disappearing i.e. "Hi", "bye", "thanks" etc.

If we take into consideration the fact that consumers, who today form the target audience of advertisers, are being bombarded with communication and are only reacting to a few of the many messages sent to them, then it can easily be stated that a great deal of meticulousness and professionalism is needed in every step of the advertising process (Topsümer ve Elden, 2015). Advertisements, which develop different approaches in order to



influence the target audience, have damaged language and sociolinguistics. These differences, which emerge as a result of wanting to be like the West, destroy both the structure of the language and the language-culture bond. Sociolinguistics is a linguistic branch that studies all the phenomena that are based on the cause and effect relationship of the components that form the intersection of all things existing in the name of language and society (Vardar, 2002; Güven 2012). Culture however, is the sum of the material and moral values, a life-style that manifests over centuries through a nation's interests, perceptions, attitudes and behaviours, and a memory that internalizes the codes of the life-styles fashioned by a nation for centuries; and has been conveyed from generation to generation like an inheritance (Göçer, t.y.). Language is what makes this conveyance possible and in advertisements this conveyance has led society to misconceptions.

As we also noticed in the advertisements we analysed, phrases like “*Wantedla Wan Wantedla*” and “*Layka Layk*” etc. have been etched onto minds and these advertisements have implemented methods, which influence society. Today if we know immediately which product a person is talking about just by repeating this phrases, then the power of advertisements on society cannot be disregarded. Since the advertising copies and slogans being used have become infectious, it is also clear to see that television advertisements have been successful in terms of interaction. Thus, perhaps language's importance, not polluting its structural properties, and making people aware in this area ought to be at the top of the duties and responsibilities of advertisers. As a result, meaningless foreign words that cannot be explained by any term due to the Turkish languages structure would not be used and the Turkish language will not be exposed to the danger of pollution.

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### Access to Ads:

Wanted TV Advertisement: “*Wantedla Wan Wantedla*” [https://www.youtube.com/watch?v=28eAT0C\\_LeQ](https://www.youtube.com/watch?v=28eAT0C_LeQ)

Casper TV Advertisement: “*Atara Atar, Layka Layk*” <https://www.youtube.com/watch?v=qzDhPYq3-Ag>

## CENTRAL BANK COMMUNICATION ACTIVITIES: CHALLENGES AND OPPORTUNITIES

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### ABSTRACT

This paper fundamentally stresses on the challenges and opportunities encountered in central bank communication activities by referencing to the necessity and significance of these communication activities. In this context, as a background information, a connection will be tried to be established between the objectives of central bank communication and communication of central bank with its target groups. In that direction, first of all, the importance of central bank communication activities, the reasons why central banks should communicate effectively, the audiences of central bank, and the instruments and channels of central bank communication will be presented, and finally a comprehensive discussion will be made about the challenges and opportunities of central bank communication.

### INTRODUCTION

Especially before 2008 global financial crisis, central banks shared little with the general public about what they were up to and why. They were doing their actions in secrecy and there was not any openness in their goals, and they had the view that it was best to say nothing. Therefore, central banks were less open to scrutiny and public accountability. This situation changed after the global financial crisis and central banks have become more open and transparent in their activities (Vayid, 2013, p.1-2).

Communication which is a typical behavior of human being plays a significant role in everyday life. Good and effective communication; increases understanding, minimizes confusion, builds trust between parties, influences the target audience, and ensures transparency. It is particularly very important in understanding the complex subjects and concepts. Communication, in different forms and shapes, can be a very powerful tool to help non-experts and ordinary people comprehend some subjects that are irrelevant for them. Therefore, government bodies and institutions have put special emphasis on communication with their intended audience, as a part of their responsibilities.

Some recent communication methods and channels have created an appropriate medium and direction for making the language used in certain professions understandable. The role of communication in conveying specialized knowledge to general public has increased significantly. Economy is one of the areas that involve specialized knowledge that needs to be narrated to the public. In that sense, the general public is very much interested in the condition and outlook of their country's economy and as an independent institution, central banks are expected to communicate with their audiences. The more central banks communicate with their audiences, the more they encounter challenges and opportunities.

Effective and successful communication is one of the important challenges for central banks to explain the reasons for their monetary policy decisions to the public. For this reason, central banks publish comprehensive information about their strategy, analyses, and decisions. However, it is very difficult to communicate to the public all information relevant to central bank's decision-making process in a non-exhaustive, clear, compact and comprehensible way. The need for addressing various target groups, including the financial markets, academics, journalists, politicians, and the general public is another difficulty possibly experienced by central banks. In order for a central bank to communicate in an expected way, a very well designed communication channels and instruments may be required for such non-homogeneous target groups (Issing, 2005, p. 72). The related literature has shown that there is no optimal central bank communication strategy which works for the majority of central banks. Central banks have different working environment and conditions. What works for one central bank may not work for another, in addition, what works today may not work tomorrow. How the decision-making process within the central bank is related to its communication strategy is therefore an important issue (De Haan, Eijffinger & Rybiński, 2007, p.5).

The paper is organized as follows. In the first section, background information about central bank communication activities will be presented. In this section, the necessity and importance of central bank communication activities, the audiences of central bank, and the instruments and channels of central bank communication will be overviewed. In the second section, challenges and opportunities in communication activities faced by central banks will be discussed.



## **CENTRAL BANK COMMUNICATION ACTIVITIES**

This section addresses the various aspects of communication activities of central banks. In recent years, the increased independence of central banks has called for more transparency and accountability. In that regard, communication has become a very necessary and important toolkit for central banks, and they have developed different instruments and channels to reach their audiences to achieve their objectives. In the following subsections these points will be tried to be overviewed.

### **Necessity and Significance of Central Bank Communication**

In today's conditions and expectations, central bank communication becomes necessity for the provision of information by central banks to the general public on the monetary policy objectives and strategy, the economic outlook, and the future policy decisions. As central banks have become more independent over time, increased transparency has been the requirement for greater accountability of independent central banks. Therefore, they have become more rigorous about sharing what they do and what underlies their decisions. For the sake of more transparency, they have increased the use of communication, and the significance of communication for central banks has been escalated as partly a logical consequence of this development (De Haan, Eijffinger & Rybiński, 2007, p.1-2).

Expert audiences can read, understand and comprehend lots of statistics, many pages long inflation reports, and long speeches with lots of charts. But this is not generally true for average people that are mostly interested in inflation and interest rates. Good and effective communication can be a very powerful and effective tool to help ordinary people comprehend and learn irrelevant subjects for them. Central bank communication with the public is therefore very important and essential for transparency and accountability reasons.

Over the last few decades, communication has become an increasingly important aspect of monetary policy of central banks. Experiences suggest that communication activities of central banks can be an important and powerful part of the central banks' assets since these actions have the potential to influence financial markets, enhance the predictability of monetary policy decisions, and help achieve central banks' macroeconomic targets. However, an optimal communication strategy has yet to be reached since there is no consensus among central banks (Blinder, Ehrmann, Fratzscher, DeHaan & Jansen, 2008, p.55-56).

Communication activities of central banks might be also an important instrument for influencing market behavior and information transmission and, in this regard, might work as a preventive tool in a risk-management sense. Central bank communication might affect volatility in financial markets via increased transparency and decreased uncertainty. Although financial market volatility can increase in the short term, it will decrease in the long term and thus contribute to financial stability in a positive sense. Uncertainty can be reduced by central banks by communicating relevant information about macroeconomic fundamentals, the condition of financial institutions and the financial sector more generally, and the management of policy. Hence, central bank communication is very significant in enhancing financial market efficiency and to calm down market volatilities (Knütter, Mohr & Wagner, 2011, p. 1,7,8).

### **Audiences of Central Bank**

Academic literature on central bank communication has a tendency to treat central bank's audience as a single group, which is represented by financial markets. In practice, central bank's audiences are not composed of homogeneous groups. These groups have different backgrounds, experiences, interests and expectations (Reid, 2015, p.157).

Audiences of central banks are interested in central banks' policies and actions with different expectations and concerns. Therefore, central banks should adopt appropriate communications approach and engagement with their audiences. In general, central banks communicate with the following groups (Hannah, 2015, p.8-9):

- Public
- Media and journalists
- Business
- Regulated industries
- Markets
- Researchers and teachers, academics
- Government

As can be seen from above list, the target audience is heterogeneous, ranging from commentators in the media to politicians and ultimately to the general public. Due to aforementioned heterogeneity, "What needs to be communicated to whom?" is the important question to be addressed. The style, form and timeliness of

communication are very significant. Communication that is relevant, targeted, and accessible is highly desired. Central banks must therefore not only communicate clearly about their objectives, but also show why these objectives are reasonable and worth pursuing (Fracasso, Genberg & Wyplosz, 2003, p.7). Since central banks' audiences are composed of heterogeneous groups, both the policy and communication of central banks should be designed with this in mind. Although it is not practical to incorporate the full range of heterogeneity within a single economic model, it seems beneficial to first identify the characteristics of central banks' audiences, and then to tailor the communication to broad groups of the central banks' audience (Reid, 2015, p.157).

### **Instruments and Channels of Central Bank Communication**

In recent decades, central banks have made many adjustments in the channels of communication for increased accountability and transparency concerns. This willingness to communicate more openly has increased the communication instruments and channels (Jeanneau, 2009, p.6). In today's conditions, many central banks describe their objectives, their decisions and underlying reasons within the framework of a communication strategy and through various communication channels (TCMB, 2011, p.1). These communication instruments range from brief press releases about monetary policy decisions to the publication of voting results, regularly published reports to the customary annual reports, as well as speeches delivered by central bank representatives. The communication instruments and channels commonly used by central banks are tried to be listed in the following table (Issing, 2005, p.72,76,78).

**Table 1.** Communication Instruments and Channels Used by Central Banks

<b>Instruments</b>	<b>Channels</b>
Press releases	Website/hard copy
Press conference	Direct communication, subsequently also website/hard copy
Publication of the minutes of meetings	Website/hard copy
Publication of voting behavior	Website/hard copy
Reports (monthly bulletin, annual report, etc.)	Website/hard copy
Publication of projections	Website/hard copy
Publication of statistical data and surveys	Website/hard copy
Public hearings/report to the legislature	Live reporting, print media, website/hard copy
Interviews	TV, radio, and/or print media
Speeches	Direct interaction; TV, radio, and/or reporting in the media
Briefings	Direct interaction
Conferences	Direct interaction, subsequently also website/hard copy
Presentations/visitor groups	Direct interaction
Information leaflets	Website/hard copy

The different communication instruments convey information about central bank actions and intentions to different audiences via various communication channels illustrated in above table. For instance, by means of press releases or press conferences, the major decisions taken by the central bank can be published on central bank's website or in a printed form, or the Board or committee members of the central bank can share their views on monetary policy decisions via interviews.

### **CHALLENGES AND OPPORTUNITIES OF CENTRAL BANK COMMUNICATION**

Central banks are expected to provide the public with convincing and consistent information for their actions and measures. Central banks, therefore, communicate with their stakeholders to ensure transparency and accountability. While communicating, central banks desire to make the most of every opportunity but face some challenges. Central banks have to deal successfully with those challenges while taking advantage of communication opportunities. It is also possible to turn challenges into opportunities if central banks' policies and actions are very well designed.

As stated, there are many challenges in central bank communication and those challenges have to be handled properly and carefully. For instance, it is very challenging that central banks communicate with the public all information relevant to their decision-making process. While doing this, central banks can exhaust the potential audiences by not being clear, concise and comprehensible enough. For this reason, central banks' communication has the risk of not conveying the necessary information clearly and with the right emphasis. Another challenge is necessity to address various audiences that have heterogeneous nature, including policymakers, academics, market participants, and the general public. Such audiences may require different type and level of information provided from suitable communication channels. While trying to become more and more transparent, central banks can confuse and distract their audiences. Which information and decisions

should be presented by central banks is another difficulty encountered in central bank communication. Irrelevant, unclear, inconsistent and vague information can do more harm than good.

“A central bank that speaks with a cacophony of voices may, in effect, have no voice at all” is pointed out by Blinder (2006). This is especially true if central bank audiences come across conflicting explanations from the authorities of central bank instead of consistent ones. According to Ehrmann and Fratzscher (2005), communication that is dispersed and conveys a variety of committee views on monetary policy decisions reduces the predictability of decisions and decrease the ability of financial market participants to understand the future direction of monetary policy.

Financial crises are the most difficult and critical periods for central banks. They have to employ the best strategies possible to handle the crisis properly. In times of crisis, the power of communication becomes more important and has to be used in the right direction and proportionately since financial markets are easily affected by even the possibility or any sign of a crisis and the general public can become panic. Central bank communication in crisis times is very challenging in every aspect and has to be fine-tuned. Before, during and after the possible crisis periods, central banks should not use the policies and strategies they benefit in risk-free times. During these periods, central banks should adjust their communication activities to calm down market volatilities, to reduce and even eliminate uncertainties, to build trust, and to prevent panic. Central banks need to know when what to share with their shareholders. Belke (2017) points out that the benefits of better central bank communication are supported by empirical evidence in the context of the financial crisis and he presents the results a few studies to support his view in his work.

The main challenges and risks of communication that central banks may face in their activities were tried be explained above. Although central bank communication poses some challenges, it also creates some great opportunities. It should not be forgotten that challenges can also possibly be converted into opportunities if challenges can be handled appropriately. In the subsequent paragraphs, some important opportunities that can be caught by central banks in their communication with their target groups will be tried to be presented.

Financial markets are very sensitive to country's economic conditions and can be affected very easily, when uncertainty in markets exists, central bank communication can play a very effective role. During these sorts of periods, reliable and timely information transmitted to the related parties can build confidence and prevent markets from being panic and severely impaired. Particularly, financial markets closely monitor economic and financial indicators and try to take the best position possible according to developments. As an independent institution, central bank is much respected and its policies and decisions are taken into consideration, as a result, carefully crafted central bank communication generally has the potential to influence financial markets in the intended direction. For central bank transparency, policy-effectiveness can be achieved ultimately by making the markets to think like the central bank. If central bank can be successful in doing so, central bank can have the chance to manage expectations of future monetary policy better and, keep the markets in line with its own thinking (Blinder, 2006, p.16).

Dynamic and modern central bank communication with the general public can be very appealing, especially, Internet has given central banks new possibilities to address the public directly and deliver their messages effectively. This opportunity permits central banks to control messages transmitted to public in terms of content and timing. During especially crisis times, central banks can eliminate confusion, increase understanding, build trust, and ensure transparency by communicating to the public with carefully selected information and messages at the right time. This is very important for comforting, influencing, persuading, and winning the public. By taking the required actions and measures at the right time, and sharing them with the general public, central banks can prevent panic, minimize possible damages in the markets, and build trust with the public. It should not be noted that central banks have to select the right language, the right time and appropriate communication tools to address their audiences.

Central bank communication can occur in different ways and occasions. For instance, central bank communication often takes place through interviews with the Board members of the central bank or members of the monetary policy decision-making committee. This sort of direct interaction creates an opportunity for Board and committee members to explain the logical basis behind their decisions. Furthermore, immediately after the Monetary Policy Committee meetings, the Governor of the central bank often organizes a press conference, in which the decisions of the Committee and the reasons are delivered to the press. Press conference provides a suitable platform for a central bank to deliver the rationale behind its monetary policy decisions and clarify the questions directed from the members of the press. Subsequently, the monetary policy decision and a transcript of the press conference are immediately posted on the central bank website to lighten and de-stress the public. In addition, members of staff of central banks visit related institutions to give lectures that emphasize central bank

operations and policy decisions. These lectures create another good opportunity to present information about central bank operations and to show how these operations are in harmony with central bank's primary objectives (CBN, 2011, p. 13-16).

## CONCLUSIONS

As central banks have become more and more independent from government influence, transparency and accountability have become their unavoidable concern. Due to transparency and accountability apprehensions, central banks have started to attach great importance to communication with their target groups. Central banks generally publish information about inflation, unemployment rate, financial stability, interest and exchange rates, but average people usually do not fully understand what is being said. Therefore, effective communication has become an important asset for central banks in the last few decades. Central bank communication can be seen as the presentation of understandable information to central bank's audiences regarding monetary policy objectives and strategy, general economic outlook, and possible future policy decisions. Due to technological advances and changing communication trends, central banks have also had the opportunity to make use of different communication methods and channels. While central banks have increased the quality and quantity of communication with their audiences, as a natural consequence, they have started to encounter both challenges and opportunities.

This study is designed to contribute to a deeper understanding of central bank communication challenges and opportunities. Within this context, the challenges and opportunities that central banks possibly encounter in their communication endeavor were tried to be presented after giving some background information about central bank communication activities. As tried to be explained in the study, an attempt was made to show that there was a sensible link between the challenges and opportunities of central bank communication. As a result of logical inference, it would not be wrong to state that any challenge handled very well can be turned into an opportunity by central bank.

As a future work, it is believed that it could be very beneficial to explore an appropriate balance between transparency and national security concerns. The globalization has made the countries more interdependent and countries economically and financially rely on each other. Knowing a country's economic and financial weaknesses may give another country an opportunity to carry out his malicious intentions. For accountability reasons, it is assessed that sharing too much central bank information without any distinction and elaboration for the sake of being transparent may have the potential to undermine the national security of a country. The balance should therefore be found between transparency and economy's vulnerability to possible external financial attacks.

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## INSTRUCTORS' ATTITUDE TOWARD THE USE OF COMMUNITY RESOURCES FOR BASIC TECHNOLOGY INSTRUCTIONS IN SOUTH WEST, NIGERIA

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### ABSTRACT

The study was conducted in the upper Basic Schools in some selected states (Oyo and Osun) from the South west Geo-political zone of Nigeria. A total number of 959 Basic Technology Teachers were proportional sampled from Oyo and Osun States. Previous studies submitted that there are lots of locally available supports for teaching Basic Technology and instructors' have positive perception of utilizing these resources in instructions. Answers were provided for two research questions in this study. The outcome revealed that the attitude of Basic Technology teachers' towards the use of Community Resources in instruction is negative and that the identified available Community Resources were not being utilized by the Basic Technology teachers'. The Cornbach's alpha value was 0.82 and 0.72 respectively. Base on the findings, it was therefore recommended that efforts should be made to help Basic Technology Instructors' develop high positive attitude towards utilization of Community Resources in teaching and Community Resources where available should be planned properly and effectively utilized in the classroom.

**Keywords:** Basic Technology, Community resources, Gender, Instructional contents, Teaching and learning resources.

### Introduction

Community Resources are human and non-human materials outside the classroom which are used to enhance the quality of instructional contents. (Ajala, 2017) previous studies submitted that roles played by locally available supports or aids for Basic Technology instruction cannot be over-emphasized. Yusuf (2004) revealed that utilization of locally based support provides opportunity for experienced- based learning to student. Ajala (2010) and Amosa (2013) concurred that learner exposed to real life experiences during Basic Technology instructions did excellently compared to those not exposed to community resources. Dada (2013) identified some relevance of community resources in learning situations, they can motivate students.

Bakare (2011) and Dada (2013) identified some relevance of community resources in learning situation. They can motivate students and enhance their interest in school work, for example, students of social studies who watch a naming ceremony conducted in the traditional way might learn better and probably be more willing for subsequent visits. Using community resources brings mutual interaction between the school and the community for a good relationship because through the field trip, all the difficulties encountered during learning situations are solved in the school neighborhood and the puzzling circumstance of the community are answered in the school settings. Furthermore, the use of community resources assist to witness the real process of what they have learnt in classroom stimulates new interest in the students and lesson become real. Community resources makes possible close observation of a multitude of natural and man - made materials, thereby improving learners observation skills.

These teaching and learning resources are used to improve topics discussed and learnt. It is a sure way to endow students with real knowledge of the theoretical aspects of subject such as Basic Technology that have already been discussed in an instructional setting. Basic Technology is an activity- based subject in the new Basic Science and Technology curriculum of the Nigerian Educational Research and Development Council (2013). These recommended teaching supports or aids for Basic Technology instructions should include all the resources that a teacher uses for instructional delivery to gain the students full participation.

These resources include: teaching aids or supports such as resource centers, libraries, Workshops, Educational Resource Centers, Web-based Resources from the Internet and Community based Resources such as those found in our homes, market, skilled acquisition workshops around us like carpentry, welding among others. All these must be within accessible environment of the users. According to Bakare (2011), one important factor that makes teaching supports or aids a community support includes proximity, and nearness to the users. These community supports should be within the reach of the users. Particularly, the learners can visit such places in form of guided tours or field trips.

Anderson and Dron (2011) opined that the responsibility of a teacher is more than describing, producing or assigning contents but to assist students to have in-depth comprehension and application of the instructional contents. Teachers are the major role players whether resources would be used appropriately and effectively in an instructional atmosphere or not. In order to remain useful in this technological age, teachers have to seize the opportunity of using real life exposure offered by NERDC to enhance classroom instructions and performance.

There are a lot of stakeholders who have interest in effective integration of practical experiences especially the use of immediate environments in pedagogical system where teachers play key roles. Appropriate use of locally available supports could be a model to transit from conventional method of instructional delivery to experiential learning experiences. Empowering of instructors including, the administrators and managers would play a major role in enabling this (Ndirika, 2011).

Nigerian Educational Research and Development Council (2013) suggested utilization of supports or aids which includes school resource centres, libraries, workshop/laboratories, educational resource centre, web-based resources (those on internet) and community-based resources (resources from the local environment) such as things in our homes, market, skilled occupations around us like woodworkers, welders' workshops among others. Examples of resources for teaching various topics in Basic Technology are given in table 1

**Table 1: Resources for Teaching Various Topics in Basic Technology.**

Topic	Resources	Sources
Motor vehicle parts	A motor car Labelled diagram of internal parts of vehicle, posters and pictorials. Vehicle under repair. Pieces of various motor parts.	Homes, schools, Basic Technology workshops, school resource Centre, education resource Centre, mechanic village, market places, motor parts, dealers shop.
Woodwork Project	Timber, woodwork machines and tools, non-wood materials such as adhesives, nails, screws, hinges, wood varnish. Wood projects. Kerosene stove, Torchlight, Radio.	Timber shed, woodwork shops, Basic Technology workshop and market.  www.Personal.utulsa.edu/Kenneth.we.
Energy Conversion	Solar panel. Lathe machines, Drilling machines, Power Hack saw, Shaping and Grinding machines.	<a href="http://www.ebay.co.uk/sch/metalworking.mil">www.ebay.co.uk/sch/metalworking.mil</a> . www.warco.co.k/5-metal-working.machine.
Metalwork Machines	T-square, Set square, Drawing Board, Compass, Dividers, Ruler. Protractor,	Architect's drawing room or Studio, Technical drawing laboratories.
Board Practice (use of drawing instruments).	Pins or Masking tape.	

Source: (NERDC, 2013).

The study of attitudes and attitude change has been a major concept in the history of occupational and social psychology. Attitudes have been used to explain a wide range of human activity and dispositions. Teachers' adoption of immediate environments for instructional delivery dictates their disposition to it. Attitude ushered in the real behavior of human being, aware or unaware (Yusuf, 1998). Also, Little-John (2002) noted that attitude is the building-up of facts about an object, person, situation or experience; a positive or negative mindset towards certain objects. According to the author, attitude towards object performs crucial function in affecting followed behaviors



towards it. In other words, attitude result from group stimulation and personal interest. Positive disposition from the instructors is very important if resources in the community will be effectively composed into the program of activities of the institution. Ademitirin (2008) studied factors affecting integration of ICT in higher education. Some of the factors affecting the effective use of resources in an instructional setting are instructors' dispositions' and belief in the integration of ICT. Olasedidun (2014), opines that attitudes, the affective by-product of one's experience, have their bases in inner urges, acquired habits and all that pertains to ones surroundings.

Adegoke (2003) defines disposition as the state of mind which has to do with our thought, feeling, perception and behavior to reference things that has physical existence. He further asserts that attitude is an enduring structure of belief that predisposes the individual to behave selectively towards attitude referent such as physical objects, events, and even constructs. In his opinion, such affective behavior has been recognized to be central to both the means and end of educational process. It is therefore considered to promote or inhibit in teachers' behavior in the classroom and ultimately teaching and use of instructional resources. The Basic Technology teacher has a lot to do in the Upper Basic Schools since it is most likely that his attitude to Basic Technology as a subject will affect his performance. Some studies have revealed that females are more negative in disposition to computer than males (Liu, 1999). However, studies such as those of Omosewo, Ogunlade and Oyedeji (2012) on attitude of Physics teachers towards utilizing community resources in Physics found out that physics teachers showed a positive attitude towards the use of community resources in teaching physics.

The word 'use' entails setting a thing into action or service in order to achieve end results or a purpose. Utilization of community – based service is the actual act of practically using the valuable content of the services to achieve some purpose/specific goal. To this end, using community – based supports varies with task.

#### **Modes of Using Community Resources in Instruction**

Basically there are four ways of utilizing locally available supports/aids or immediate environment for instruction. (Fakomogbon, 2003; NERDC, 2007; Bakare, 2011 & Dada, 2013); these resources can be used as:

1. Instructors and the learners may go to the immediate environment as a form of field trips, industrials visits or excursions, school journey or educational journey.
2. People acting as instructional resource, may be invited for talks. The means by which learners have access to these is by embarking on journey to these resource persons or to invite such instructional resource into the school.
3. Captioned video- To avoid logistics of travelling. Most teachers prefer to use computer by embarking on digital educational journey. There are lot ways of doing this and learners' understanding of computer knowledge increased, yet, learners could only experience what they think media involved.
4. Resource corner/ Resource room- Many useful pieces of materials are now readily obtainable, of particular interest are the range of plastic, wood, metals and ceramics wares which are manufactured locally. Here, the teacher needs to apply his personal discretion as to which of these locally available materials can be kept in a corner or in a room for instructional delivery.

The means of accessing these community resources is typically by travelling to locations, that is, by travelling. Industrial visits have maintained itself as a staple in schools. Robert et al (2002) described it as "an excursion to study real processes, people and objects which often grows out of student needs for first hand experiences. It made possible to encounter phenomena that cannot be displayed in instructional environment for observation and study". The unique experiences not available in instructional setting (except through lesser, more abstract means) are often the primary criterion used to justify the time, effort and expenses associated with field trips (AECT, 2008).

#### **Statement of the Problem**

Roles played by locally available support or aids for Basic Technology Instructions is very Important. In line with this NERDC (2013) recommended that Basic Science and Technology Curriculum must be implemented with community-base and locally available resources such as things in our homes, market, skilled occupations around us like carpentry workshops, welding workshops and so on. Ajala, (2017) conducted a research on teachers' perception and attitude towards the use of locally-based support for Basic Technology Instruction. Researcher revealed that there are lots of locally available resources for Basic teachers' have positive perception of utilizing Community Supports in their classrooms Instructions. Akegbejo (1998) asserted that teachers are the notable users who play essential role in the fruitful utilization of instructional resources. Also, Olumorin (2008) explained

that the outstanding integration of ICT into tertiary institutions relies heavily on the degree to which teachers are ready for its' use, not only on awareness and availability.

Attitude is a major precursor to teachers use or non – use of locally available resources. There is need to look into the attitude of instructors towards the use of community resources, the Positive attitude towards the use of community resources for Basic Technology can act as model to shift from teacher - cantered pedagogy to a more learner - centred pedagogy.

### **Purpose of the Study**

The main purpose of this study was to investigate instructors' attitude towards utilizing community resources in teaching Basic Technology in South-West, Nigeria. Specifically, the study:

1. examined the attitude of teachers towards the utilization of locally available supports for Basic Technology
2. examined teachers' frequency of utilizing the available community resources for teaching Basic Technology

### **Research Questions**

The following research questions were generated to guide the conduct of this Study:

1. What is the attitude of Basic Technology teachers towards using available community resources in classroom situations?
2. What is the level of utilizing the locally available supports for Basic Technology by teachers?

### **Scope of the Study**

This research work was a descriptive research type utilizing survey method. The research sample consisted of 959 Basic Technology teachers drawn from the Junior Secondary Schools in two states (Oyo and Osun,) in the South-west Nigeria.

### **Clarification of Major Terms**

The following terms and variables are clarified as used in the study:

**Attitude:** This is the predisposition of instructors to the use of locally supports or aids for instructional delivery.

**Basic Technology:** This is a pre-vocational subject in the Nigerian Middle/Junior School Curriculum which combines skills from various vocations for the use and convenience of the society.

**Community Resources:** These are people, places and all resources outside the immediate classroom or school environment which are relevant for enhancing teaching and learning basic technology.

**Instructors:** This refers to Teachers of Basic Technology who are teaching the subject presently in their various schools

**Use:** This refers to Basic Technology teachers' actions of teaching Basic Technology with the use of aids or involvement of different categories of community resources.

### **METHODOLOGY**

Field work outline employed during this research was a detailed research type utilizing inquiry approach. Descriptive research design connotes describing event(s) exactly as they appear without the manipulation of external researchers or investigators. The target population for this study was all the Junior Secondary School Basic Technology teachers from two states (Oyo and Osun,) in the South-west Nigeria. Purposive sampling technique was employed to select 959 Basic Technology teachers for this study. Items were selected based on their relevance to "Teachers Perception of, and availability of community resources for Basic Technology". The questionnaire contained items for each of the variables. It is structured in a clear and simple language as this enabled the respondents to provide relevant answers to the questionnaire based on their personal feelings.

The instrument asked information about demographic characteristics and Bio data information of the teachers and sought to find out if the recommended community resources by NERDC for teaching various topics in Basic Technology are available or not, and how often the resources were use for teaching of the subject. It also find out about Instructors' Attitude towards the use of community resources for teaching Basic Technology. The response mode for availability and level of use of the resources are: available (A), Not Available (NA), Frequently Used (FU), Rarely Used (RU) and Never Used (NU). While the response mode for teachers perception was the Likert's response modes of Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD).

The instrument was validated by Educational Technology Experts and measurement and evaluation experts. The reliability of the instrument was determined section by section based on the two major variables. For frequency of using the recommended community resources, the Cronbach's alpha value was 0.82 and for Instructors' Attitude towards the use of community resources for Basic Technology, the Cronbach's alpha value of 0.72 was obtained. Personal involvement at this stage allowed the researcher to get familiar with the respondents. A total of 959 samples were selected from Oyo and Osun states. The copies of the completed questionnaire were collected from the respondents immediately, coded and analyzed. Facts gathered from the respondents were computed utilizing frequency count, percentage, and *t-test*.

### Data Analysis and Results

#### Demographic Information of Respondents

**Table 2: Distribution of Respondents by Gender**

S/N	Gender	No. of Respondents	%
1	Male	459	55.9
2	Female	362	44.1
3	Total	821	100

Table 2 shows that the male teacher respondents constitute a greater majority in the research sample than the female counterparts.

#### Research Question 1:

What is the attitude of Basic Technology teachers towards using available community resources in classroom situations?

**Table 3: Teachers' Attitude towards the Use of Community Resources in Teaching**

S/N	Statement	SA (4)	A (3)	D (2)	SD (1)	N	X
1	Ineffectiveness of Community Resources.	185	239	306	91	821	2.63
2	There are better resources to teach than using (CR)	133	238	325	125	821	2.46
3	I prefer teaching theories to practical.	120	208	330	163	821	2.35
4	CR is Arts and Basic Technology oriented.	197	320	256	48	821	2.81
5	CR is too tasking for teaching Basic Technology.	131	234	355	101	821	2.48
6	I think CR is valueless to the teaching and learning of Basic Technology.	123	152	369	177	821	2.27
7	I think CR is time consuming for teaching /learning of Basic Technology.	155	305	269	92	821	2.64
8	Without CR I can be effectiveness in Basic Technology.	132	281	303	105	821	2.54
9	Community Resources consumes money.	177	330	224	90	821	2.72
	Grand Mean						2.54

The items of the instrument are structured in such a way that a mean value that is equal or greater than the benchmark value of 2.5 indicates negative attitude while a mean value of less than 2.5 means positive attitude. However, as revealed in the table 8, items 2 (2.46), 3 (2.35), 5 (2.48) and 6 (2.27) recorded mean scores that are less than the average benchmark of 2.5. Other items recorded mean scores of 2.63 (item 1), 2.81 (item 4), 2.64 (item 7), 2.54 (item 8) and 2.72 (item 9). By comparing total score of 2.54 against benchmark value of 2.5, it can be inferred that, secondary school Basic Technology teachers have negative attitude towards the use of community resources for Basic Technology. The benchmark value is therefore 2.5

#### Research Question 2:

What is the level of use of the community resources in teaching basic technology by teachers?

**Table 9: Frequency of Use of the Community Resources for Teaching Basic Technology**

S/N	Community Resources	Frequency of Use					Interpretation
		FU (3)	RU (2)	NU (1)	N	X	
1	Wood/Furniture workshop	212	213	396	821	1.78	NU
2	Metal/Sheet Metal Workshop	148	169	504	821	1.57	NU
3	Basic Tech. Workshop	223	165	433	821	1.74	NU
4	Potter' Lodge	113	193	515	821	1.51	NU
5	Sawmill	168	168	485	821	1.62	NU
6	Hydropower Dam	60	62	699	821	1.22	NU
7	Electricity Transmission Station	79	125	617	821	1.35	NU
8	Water Recycling Plant	71	121	629	821	1.32	NU
9	Water Works	90	155	576	821	1.41	NU
10	Radio Transmission Station	93	129	599	821	1.38	NU
11	Mechanic Workshop/Village	262	136	423	821	1.80	NU
12	Blacksmith workshop	160	175	486	821	1.60	NU
13	Airport Control Tower	59	81	681	821	1.24	NU
14	Local Food Processing Industry	186	186	449	821	1.68	NU
15	Packaged Water Industry	160	173	488	821	1.60	NU
16	Plastic Industry	61	112	648	821	1.29	NU
17	Rubber Processing Industry	51	70	700	821	1.21	NU
18	Electrician Workshop	153	232	436	821	1.66	NU
19	Computer Training Centre/Cybercafé	230	159	432	821	1.75	NU
20	Educational Resource Centre	149	189	483	821	1.59	NU
21	Soap Processing Industry	89	118	614	821	1.36	NU
22	Motor Parts Dealer's shop	90	190	541	821	1.45	NU
23	Others	61	48	712	821	1.21	NU
	Grand Mean					1.49	NU

The outcome of the analysis as contained in the table 9, shows that none of the items recorded a mean score that is up to the benchmark value of 2.0. This implies that the identified community resources are not being used whether rarely or frequently.

#### CONCLUSION:

The findings in the study established that the attitudes of Basic Technology Instructors towards the use of Community Resources are negative and the identified available Community Resources were not being utilized by the Basic Technology Instructors'. The study review that despite the availability of these resources provided by nature, Instructors' hardly make us of them in teaching and learning.

#### RECOMMENDATIONS

Depending on the findings and conclusions of this study, It was observed that efforts should be made to help Basic Technology Instructors develop high positive attitude towards Utilization of community resources in teaching. Community Resources were available must be planned properly and effectively utilized in the classroom. Therefore Basic Technology Instructors should make use of their immediate environment in their lessons. Government, curriculum designers and educational planners should be motivated to intensify the use of real life experiences and

industrial visits in the teaching and learning process; Government and curriculum designers should shift from teacher-centred pedagogy to a more effective learner-centered pedagogy in the teaching and learning process so that community resources will be known to various stakeholders in education.

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## SCREENING OR NOT? USE OF SOCIAL MEDIA IN THE RECRUITMENT PROCESS: A CASE STUDY FROM TURKEY

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### ABSTRACT

Social networking sites originally designed for connecting people, have turned into business tools and resources. Social media both allows companies to connect with customers and sites like LinkedIn or Facebook offer recruiters various opportunities to connect with candidates in hiring process. This study seeks to demonstrate the importance of social media use as a recruitment tool by human resources professionals and raise awareness of social media users on how the HR professionals use social media to screen candidates and employees. The study is guided by three main elements: Use of social media in HRM; social media use to check up on current employees; researching candidates online in recruitment process. In addition to information obtained through literature review, data was collected from 10 companies in Turkey selected using a maximum variation sampling approach through qualitative research methods. The results revealed that employment websites, which save time and money, are the most preferred recruitment platform in Turkey. Out of all social media networking sites, LinkedIn is considered the best platform for recruiting white-collar applicants and Facebook follows it for blue-collar candidates. Although contemporary practice of employee and candidate screening through social media does not highly affect HR professionals, it has become common practice to determine people's alignment with company culture.

### INTRODUCTION

Employees working for some form of payment under a contract of service, have changed in name various times due to the change in social and economic activities throughout history. Before 1980, the terms labour, labour force and personnel were used for employees, accepted as a significant resource within physical and financial sources in order to help the enterprise achieve its aims would later be defined as human resources. Transition process from personnel to human resources could also be regarded as the evolution of the work-oriented approach to the human-focused one. During this process, the management in charge of recruitment, keeping employee records and dismissal have been evolved into a department which is not only in charge of recruitment but also a much wider activity area covering a variety of tasks such as training and motivating employees and creating vision and mission of an institution or an organization. A right recruitment process might be the first and most important step to carry out these activities since finding employees who meet all the requirements including being compatible with organizational culture reduces funds spent by human resources management in areas of activity some of which are right recruitment process, employee management and education and career planning. Therefore, recruitment process covers a wide area of activities including employee need assessment and vacancy announcement, receiving applications, conducting interviews and employing right number of candidates meeting job requirements.

Another dramatic change nowadays which human resources department is going through is that human resource activities have been digitalized thanks to the increasing use of computers and the internet at business. One of the biggest changes that digitalization brings about is experienced in recruitment process. Until the mid-2000's, yellow pages which was one of the best methods for getting business found has been respectively replaced by career sites bringing employers and employees together, company web sites and social media tools such as Facebook and Twitter. Not only does digitized recruitment process help companies find expedient candidates in a short time at low cost but also companies are considered to gain prestige through being visible on new media platforms. On the other hand companies take the advantage of the continuously developing internet and social media to find potential candidates and measure their institutional appropriateness through analyzing their social media profiles. Scoping out job candidates on social media has become an expected part of the application process and getting a glimpse of who candidates are outside the confines of a resume could be held in favor of or against them. Many employers use social media to screen job candidates and run background checks before or after the interviews. They search social media profiles to obtain information supporting their qualifications for the job, to see posts, comments and photographs thus employers search for some key items via social networking sites as good signs to hire or they could be turned off by a candidate's online presence. Companies are provided with information obtained through candidates' social media profiles by human resources departments or continuously increasing number of internet companies. These companies are able to supply not only actual data but also contents shared by the candidate in the past or deleted data. Considering studies on use of social media in recruitment process and screening job candidates in existing literature, this paper reports the findings of a

study carried out with human resources professionals and aims to raise awareness about the transformation of social media into professional platforms.

### **Conceptual Framework**

Companies wishing to gain advantage under conditions of global competitive environment acknowledge that human capital is a company's greatest asset because active management of financial and physical resources depends on employee skills. However strong other kinds of capital a company has, failure is inevitable if it is not able to take advantage of existing capital as required. The term human resources, first coined in the 1960s, is used to describe both the people who work for a company or organization and the department responsible for recruiting and staffing, training, labour and employee relations and organizational development (Barutçugil, 2004:32). The term covering all employees from unskilled ones to top executives in any organization is also used to express utilizable labor out of organization. It is an essential component of any organization which handles a variety of tasks including staffing, employee compensation and benefits, and designing work (Kaynak, et al., 1998:15). The history of human resources management is said to have started in England in the early 1800s and further developed with the arrival of the industrial revolution in the late 1800s, however the drastic changes in technology, the growth of organizations, the rise of unions and government concern and interventions resulted in the development of personnel departments in the 1920s. HRM argued to have started from the term 'Personnel Management' according to some scholars, emerges after the World War in 1945 as an approach by personnel practitioners to separate and distinguish themselves from other managerial functions and making the personnel function into a professional managerial function. Traditionally, the function of PM is claimed to 'hire and fire' personnel in organizations other than salary payments and training. (Haslinda, 2009:181) PM views employees as tools in an inverted approach however HRM has a wider scope considering employees as a prominent factor which adds value to the organization (Yüksel, 2007:9). Human resources today, contrary to traditional personnel management which keeps human capital in the background, integrates traditional PM functions to company's goals and strategies.

Recruitment and selection processes are considered to have a huge impact on how an organization functions because an effective recruitment and selection process (R&S) not only finds quality employees but also saves time and money on replacing and training new people. Employees have the opportunity to monitor the people at every level they have hired from the first day at work. R&S process at an organization (despite the process in individual to each organization) typically starts with identifying the hiring need. Once the company identifies what it needs, the human resources department prepares skill sets required and tries to reach candidates through a variety of methods depending on type of organization and business. While a global company could prefer to reach candidates through digital technologies whereas a small-sized enterprise tries to find candidates through distributing leaflets. Typical methods of recruiting include advertisements, posting available jobs on company websites, job search sites or social media.

A business uses two sources in R&S process which are internal and external recruitment each of which has advantages and disadvantages. While internal recruitment is filling with staff currently employed, external recruitment is the process in which the company hires a new employee outside. Companies seeking to reach employees who already know the organization and to reduce cost and time often use internal strategies along with external strategies by offering promotional roles to internal candidates. As a consequence they build motivation, a sense of commitment, and long-term satisfaction. Employers also use external recruitment to attract individuals with the necessary skill sets, especially when wishing to develop the business or take it in a different direction. Although internal resources are often preferred to reach potential candidates, it is not always possible to find potential applicants within the company. Therefore, companies tend to find employees through external recruitment methods such as using a recruitment agency, printed publications or online recruitment methods in order to assess a deeper pool of candidates for the job to be filled. In external recruitment process, it is also worth pointing out that in terms of leading and managing employees, if the company is not recruiting the people who bring the greatest skill sets to the organization, it will be a struggle to manage them day-to-day. Additionally, without a business analysis it is difficult to discover candidates' performance capabilities even with the best candidates until they're in the workplace (Çavdar & Çavdar, 2010:81). Therefore human resources departments take advantage of personality inventories, tests, and a variety of human resource assessments to obtain a great deal of information about the candidates.

As digital technologies become a reality of our lives, human resources departments take the advantage of mobile and other technologies to achieve business outcomes and drive organizational change. Many companies today impose upon digital technologies to save and process data in human resources departments as well as taking advantage of them in recruitment process. Digital technologies allow companies to access a larger pool of candidates quickly and inexpensively. Therefore, employment web sites in which candidates can share their cv



and companies post job vacancy are preferred more and more by both companies and candidates. Many recruiters searching for candidates take advantage of employment web sites and social media instead of print advertisement. In addition, employment web sites have started to use social media more effectively. Social media such as Facebook, Twitter and LinkedIn in particular bring recruiters and candidates together. For instance Starbucks, the largest coffeehouse chain in the world, is a good example of social recruiting case. Starbucks has taken advantage of social media to further expand their company. The company posts open positions, feature stories of employees who work for the company to interest future applicants, and is also able to expand their brand by getting their siren logo seen by the world. Social media reduces costs as well as building two-way communication. (Drum, 2010). The other reason why recruiters often take advantage of new technologies especially social media to fill positions is that people active in business are mostly representatives of generation Y. A generation is defined as the period of time, usually considered to be about thirty years that it takes for children to grow up and become adults and have children of their own (TDK, 2006) but it is not easy to divide lines between generations. Generation names and age spans are defined differently depending on country or region. Individuals belonging to different generations of age have different experiences, different views, different habits and different work style. There are five different groups of generation in literature however Turkey has its own generational definitions depending on its own social, political and economic influences. These are silent generation (born between 1925-1945), baby boomers (born between 1946-1964), generation X (born between 1965-1979), generation Y (born between 1980-1999) and generation Z (born 2000 and later) (Arslan & Staub, 2015: 5). Today Baby Boomers, Generation X and Generation Y members make up workforce considering members of silent generation and generation Z are not active in business. In 2014, baby boomers make up 10% of the workforce, generation X accounts for roughly 44%, and generation Y, which is the youngest generation employed, makes up about 46% of the workforce (TÜİK, 2014). Members of Y generation which represent nearly half of the total workforce distinguish themselves with social responsibility, self-confidence, being objective driven and having respect for diversity. Equipped with the latest technology they are the best-educated generation so far and they expect openness and transparency from management and colleagues as well as flexibility (Brown, et al., 2018) Marked out by their use of digital tools better than other generations causes human resources departments to use social media more in recruitment process. On the other hand searching for applicants through social media provides companies with cost advantage. Thus companies do not have to spend too much for employment sites and are able to post job vacancy on any desired platform. This gives employers the opportunity to emphasize different aspects of a vacancy on a variety of platforms and access a deeper pool of candidates. For instance Youth Republic, an integrated creative agency in Turkey, went beyond the traditional recruitment process and chose a popular application Tinder among young advertisers to find a new copywriter. They created a female and a male account they matched with young advertisers attracted their attention and got more applications than expected. The agency demonstrated that how a company can make a big impact by using digital technologies in recruitment process. Despite the tremendous growth of social media, company websites are still the first source of information for applicants in recruitment process. Therefore, companies build mobile compatible websites in which candidates can easily upload cv and obtain information about current vacancies. In addition to all, effective use of digital technologies in HR process has caused effective use of social media to be included in job description of HR specialists. Employers expect HR specialists not only to find employees through taking advantage of social media such as LinkedIn or Facebook but also to access top talents who are working in another company or not actively searching for job, to increase traffic to company website and post vacancies on social media platforms fit for applicants.

### **Related Studies**

Even though companies still prefer to advertise job roles on job search sites or their own websites, an increasing number of companies have started to advertise their job vacancies on social media sites. Jacobs defines this process as social recruiting which is “sound hiring decisions by actively using web-based technologies to build a shared understanding between employers / recruiters and passive and active job seekers.” (2009:3) Since the new media has become more prevalent in everyday life, it has also changed the way employers made their hiring decisions. Employers started to look through social media to gather information about potential candidates. While some are looking to learn about candidate’s social life, others are looking to see if the cv lines up with the information shared on social media. According to a study focusing on recruitment and screening of job candidates, recruiting via social media is growing with 84% of organizations using it currently and 9% planning to use it. Recruiting passive job candidates (82%) continues to be the top reason that organizations use social media for recruitment (SHRM, 2015) Therefore information obtained by employers without the knowledge of candidates could be used for and against them. Furthermore some studies demonstrated that employers disregard candidates after screening online. Posting provocative or inappropriate photographs or information, sharing content about them taking alcohol and showing poor communication skills are some of the reasons for disqualifications. According to a survey carried out in 2009, hiring managers use social networking sites to research job candidates. Of those who conduct online searches of candidates, 29 percent use Facebook, 26

percent use LinkedIn and 21 percent use MySpace. One-in-ten (11 percent) search blogs while 7 percent follow candidates on Twitter. Thirty-five percent of employers reported they have found content on social networking sites that caused them not to hire the candidate. The content includes provocative or inappropriate photographs or information, alcohol and drugs, discriminatory comments and confidential information from previous employer. On the other hand, eighteen percent of employers reported they have found content on social networking sites that caused them to hire the candidate. The content includes profile provided a good feel for the candidate's personality and fit, profile supported candidate's professional qualifications, good references about the candidate and good communication skills (Career Builder, 2009)

Research conducted focusing on candidate's awareness of screening process in 2008 revealed that thirty seven percent of candidates were aware that employers or recruiters could screen their social networking profile (Harrison, 2008). According to a similar study in 2010, while forty nine percent of candidates were aware that employers could view their social media, fifty one percent are not aware of the process. The survey found 49.3% of respondents were aware, while 50.7% of respondents were not aware that employers or recruiters could view their social networking profile. (Vicknair, et al., 2010)

In a study done with students enrolled in business classes at a college on their thoughts regarding what they thought of employers viewing their social media accounts and whether they find these practices appropriate showed that as students were aware that employers were screening their profiles for information, they protect themselves through privacy settings. However, they were unaware of the importance of grammar and spelling accuracy and how their friends' actions on social media may portray them in a negative light. (Root & McKay, 2014)

Although the number of global studies focusing on the use of social media in hiring process is increasing, research about social media screening in Turkey is still inadequate. According to a global study carried out in 24 countries including Turkey, more than half of all recruitment activity involved the Internet (53 percent) in 2013, with the percentage for 2014 expected to continue to grow (61 percent). 7 out of 10 recruiters use social media for their daily HR professional activities and recruiters largely use social media to assess a candidate's reputation. While the most attractive element to find on a social media profile is previous professional work experience, followed by the presence of professional prizes, achievements, and/or awards, which tend to be overlooked by candidates in their profiles, personality insights that can be identified from the profile come third, while no interest is shown for the candidates' number of contacts. (Adecco, 2014) Technology changing how employers and recruiters find potential candidates has a significant impact on recruitment process. As it allows recruiters to get an incredible amount of information about prospective candidates, social media accounts are screened by human resources departments in hiring process or to check up on current employees. They can indicate social media posts or photographs to eliminate a candidate or fire an employee. As a consequence professionals should be aware of the content they share on social media and its impact on their job prospects.

### **Research Methodology and Sampling**

This is an exploratory study research using qualitative research methods to reflect the perspectives of participants. The main part of the study involved in-depth, semi-structured interviews with human resources professionals selected using a maximum variation sampling approach to cover as wide a range as possible in terms of age, sex, experience and sector. Semi-structured interviews in which open ended questions are used in order to get as many details as possible were employed because it offers flexibility while still covering the same areas of data collection. 10 interviews were obtained as people declined to give a lengthy interview due to their busy working schedule. However this research is consistent with the principles of qualitative analysis as it does not aim to be statistically representative (Punch, 1998:175). Human resources is a female dominated profession so of the 10 human resources professionals who completed the interview, 7 were women and three were men; their median age was 34 (range 26-42) and median experience was 12 years (range 3-18), three respondents had a bachelors' and seven had a masters degree. Of the 10 companies represented 2 were from manufacturing sector and others were from a range of other sectors which are textile, shopping mall management, food, healthcare and consulting. In depth interviews focusing on social media use in HRM to research candidates and current employees were carried out in cafes in early 2018. Interviews lasted on average about 40 minutes and were audiotaped and transcribed. All participants granted permission to be tape recorded. Every recording was labeled with name of the interviewee in order to avoid complication. The transcripts were analysed using template analysis to generate a list of codes representing themes in the text (King, 1998)

## Findings

### Social Media Use in HRM

The rapid evolution of social media has a big impact on human resource management and when asked about the use of social media, nine human resources professionals responded that they use social media effectively. While some human resources departments manage social media profiles on their own, some receive support through consulting companies. They use Facebook, Instagram, LinkedIn and Twitter respectively. Three respondents also use Workplace, a business-focused version of Facebook.

“We use workplace effectively and store all information there. Employees communicate and collaborate on work-related initiatives. For example, last weekend, we went trekking and shared photos with 16 countries. Also last month one of our partners founded a new shopping mall abroad and employees shared its video, we are highly online and interactive in that sense.” (P7)

Whatsapp which is quick and easy to operate is used by all age groups is another popular instrument for employee communication. All respondents integrated this messenger service into company’s daily routine.

“Our company has Facebook and Twitter accounts managed by a social media agency. We inform them about company activities and special days. We rarely use LinkedIn. We share company trainings organized by human resources department. But we use LinkedIn just for information purposes, private life is of secondary importance. We often use whatsapp to communicate with employees, even more often than mailing. We get feedback much faster. Also i created a whatsapp group hooking up all employees.” (P5)

“Our company doesn’t have any social media accounts and we don’t communicate with employees through social media. Most employees are blue collars and they do not use social networks. But we have to enter the digital world as soon as possible. I work in a long established company but people are not aware of our presence. We use whatsapp but some of our employees are not familiar with it either.” (P2)

Most respondents use social media for employee motivation and engagement. They post pictures taken at work and write comments thus spread information about the company. This can help with company awareness and provide new business opportunities. However, they tend to communicate through company social media accounts rather than their personal ones.

“Our company has Facebook, LinkedIn and Instagram accounts. Candidates especially blue collar ones use Facebook more than other social media platforms. It is difficult to get followers on Instagram so we must post job vacancies on Facebook. We also get positive and negative feedbacks more on Facebook. Interestingly, employees send me friendship requests but I think they shouldn’t. All in all, I am human resources manager. I can catch their photos taken and posted within the working hours or if an employee takes sick excess sick leave, i can check Facebook posts for those days. Therefore it is better not to communicate through social media.” (P3)

“Corporate trade department manages social media and many employees participate in the process by sharing photographs and comments. We have an internal application and broadcast employee suggestion program, employees can access us through them. However i add friendship requests of employees on company social media accounts rather than my personal one.” (P1)

“I never add employees on social media because i don’t want them to feel stalked by human resources department and I don’t want to be stalked either.” (P7)

“LinkedIn is a very important platform for both employers and employees. If you are in business life, you have to have a presence on it. Professionals can meet and exchange ideas so can constantly build connections and increase them.” (P2)

“A person who doesn’t have any social media accounts arouse my suspicion. This brings a fake account into a qustion because it is impossible to exist in business life without social media presence.” (P3)

### Social Media Use to Check up on Current Employees

Employers as well as human resources professionals look at current employees’ social media accounts because individual freedom intersect with corporate identity. When asked about looking at current employees’ social media accounts, respondents did not find it ethical however only two respondents said that they had never looked at social media accounts.

“As we are a global company, privacy act is of utmost importance. We don’t look at current employees’ social media because we are not interested in employees’ private life. Now there are numerous companies doing this, they can fire employees for Facebook posts. However our company has a policy prohibiting discrimination.” (P7)

Although none of the respondents said they didn’t experience this kind of process in their current company, interestingly all mentioned they were aware of the the fact there were numerous companies including their ex, firing employees because of social media posts.

“Everyone has the right to privacy related to political, religious or sexual choices. We can’t make distinction based on them. However companies making such distinctions are increasing. My previous company was one of them. I had to fire employees as they posted pictures of them drinking alcohol.” (P7)

Two respondents mentioned employees shouldn’t post about politics and religion because employers pay attention to them. They should utilize privacy filters and avoid sharing posts or pictures that could damage their professional life.

“I had to fire an employee because he was posting about religion. He was an atheist. My previous employer was devoutly religious and was always warning employees against social media posts. According to him, employees represent himself, he didn’t want to be discredited. I am devoutly religious too but we got on well, his faith doesn’t interest me. He was a true professional at work. It wasn’t fair but if employers pay attention to social media posts, we should go by the book.” (P2)

“Employers should check up on employees social media accounts provided that they don’t abuse the process. If an employer tells employees they represent the company and there are things they shouldn’t share on social media, employees have to obey it. I don’t want to be misunderstood, i don’t support that policy. Unfortunately, employers pose a threat to individual freedom. Our hands are tied through that process, you want to share or like something on Facebook, but you can’t due to fear of being fired. My current employer cares pictures containing alcoholic drinks and political posts (if related to opposing party) I have to warn employees, i tell them to add close friends on social media and keep their posts private. Social media shifted the line between personal and private so employees are in charge of managing social media.” (P3)

When asked about social media use, interestingly most understood Facebook, Instagram or LinkedIn but not LinkedIn, they evaluated LinkedIn as an online employment website.

“I don’t find it ethical to look at employees’ social media because it is the private life of individuals but LinkedIn is not something like that, it is a professional platform. We don’t look at employees’ LinkedIn profiles either but we warn them. All employees are brand ambassadors so we tell them to have a professional LinkedIn Profile, upload a picture taken in front of company logo, write a success story. Because candidates look at them so employees should manage this platform effectively.” (P1)

Employers don’t want their employees to post things that could turn off customers or damage business relationships. In order to prevent privacy violations companies make policies such as social media training for employees or putting additional items into contracts. While Turkish Personal Data Protection Law protects fundamental rights and freedoms of persons, privacy of personal life in particular, the single respondent said they prepared a social media policy outlining how an organization and its employees should conduct themselves online.

“Employees shoul’n’t talk about company or products and share company information getting customer reaction on social media. In my previous company a trainee shared information on behalf of the company. After the fact, we took action and prepared a social media guide telling employees not to share anything on their own social media on behalf of the company and corporate communication department is in charge of this process. We create hashtags and prompt them to engage in the conversation happening around that hashtag. We motivate employees to share photos of training programs workplace experiences.” (P1)

Others acknowledge employees’ use of social media is connected with corporate identity but their social media policy is limited with new employee orientation programs and verbal warnings.

“We provide new employees with an orientation program focusing on social media use. Especially, we warn them against posting pictures during production process. We export abroad and companies we sell our products could penalize our company for posting products. Our employees have high level of education so they are highly

conscious of our verbal warnings and sensitive security. So I didn't have to fire an employee because of social posts so far." (P5)

One respondent said he stalked employees on social media to detect cliques. Social media could make new cliques and this could affect office culture.

"I stalk but not to check up on current employees but to detect cliques. I want to learn how employees socialize in and outside the office. I believe cliques prevent collaboration and inclusion of diverse perspectives and can be detrimental for a company. An employee who is excluded could resign and we lose a very talented person because of cliques." (P5)

### **Social Media Screening in Recruitment Process**

When asked about the methods respondents use in recruitment process, all indicated they use online employment websites. They post open positions on job boards, review resumes and conduct a phone interview to identify candidates for review by hiring managers. As well as linking candidates to employers, recruitment platforms offer career development resources and training information. However, some respondents indicated that job seekers are not well aware of applications.

"We get applications only on employment websites because all applicants must be treated equally and be given the same set of opportunities. If candidates try to submit CV offline, we reject because each candidate have to pass the preliminary elimination." (P5)

"The online employment site we use has an application, selvi, which gave job seekers the opportunity to apply jobs through audio-visual mediums, upload a video cv. However candidates can't get much advantage of the application. They upload just a voice record or a video they record with their pets. That site also offers free trainings and seminars for human resources professionals and support individual as well as corporate development." (P3)

Although employment websites reduce hiring costs and reach a variety of candidates quickly, employers meet high volume of resumes from unqualified applicants.

"Job sites allow candidates to access you however it is not always easy for us to access best candidates. So I find LinkedIn better to recruit employees. I can search for candidates by using keywords related to desired position." (P8)

"Online employment websites are somewhat problematic both because of human resources professionals and employers. We are searching for a perfect candidate who has many of the essential skills and experiences, a very tall order we take to extremes. On the other hand people who don't have the minimum qualifications, required experience and skill set can apply for a position. Sometimes we get applications from candidates who don't have a medical degree for medical doctor vacancy." (P3)

Only three respondents use LinkedIn to post jobs and one respondent uses LinkedIn Recruiter which is a paid license allowing employers to get unlimited access to every profile on LinkedIn. Two respondents advertise jobs in newspapers because of company owner. But respondents think newspaper limits the scope of applicants because fewer people are reading newspapers and publishing process is slow and online platforms elicit responses from all over the country.

"LinkedIn is the best platform to search for candidates based on their work history, job title, or university because normally it is difficult to qualified candidates aren't actively looking for jobs. However LinkedIn is not used to its full potential, for networking, it is difficult to find candidates." (P10)

Three respondents take advantage of Skype interviews to save time and money. Although other respondents find Skype interviews useful under unavoidable circumstances, they prefer face-to-face interviews to identify and understand emotions of the candidate more clearly.

"If there aren't any annoying IT issues, I find Skype very efficient especially if candidates are not within close geographical proximity to the interview location. I often prefer video interviews between the resume screening and in-person interview stages. I could assess candidates face-to-face in the comfort of his/her own home. I think this creates equality between the employer and employee, prevents anxiety and feeling of being away. Therefore the candidate could express himself/herself better." (P3)



“If the candidate is currently employed, Skype is the best option.” (P4)

When asked about social media screening, all respondents said they searched for social media profiles before hiring. Most respondents search for information supporting qualifications for the job and LinkedIn comes first.

“We only screen candidates on LinkedIn, the things we look at; candidate’s education and experience match his/her cv, profile picture, having a profile picture is important, candidate’s summary and involvement in social organizations. If candidate’s qualifications and company requirements don’t match, we don’t invite the candidate to the interview.” (P4)

“Once i didn’t invite a candidate after a social media research. He had raunchy photographs and posts and they were public. The position was important and he could tarnish company image.” (P3)

Although there have been multiple arguments for the inclusion of a photograph on a CV, it is another key item human resources professionals pay utmost attention. All respondents indicated that profile picture should be professional. Social and professional images should remain separate. While adding a photograph to the CV can be seen as improper, not including a photograph throughout your digital presence is portrayed as naive and unprofessional.

“Candidate’s photograph is very important, sometimes we don’t take the cv without a photograph into consideration. Because we want to see the face of the candidate, sincerity of them, because photograph shows sincerity for us.” (P4)

“I look at candidate’s photograph, education and experience after telephone interview but I don’t stalk social media post or friends to avoid prejudice. Especially for some positions which require applicants to be presentable, I have to search them on social media if they don’t include a photograph on their CV.” (P2)

“I think even a selfie reveals much about personality. Camera angle, i mean how they hold the camera, whether or not they looked at the camera shed light on person’s personality.” (P3)

When asked about candidate screening during recruitment process, four respondents used Facebook, Twitter and Instagram pre-interview process, two looked at after the interview and four respondents said they didn’t search candidates on social media except LinkedIn.

“I stalk both job applicants and existing staff on social media because social media profile and postings shows character and I am good at analyzing candidate’s work ethic, dependability and attitude and i can easily learn them on social media. I try to understand whether the candidate’s personality and interests align with the values of the company because patient confidentiality is very important for us. An employee unaware of confidentiality could share a photograph of a patient and cause legal problems. We experienced a similar event. One of our employees shared a photograph of an elderly female patient and her relatives made a complaint about the issue. Following this event, social media fell into human resources department’s area of responsibility. However most of our employees are unaware of being stalked. I try to assess them on social media because i can evaluate qualifications more objectively, I can see his/her interests and get advantage of them in promotion process. For instance I promoted one of the employees last week, he is able to use social media very effectively and express himself in writing so i thought he is the best to represent the company in corporate communication department.” (P3)

In this sense, social media can also function as a source of information about the workforce, to identify those who are qualified to internal transfers and promotions. Another advantage of using social media is to gain insight into the values and personality of the candidate, so check candidate’s alignment with company culture so companies do not need proctor employment pre-tests. However one respondent indicated that they use both tests and social media profiles to assess competency with company culture.

“If candidates pass the first elimination involving different inventories required for the position, we screen them Facebook and Instagram profile to decide whether candidate’s personality and interests align with the values of the company. It is important because the number of candidates increases in respect to employees’ profiles. Our employees should represent our company well.” (P5)

Some respondents explained stalking behavior simply with curiosity, eight said they had never chosen not to hire a candidate because of social media posts.

“Candidate’s academic background and experience are vital factors in hiring but I like observing their lives, especially extreme cases, it is a biological instinct. I stalk celebrities too. Once one of the candidates had an interesting life style, she had pink hair so i searched her on social media but it didn’t have an impact on hiring process. After 15 July coup attempt, I suspected a candidate and did social media searched about him but it was state of emergency so I had to eliminate him.” (P7)

“I stalk white collar candidates on social media but not to eliminate them, just for getting preinformation, out of curiosity. However information on social media doesn’t cause not to hire a candidate.” (P2)

“First I search candidates on Facebook because everybody has an account. I also use Instagram but most profiles are private so it is more difficult to access them. I can find a a lot of information via candidate’s photographs, posts, people’s comments or likes and dislikes. Since i am a human resources professionals many people try to communicate with me, they add me as a friend or send message. Communication skills are very important for me. For example they shouldn’t use “what’s up as a greeting” or they shouldn’t make social media posts truly public. Use of social media reveals much about personality”. (P3)

None of the respondents made a negative comment posting about alcohol consumption because except LinkedIn, social media of an employee is his/her own private sphere. In fact one respondent indicated that alcohol consumption can have a positive impact for hiring in certain departments.

“If the candidate will be hired in the marketing and sale department, posting information about them drinking has a positive impact on us. Because we are doing business with different countries and when our foreign customers visit us, the employee should know about night life to entertain them. However, if we will hire for manufacturing deptment, posting about alcohol consumption at 2 a.m. is problematic as they work by shifts.” (P5)

None of the respondents require social media accounts during application and four respondents indicated social media is not a criteria to analyse a candidate.

“People can act differently online so social media personality doesn’t reflect the reality. It can only cause prejudice. People can give reference but social media can’t. There were many candidates we didn’t hire after the reference check.” (P2)

“Requesting social media address during application is a form of discrimination. In some countries like the U.S.A., labor and anti-discrimination laws prevent employers from requesting a picture or other details such as gender that reveal too much personal data and the some Turkish companies have started to adopt it. Female were asked whether they would take pregnancy leave in the past but now women do not face with such questions because it is not ethical, it prevents female employment. Today companies do not hire people based on the content shared on social media and it is not ethical either.” (P1)

“We don’t request the candidate’s social media adrees however social media use is one of the key items to eliminate. I think candidates are thought to look motivated but most of them don’t have much information about the company. It is not realistic. Our company is visible on all social media platforms. They can get information on social media at least.” (P3)

Two respondents used company website to promote available positions as well as jobsites and social media. Although other companies have a website, they are either under construction or not updated. Another reason indicated is that candidates’ lack of information about company websites prevents access a deeper pool of candidates.

## Conclusions

Social media use in recruitment process has been an important research area in the field of HRM. Digital technologies lead to budget savings for human resources departments as submissions are online and HR professionals can use online personality to check candidate’s competency with company culture through looking at social media profiles on LinkedIn, Facebook and Twitter as social media reveal too much information. The use of social media can also increase the number of potential employees companies receive as it creates new communication outlets. In addition to recruitment process, HR professionals use social media to research current employees and this can lead to bias if behaviour of employees do not align with personal values of the company.

The results show that although social media has become a new tool for recruitment, most HR professionals in Turkey don’t utilize it for recruitment advertising purposes. They mostly use Facebook, Instagram, LinkedIn and

Twitter. Nearly all companies try to manage social media accounts without receiving professional support. Every company integrated Whatsapp communication service into company's daily routine. They mainly use social networking sites to research job applicants and LinkedIn is their primary resource. All participants find LinkedIn useful in recruitment process as LinkedIn is a huge database where human resources professionals can find the candidates they need by using key words and see if cv lines up with the information shared on social media. It is followed by Facebook. Facebook has much larger user base than other social media networks and is effective for reaching internet users across all age groups. Therefore employers have a better chance at accessing candidates using this platform. In addition to assessing their skills and experience, they can check candidate's alignment with company culture. However they find it unfair to judge candidates by personal preferences which do not have any effect on professional performance. Two respondents said that they turned down candidates due to social content which is inappropriate.

Although each company represented in the study has a website, only two respondents get advantage of it to promote available positions. All HR professionals use employment websites for company recruiting. Targeting a far wider audience, online recruitment is much faster than traditional hiring methods and online postings are more cost-effective. However, job sites increase the chances of getting hundreds of job applications, many of which are irrelevant. While some companies use LinkedIn to post available positions, some get advantage of newspapers although they are considered to be slow and limit the scope of applications. Although human professionals do not tend to communicate with employees through personal social media accounts, most motivate them to engage in company's social media to post photos and spread information to increase public recognition. This study focused only a small number of respondents and future studies with more participants exploring the use of social media in recruitment process and research targeting use of social media in job search are needed to raise awareness of social media users.

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