POLITICAL COMMUNICATION; A CONCEPTUAL EVALUATION

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ABSTRACT

Today, the widespread use of mass media and the technological developments in this field have made it possible to reach wider masses of people. With this development, political parties and their representatives have started to use mass media more intensively. In addition, politicians are trying to reach the voters with their rallies and meetings, brochures, posters and advertising campaigns. The study we have done in this context has been carried out to investigate the effects and levels of political marketing methods on voter behaviors. It is aimed to examine the effects and dimensions of these activities on the voters

Key words: Political Communication, Voter, Communication

1. INTRODUCTION

The concept of political communication, which is frequently encountered during election cycles, can be defined as "an area of research that deals with the relationship between political processes and communication processes" (Mutlu, 2004:199). To make a broad definition; It can be defined as "the use of various communication types and techniques by political actors in order to make certain ideological goals and policies accepted by certain groups, masses, countries or blocs and to put them into action when necessary" (Aziz, 2013:3).

Political parties, especially during election campaigns, want to carry out their political communication activities with a professional perspective. In these campaigns, there are professional elements such as advertising agencies, research companies, press consultants who are experts in relations with the media (Uztuğ, 1999: 14). The purpose of such campaigns is to inform the voters who will vote through communication tools about the parties or candidates, to create a positive image about the party and candidates and to ensure that they vote for that party or candidate.

Elections are an indispensable element of democracy and are the periods when political communication studies are used the most. Gaining the support of the electorate is possible with an effective and contributing communication. Political campaigns are planned by calculating the most important factors in the voting behavior of the voters. Election campaigns are carried out by making use of these studies. The aim of this study is to examine the concepts and methods of political communication by examining these concepts.

2. POLITICAL COMMUNICATION METHODS

Political communication and political communication methods, actors of political communication are explained in this section. Actors such as the state, political power, political parties, public opinion, non-governmental organizations and illegal groups within the scope of political communication have been specified and the communication structure between these actors has been evaluated.

2.1. Political Communication

The concept of communication is expressed as individuals' ability to harmonize with each other, to know their environment or themselves better, and to reveal their ability to interact with each other. In the light of this explanation, communication emerges as the production and transfer of information and drawing a conclusion from the information obtained. Within the framework of this definition, it is seen that there is a transfer of information between individuals, and in order for this information to be interpreted correctly, the emotion, thought or information that is the subject of communication must be transferred correctly. Only in this way is it possible to talk about a correct and healthy communication. Establishing a communication between individuals or groups, besides adding a meaning to their lives, also causes solving the problems that may occur (Kılıçaslan, 2008: 7-8).

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Although the concept of communication has many basic purposes, it is seen that first of all, individuals understand the meaning of their existence only through the communication they establish. Thanks to this communication, they add meaning to their existence with relationships such as family, lovers or friends around them. In addition to adding meaning to this existence, it is seen that individuals meet their communication needs, satisfy their curiosity, and share their feelings and thoughts with each other thanks to the communication they have established among themselves. This sharing is not only in the sense of emotion and thought, but also comes to the conclusion that all kinds of thoughts containing information that should be known and people can be directed and influenced by the information conveyed through communication. In addition to all these goals and results, it is also possible to conclude that individuals are happier thanks to the communication established. The emergence of communication and the achievement of these results are also formed by the use of symbols or symbols that have a common meaning among individuals (Özkan, 2004:32).

The weakness or strength effects of the communication network in the transfer of political information will reveal the strengths of unity or integration. In this sense, political communication emerges with various definitions. The main reason for this can be expressed as the feeding of political science from the concept of communication. For this reason, political communication has always had an important place in the historical process. Because political science has a side that is persuasive as speech. When we look at the definition of the concept of political communication, it is expressed as a type of communication applied by those involved in politics using a number of techniques to impose some ideological aims of this concept on groups or masses in certain segments of the society. Although political communication and political systems have complementary sides, it can be said that they are similar in terms of having the same characteristics. Political communication generally reaches the targeted audience by those involved in politics through mass media (Yüksel, 2005:34).

The main basis of politics is communication, and it does not seem possible to do politics without communication. The presence of more than one individual is needed for communication to occur. In this sense, it is necessary to have more than one individual in order to nourish and talk about the existence of both politics and communication, but in this way, the concept of communication can be used. Today, the concept of communication used in political science has become quite widespread and the importance of communication has increased even more in the direction of explaining the principles of social life and social life in political science. First of all, it is not possible to fulfill social duties without communication, and it is not possible to integrate or unite the society without communication (Özkan, 2004:32).

When we look at the phenomenon of political communication in the historical process, it is seen that this type of communication consisted of face-to-face communication in ancient times, but today, with the advancement of technology, it is seen that larger masses can be easily reached. This development has progressed in parallel with the development of communication methods. Political communication, just like the concept of communication, consists of basic elements such as receiver, transmitter, channel, message and feedback. In order for political communication to be effective, these basic elements must be fulfilled. When we look at the differences between communication and political communication, the difference in the sources of these differences, the fact that they are given by political persons or institutions can be explained as the difference of the target groups subject to political communication. These target audiences are generally individuals who have obtained the right to vote and be elected. While revealing these differences, it is necessary to mention the difference of the message that is the subject of communication. Because the messages subject to political communication are generally political messages. In the delivery of the messages, political discourses are generally at the forefront, and this needs to be expressed in an appropriate language (Kılıçaslan, 2008:36).

The important point in a political communication is that the language of the communication is appropriate for the knowledge level of the recipients of the message. In addition, it is also important how this communication will be established and which techniques will be used while using it. Today, with the advancement of technology, there are differences in the return of political communication. While recycling occurs immediately in face-to-face communication methods, different types of recycling can be obtained in communication with mass media (Aziz, 2003:5).

The political communication process is a process that starts with the acquisition of the right to vote, and at the same time, the existence of democracy should be mentioned. Another definition of the concept of political communication, made under these conditions, is defined as the effort of political organs to

communicate with the public by using various techniques in order to gain the support of the public in the political system or to gain power within the framework of a certain political view (Özkan, 2007:40).

Another definition of political communication is expressed as a tool that provides transparency and control in politics, and is also applied to influence the electorate by using democratic persuasion methods on the electorate of politicians. It can be said that there are three different factors in the fulfillment of this communication. These factors are; policy makers, media organs and voters' opinions obtained as a result of survey applications. In addition to mentioning the existence of these three different factors in the realization of communication, it can also be mentioned that there is a relationship between these factors (Oktay, 2002:23).

Political communication is a concept that has existed in every period in the historical process and has been used in order for politicians to come to power, to establish bonds with citizens and to convey political discourses. When we look at our country, it is seen that the concept of political communication has been used more actively after the 1960s. In these years, it is seen that political communication is used for propaganda purposes mostly through published books and articles. One reason for this is that mass media such as television and radio are used later in our country than in other countries. In this sense, the spread of political communication appears to be parallel to the spread of mass media. However, the real spread of political communication gained more effectiveness as a result of the increase in radio and television channels (Aktaş, 2004:47).

It is seen that the concept of political communication basically fulfills three main functions. The first of these is the functions related to the definition of political problems, the second is the legitimacy of the problems by discussing the problems, and the third is the elimination of the problems that have been met at a common point (Özkan, 2007:25). When the political communication functions are looked at from a wider perspective, it is seen that various features of these functions also emerge. The first of these features is the transmission of political messages, and it is seen that politicians convey a set of political symbols, norms and values and solutions to problems in the form of messages (Lawrey et al., 2007: 97).

While it is important to be convincing about the messages conveyed, to have an honest and reliable feature of the politician, to shape the politics by taking into account the reactions of the masses of the people. It is also necessary not to compromise on the basis of the political view. Political parties are trying to come together on common points in order to be shaped in this direction and to meet the demands of the public. In addition, as another functional feature, it is seen that the messages conveyed at this point are quite effective if they are understandable by the society. Another feature is that it shows vitality on the audience by ensuring the permanence of the transmitted messages (Liu, 2007:43).

It is necessary to establish recycling channels in political communication. For this purpose, it is necessary to establish a two-way communication, receive the demands of the society and establish a supply-demand balance. It is of great importance to know the opinion of the people without waiting for the election results after the messages conveyed. As a requirement of political communication, political parties are required to obtain these results by conducting public opinion polls. This situation is important in terms of achieving political success (Özkan, 2007:26).

Politicians must somehow respond to the expectations of the people from them. Measuring these expectations is helpful in making more effective decisions by political bodies. It is expressed as the determination of the opinions of the political powers about what the people expect from them. Another functional feature of political communication is to measure the expectations of the public (Aaron, 2004: 1012).

Pressure groups, which have a say in influencing the society, should also be affected by the political formation. Although these pressure groups have the power to influence the society in general, they can be listed as journalists, intellectual groups and intellectuals. The positive impact of these groups on society is again created through political communication. Political parties will facilitate the delivery of their political solutions and proposals to the public, thanks to the agendas they create. This will also have a positive impact on the point of producing solutions in the eyes of the public. In addition, this situation will create an advantage over political opponents, and this advantage will also be through political communication. In order for the messages to reach the target audience correctly, political techniques must be used correctly and in a timely manner. Thus, the effectiveness of the messages will be ensured (Özkan, 2007:27).

While political parties carry out their election propaganda towards the voters, they express their desire to be in power with strong rhetoric. They indicate in their political discourses humanitarian approaches within the framework of moral values. In this case, political parties have a significant impact on influencing society. In addition, political parties should be able to constantly set the agenda and as a result, they should use the way of political communication (Ediraras et al., 2013: 586).

2.2. Actors of Political Communication

It can be seen that individuals come face to face with political communication in various ways during their social relations. In addition, it is seen that we encounter political communication in all areas of life. These political actors, which are the subject of political communication, can be political parties, the state, media organs, non-governmental organizations or political power. It is seen that political communication processes operate within the framework of the discourses of the said actors. At the same time, political communication actors play these roles within the framework of their duties. It is possible to include actors within the state, as well as many actors from outside the state (Kılıçaslan, 2008:15-16).

In addition, political communication is brought to the agenda by various actors and consists of political discourses transmitted through the media or mass media. Among the main political actors are those who make politics, actors in the media and those who put forward their political ideas in the public. If contradictory views are put forward by these actors, political frictions occur. However, this situation is accepted as a normal process in politics and is seen as a necessity of democratic life. For this reason, it is seen that other people and institutions that are trying to obtain a political identity, apart from the political actors who are only in politics and legally engaged in politics, also emerge as actors of political communication (Özkan, 2007:28).

Based on the countries with democracy, it is seen that the individuals at the head of the state engage in political discourses to make some political statements and inform the public. In this sense, it is seen that the authorities at the top of the state are primarily among the political actors. Although certain channels are used for these political messages, it is seen that those at the head of the state convey these messages to the public through their advisors (Aziz, 2007:22).

It is seen that the government and local administrators directly involved in the political arena are directly related to the political parties. Because although it is seen that they are the representatives of a political party, the difference between them is the difference in the messages they give. In this sense, the interests of the governments consist of national policies, while the interests of local administrators consist of local policies. Therefore, this situation results in the difference between the contents of the political messages and the political channels. In this sense, it is seen that the government uses the national press, while local administrators use the local press (Aziz, 2007:32).

2.2.1. State

In addition to holding the use of political power, the state also includes the staff of all political activities because it is at the top of the institutions. The state is an abstract concept. However, the political formations and political power within this abstract concept are a concrete structure. In addition, it is seen that the state consists of a social structure that has various differences of opinion and can continue its existence for hundreds of years. In addition, the state is the set of institutions in which the rules for the management of the society are set and various authorities are held (Kapani, 1996: 34).

Considering all these functions, the state; It can be expressed as a political organization that has a common territorial integrity and has the right to control over the human community living on this land. At the same time, it is a political organizational structure in which the foundations of state independence are established. In a more general expression, it can be expressed as a political structure consisting of a community of people settled on certain geographical boundaries, having the authority to sanction and governed by a superior power (Cevizci, 1996: 182).

2.2.2. Political Power

When we look at the dictionary meaning of the concept of power, it is seen that the concept in question has the power to do business or the one who has the ability to do business, the mighty one. When its Turkish equivalent is considered, this word, which means power, also contains the concept of power. According to another definition, power is expressed as the power of material and moral sanction within a community and the power of sanction in line with the instructions given to various institutions and individuals (Sezen, 1994:

32). Based on these definitions, it is a phenomenon that holds the power of governing, which has the power to govern, and also holds all the power of those who govern, both individually and institutionally. The result is that power is a symbol of power. One of the answers sought from time to time is what the concept of power, which has entered human life so much, means. This concept is difficult to define. It is another expression that emphasizes that power is likened to love, rather than being defined, that it is understood by experience (Joseph, 1990: 177).

One of these features is related to the fact that political powers have the public power to comply with the decisions taken within their own sovereignty. In this regard, it is seen that the political power has the ability to use force. In addition, although it is seen that the political power has a structure within a hierarchy, it is at the top of other structures. At the same time, it is seen that the political power dominates all individuals and groups in the lands under its sovereignty. Therefore, it is the highest point of the organizations within the borders of sovereignty. Therefore, it covers the whole country. Political power, which is in the hands of the monopoly of power and the use of force, can go to the solution of the problems by considering the social consent factor. The most important feature expressed here is the solution of problems based on consent. This is also an indication that the government is legitimate. Because the power characteristic of the power that has no legitimate direction disappears and becomes the only power element remaining in power (Kapani, 1996: 48).

The word power, conceptually, means the use of power even if any power is opposed in social relations. Although the power drive exists in animals other than humans, it is seen that it is more dangerous in humans. One of the most important desires of people whose desires are unlimited is the desire to rule or to hold power. In addition, the relationships of people in the life process cause some groups to be born over time. It is seen that these organizations are not related to the vital boundaries of individuals. These organizations are generally family, party, company and similar structures, and together with this organization, the phenomenon of power reveals itself. Although it is seen that the organization in question has a pyramid-shaped structure, it is also seen that structuring occurs in almost all societies. In this type of organization, called social organization, there is political power that covers the whole of society, and it differs from the political powers in other societies with its various features. There are some distinctive features of political power within the social power structure (Sezen, 1994: 32).

2.2.3. Political Parties

When we look at the definition of the political party, it is seen that these organizations are a continuous organizational structure that operates to hold the political power gathered within a certain program. In other words, political parties are organizations formed by individuals who exercise authority in the political system, in an effort to seize, share or influence, act within a certain program and come together within the framework of the same purpose. In this sense, they are political structures that have the ability and power to create an organizational structure of political parties under an official title, to unite local and central, to participate in elections, to place candidates as a result of open or secret ballots. Political parties also have a function in combining the interests of the society with their wishes and channeling these wishes. In today's states, political parties are one of the most important structures of political life. Therefore, with the emergence of the right to vote, it emerged as a requirement of the extra-parliamentary structure. Today, political parties are political organs that are in a political structure and take part in this structure together with their voters, besides the voters in the parliament, which has an organizational structure with the participation of many individuals throughout the country. At the same time, political parties are in a structure that throws ideas, develops new ideas, collects votes and creates financial resources by electing future leaders (Yayla, 1998: 180-181).

2.2.4. Public Opinion

Although the public opinion has an important place in terms of sociology, psychology and political science, it has an important place as a power that makes or destroys power. It is seen that the right to vote and vote belongs to the citizens who make up the society, and it is seen that this right emerged for the first time in ancient Greece. Public opinion, as a dictionary meaning, is expressed as public opinion on a certain problem. According to another definition, public opinion is a product that is shaped by the inclusion of various topics of discussion in the field of public discussion. In yet another definition, the public is the people who are related to a problem discussed in a certain period, again (Atabek, 1996: 864).

In addition, in the explanation of this concept, it is seen that the public expresses the use of a power for the benefit of the society, but it also means the dominant power. The concept of public means, in a sense, open to everyone. When we look at the concept of vote in the public opinion, it expresses an opinion about a certain tendency or opinion. Although there is no definite opinion about the public opinion, it is generally expressed as the effect of the social and cultural environment as a result of the formation of a discourse or reaction in the social structure or in the face of any event. As a result of this, it can be expressed as an opinion that makes itself heard effectively about the public (Kapani, 1996: 148).

The reason that is effective in the formation of public opinion is the social and psychological factors of personal opinions. These factors are generally among the psychological factors such as preference, anger, conflict, perception, mass media, social environment effect and cultural differences. It enables us to develop an opinion within the democratic system by creating a link within the political system in terms of the quality and structure of public opinion. The public finds the most appropriate pluralistic democratic space in a stable environment where ideas can circulate freely. This situation is already one of the basic conditions of democracy (Bektaş, 2000: 241).

It can be said that another factor as the type of effect desired to be left on the public is the economic emphasis. For this, global statistics and correct discourses should be used. It is necessary to use statistical expressions with correct information and to have an attitude towards analysis. It is not appropriate to use assumption-based behaviors without infrastructure to have an impact on the public (Kittel & Winner, 2005: 270).

It is a common situation that politicians and policy makers most commonly turn to mass media, and this area is used in forming public opinion. Today, with the advancement of technology, it is seen that mass communication becomes more effective and creates power in the formation of these opinions and abandoning old habits (Kapani, 1996: 151). It is accepted that the mass media, which are effective in influencing the society and forming public opinion, have eight different functions, and these are generally listed as providing information, motivation, socialization, creating a discussion environment, cultural development, integration, education and entertainment. For this reason, it is seen that mass communication has an important place in terms of forming public opinion. Considering the other factors affecting the society, it is seen that the public has a greater power. As a result, it is known that although the power of mass media outside of political science remains within certain limits, it has an important place in the society in forming opinions on political issues and that mass communication is the most widely used resource (Majid, 2002: 69).

2.2.5. Civil Society Organizations

When we look at the general structure of non-governmental organizations, it is seen that there are non-governmental organizations that are formed politically, as well as non-governmental organizations that do not have a political purpose but come together for different purposes. While it is seen that these organizations are sometimes gathered around a single subject, it is also seen that they are in a less institutional structure. In addition, it is seen that these small groups prefer different ways of communication in order to make their voices heard, and it cannot be said that many of them have a legal basis. Some of these types of organizations come together for the purpose of supporting any organization, and their diversity differs from society to society (Aziz, 2003: 24).

Although non-governmental organizations seem to be organizations that emerge as a requirement of democratic systems, the fact that various non-governmental organizations come together and create an important power causes them to express their reactions effectively. The fact that non-governmental organizations have an effective power in studies related to society or that they can take a stand against the government also brings up the agenda. The emergence of non-governmental organizations primarily began to form and spread to form a professional association (Liu, 2007:47).

In addition, it is seen that non-governmental organizations carry out some lobbying activities and there are efforts to be effective in the eyes of the rulers in order to achieve their own goals. The opinion that such activities are a legal right for non-governmental organizations is more common among citizens. Since non-governmental organizations are composed of many participants, they are organizations where equality is at the forefront (Pal, 2008: 430).

2.2.6. Illegal Groups

Although illegal groups have come to the fore in the last century, the existence of these groups coincides with very long periods. While it can be seen that these groups generally consist of groups that want to achieve dominance, it is also seen that there are groups that want to make their voices heard and to put pressure on the administrators. The most distinctive feature of such groups is that they define themselves as freedom-seeking groups rather than a terrorist group. The spread of such groups consists mostly of leftist groups that started to form with the emergence of communism. In the basic discourse of these groups, it is seen that they emerged for reasons such as the idea of gaining more rights and opposing the country's regime as an ethnic group. First of all, groupings that started as political discourse cause illegal and harmful actions to occur over time (Aziz, 2003: 28).

The effectiveness of the political will greatly affects the effectiveness of such groups. In other words, the level of effectiveness of these groups is directly related to the political will. It should also not be stated that the mentioned groups are unequivocally the enemies of the political power. There are many aspects that can be identified from the experience of countries such as Brazil. In such countries, the effectiveness of political will has been increased through political encouragement and communication (Mitlin, 2001: 155).

It is seen that there is no sanction of the state as long as illegal groups do not have harmful effects. In addition, as the actions of these groups have become harmful, it is seen that the state, which is declared as an illegal group, is in a struggle against these groups and the individuals in these groups are trying to catch them both nationally and internationally. At the same time, efforts are being made to cut off the relations of illegal groups with the media, and it is called a criminal organization in the international arena (Aziz, 2003: 29).

2.3. Political Communication Methods

In addition to being brought to the agenda by different individuals and groups, political communication includes all instruments with political content that are conveyed to the citizens by the media. In such a case, mass media, political marketing, public opinion polls, political advertising are seen as factors directly related to political communication. Public opinion by political scientists, journalists and politicians also have an important place in terms of revealing political ideas. The fact that these three factors give a wrong opinion about politics will also bring about public intervention. Therefore, a conflict that occurs in such a situation will also be considered normal. Because, as a requirement of democracy, it is accepted that all individuals and groups that try to impose their political power in the political process are a part of political communication (Özkan, 2007: 27).

When other forms of communication are considered, it is seen that political communication is structurally similar to these forms of communication. Because of this similarity, it is seen that the methods used are similar. While meeting occurs on a certain ground in all communication methods, it also includes the desire to convey the message to be conveyed correctly. In political communication, there is a desire for the messages to be sent to the target audience in an accurate and safe manner. Politically, the communication with the voters occurs in two ways, but these occur in the form of communication with the mass media and face-to-face communication.

2.3.1. Face to Face Communication

Another important aspect of face-to-face communication with the voter is that recycling is taken at the same time. The widespread use of such a communication method in our country coincides with the periods before the diversity and technology of mass media increased. When we look at the communication method established by politicians with voters, especially before 1980, it is seen that coffeehouse meetings have an important place before the election. Listening to the problems of the people and giving political messages have an important place in the communication between politicians and voters established in this period (Kılıçaslan, 2008: 36-37).

Face-to-face contact with the target audience is possible through organizations such as congresses, symposiums and seminars organized by politicians, as well as voter visits on any occasion, coffee shop visits where the voters are collectively, and participation in wedding organizations are also among the face-to-face political communication methods takes. In this type of political communication methods, those involved in politics can establish the messages they will send to the voters directly, face to face without using any tool. It is seen that this communication method is effective due to the direct communication. Face-to-face

communication method as a political communication method also differs within itself. Communication methods have an important place in terms of bringing politicians and voters together (Aziz, 2003: 30).

In the political arena, it is seen that the organizational forms of the parties that prioritize the religion phenomenon are different, and it is seen that these parties can communicate face-to-face in their campaigns by keeping the religion phenomenon in the foreground. The most common method of these is seen as the prominence of political communication in neighborhood meetings organized in the form of religious worship or house tours. Undoubtedly, as a political communication method, face-to-face communication method is the most effective political communication method (Kılıçaslan, 2008: 37).

2.3.2. Communication with Mass Media

Although the most effective communication method in political communication methods is face-to-face communication, it is not always possible to use this method. For this reason, the most common communication method used by politicians is the communication method they establish with mass media. Although the lack of feedback in this method is more disadvantageous than the other method, it has an important place in political communication in terms of reaching larger masses. When this type of communication method is established, it is seen that politicians provide feedback on communication by taking surveys or opinion polls. The most common areas of mass communication are: radio, television, newspaper, internet, advertisements, magazines, posters and similar means of communication. The most effective way of providing political communication among the mass media is about which tools are used more widely by the desired audience. In this sense, the development of technology, the widespread use of the internet today, have an important place in reaching and being effective in the electorate. It is seen that politicians use technological tools more widely to reach large masses. Because the power and effectiveness of such mass media is known by everyone (Kılıçaslan, 2008: 37).

Today, as in many cases, the effects of mass media are great in the work they have done to increase the power of political parties in politics. This effect shows the effect of voters on their political party preferences (Bayraktar, 2009: 83).

Mass communication performs the act of attracting people's attention to certain specific events. Generally considered as an effect on people, it is defined as an "agenda setting" function.

Wide audiences in society can be reached and informed by means of mass media (Esenoğlu & Turan, 2006:2). Considering the situation of mass media in terms of political communication, it can be said that these types of media serve as a bridge between politicians and voters. In this sense, it is seen that the mass media are in the position of transmitting between politicians and voters, as well as those who make such broadcasts process, interpret and deliver the messages to the target audience in their processed form. The information presented by the mass media is received by the public and even causes discussions and comments over time (Kılıçaslan, 2008: 38).

Within the scope of the campaigns of political parties, they have the opportunity to convey their messages by using the following tools (Uztuğ, 2004: 315).

- Television,

- Radio

- Internet

- Banner.

2.3.2.1. Television

Television is the most active tool used to reach the voters in the elections held in our country. Televisions are media organs that have an impact on both the eye and the ear. For this reason, the election campaigns of political parties to reach the voters through television take the first place among the mass media used (Gürbüz & İnal, 2004: 88). Political parties can allocate a high level of budget for the use of these mass media during election periods (Bayraktar, 2009: 70).

2.3.2.2. Radio

Another mass communication tool that is not preferred by political parties is radios. Although these publications are not used very effectively, they can be ignored from time to time (Esen & Gürbüz, 2004: 92).

2.3.2.3. Internet

In addition to traditional media tools, it has become important to use the internet as a political tool in election preparations and election studies. It is also stated by political consultants that the internet is an effective means of communication between the candidate and the voter, compared to radio and television (Kaid, 2002: 34). Political party members can strengthen communication and interaction in this regard by using the internet, which is one of the important tools of political marketing, in reaching the voters and conveying information about party discourses to the target audience (Akar, 2009: 175).

2.3.2.4. Banner

One of the tools used in addition to mass media such as radio, print broadcasting, television and the internet is posters. The striking basic indicators of political parties regarding the election campaign such as words, promises, party names and slogans are presented to the perception of the target audience through this communication tool. The language used in the posters prepared by the political parties for the voters has a simple structure, is easily interpretable, the messages that the color choices will give intensely used by the people and they are placed in places where they can be seen. (Tan, 2002: 89).

3. CONCLUSION

Considering the activities of political marketing, it is seen that communication is the basis of these activities. As a result of this, it is seen that before the election, politicians engage in some activities in order to influence the voters. It is seen that politicians not only use mass media intensively, but also contact face-to-face, organize rallies, and try to influence voters with advertisements and brochures, due to the development of technological communication tools and the ability to reach many individuals at the same time. The high impact of these activities directly affects the success of political parties and candidates.

As discussed in this study, although the concept of political communication does not have a dominant definition, it is possible to define political communication as a way of understanding and explaining each other, and as two opposing ideas that see the main purpose as seizing power and benefiting from the blessings of power. In addition, there are different views that see political communication as a form of action that covers all areas of social life. The main purpose of political communication studies is to determine political marketing strategies, to determine the vote preferences of the people and to form political decisions and opinions on individuals. In other words, it acts as a catalyst by being used as a propaganda tool. It is seen that political communication strategies are used in order to introduce political parties and political actors to the masses and to create public opinion, especially during the propaganda periods when election campaigns increase.

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