

Extended Abstract

The Reflection of Turkish Tobacco On to The Advertisements: Fatima, Abdulla, Murad, Helmar and Omar Samples, 1910–1945

Introduction

The use of the cigarette is the most common use of tobacco. National and international levels, variety of measures have been taken to prevent the use of tobacco and its products. Therefore, it is also important to examine the texts which play a significant role in tobacco use. The main focus of this study is to examine the advertisement texts to understand how the cigarettes produced using Turkish tobacco were served to the customers during the era in which the advertisements for tobacco were still legal.

The Place of Turkish Tobacco in Cigarette Harvesting

Tobacco as an agricultural product can be considered as a consumption object which has sociological aspects besides its economical values such as planting, harvesting, production and distribution. America was one of the countries importing tobacco, the demand for the Turkish tobacco was really high at the beginning of the 21st century. The study examines these advertisement texts to understand how the cigarettes produced using Turkish tobacco were served to the customers.

Literature Search Related to The Representation of the Cigarette in Advertisements

The study concentrates on the literature researches which accept that cigarette has a commercial value and examine the advertisements connecting the cigarette to the target audience and enabling the continuity of the cigarette use.

Method

This study has been designed as a qualitative research whose goal is to understand how the cigarette was served to the customers through advertisement texts. Context analysis has been utilized for the text analysis throughout the study.

Data Collection Technique

Since the study focuses on advertisement texts, it concentrates on a period in which advertisements for tobacco were still legal. Besides, the sales figures and the number of advertisement texts available have been taken into consideration in determining the cigarette brands. Accordingly; first, 1900s 1910-1945 has been considered as the period in which the consumption of Turkish tobacco was the highest all over the world. Second, the brands which implied Turkish tobacco concept in their advertisements most have been determined: Omar, Fatima, Helmar, Murad and Abdulla. The advertisement texts for cigarettes examined in this study can be found at <http://tobac->

co.stanford.edu/. The study uses 28 advertisements from Omar brand, 62 advertisements from Fatima brand, 28 advertisements from Helmar brand, 140 advertisements from Murad brand and 67 advertisements from *Abdulla* brand.

Data Analysis

During the analysis phase of the study; first, advertisement texts on the cigarette packages have been translated into Turkish from English. The words and sentences are considered as the basic analysis blocks in the study. Then, the words and sentences determined are analyzed using Nvivo 12 Plus (QSR International Pty Ltd., Australia), a qualitative data analysis tool.

Limitations

The study has no main goals for generalization and it is limited only to Fatima, Omar, Helmar, Murad and Abdulla brands which can be reached during the period examined.

Results

As the results of the study, four main themes are determined. These are; ‘The Attractiveness of Turkish Tobacco’, ‘The Cigarette as a Source of Pleasure and Satisfaction’, ‘The Cigarette as an Indicator for Social Status!’ and ‘The Cigarette in the Process of Construction ‘Masculinity’ and ‘Femininity’ Identity’.

‘The Attractiveness of Turkish Tobacco’

It can easily be seen from the advertisement texts that characteristics of the tobacco is implied first. In this context, ‘Turkish Tobacco’ or ‘Turkish Harvest’ expressions attract attention. The area in which the tobacco is raised, flavor, smell, sales figures, price, information about where and when to smoke are all transferred to the customers through the advertisements.

‘The Cigarette as a Source of Pleasure and Satisfaction’

When sample advertisement are examined it can be seen that positive consequences of the cigarette use are transferred to the target audience. The messages stating that the cigarette is refreshing, helping to focus and providing pleasure are given to the individual. Additionally; these texts state that the cigarette user becomes calm, cheerful and encouraged after the cigarette use.

‘The Cigarette as an Indicator for Social Status!’

The advertisements of the tobacco providers first aim to maintain the cigarette use among current users and then transfer messages encouraging the cigarette use through social status. Among their texts, they utilized several well respected occupations. Besides; they include texts related to the sports activities which are linked to a higher socio-economical status.

‘The Cigarette in the Process of Construction ‘Masculinity’ and ‘Femininity’ Identity’

Among sample advertisement texts, the smoker man image is presented as successful and smart. Therefore; they promote the current smoker man to continue smoking and also provide the message to the non-smoker man that he should smoke to become a part of that successful and smart group. At this point, the aim is to present the cigarette as a part of the masculinity image.

While the tobacco providers mostly target men in their advertisement texts, they also try to make the cigarette a desire object for women too by promoting it through youth, beauty and romanticism concepts.

Conclusion and Discussion

The causes for cigarette use have been sociologically considered beyond being a personal desire at a micro level and cigarette use has been sociologically discussed with its mezzo and macro characteristics.

It is possible for an individual to internalize the behaviors that are approved by his/her friends and family. At this point, the meaning attributed to the cigarette use may play an important role in public opinion about smokers, social acceptance of the cigarette and construction of the perspective towards the cigarette with its mezzo and macro dimensions. The media is a very powerful tool for transferring the use of cigarette and the ‘normal’ and ‘acceptable’ images developed for the smokers. Therefore, it is highly important to examine the visual and textual implications of the cigarette advertisements.

In this study, which has no generalization purposes, it is concluded that; among the advertisement texts, the cigarette is presented as socially accepted, easily accessible, recommended, pleasurable and a reflection of the way of living.