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POLITICAL ADVERTISEMENT AND SEMIOTICS: SEMIOTIC ANALYSIS OF THE CHP ADVERTISEMENT FILMS WITH THE THEME 'WE ARE

Abstract:

Increasing their effectiveness and audience with each passing day, works of advertisement are today an indispensable way for political parties to express themselves, leave a positive impression on the electorate, and reach potential voters. Without doubt, political party advertisements differ in certain aspects from commercials in which an ordinary product or service is promoted. In this sense, trying a product by whose advertisement we are affected could be relevant, whereas voting for a political party only because we like its advertisement is not a very common case. Multiple variables of voting behavior have been the topic of various scientific studies. The aim of the present study in the basic sense is to examine several indicators used by political advertising on the basis of imposing an idea, belief, or point of view and to present what kind of effects the indicators used in political advertising intend to leave on the voters. Semiotic analysis is used as the method of the study, and the sample examined consists of the advertisement films of the Republican People's Party (CHP) with the theme 'WE are here, WE will do' used for the General elections of November 1, 2015.

Keywords:

Television, Political Advertisement, CHP, Semiotics.