



Institutional Causes of Environmental Communication: A Research About Institutional Data on Newspapers

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Introduction

Communication, is a social system where people and institutions interact with each other, it is claimed that thoughts turn into actions, actions into learning, learning turn into making decision can be realized by communication. Communication functions can be listed as giving information, inspection, direction, communicate information and skills, training, expressing feelings, warning, taking the necessary roles and they are the aspects which show the communication causes of institutions (Özdemirci, 2006, p.2; Tutar, 2009, p. 164). Peoples need for communication and less chance of survive alone are also valid for institutions. The primary communication need of institutions is to show their existence. These are followed by, institutions influence on target mass, developing institutional image among financial community, media's role on institutional activities, making institutional problems understood by workers, distributors and affected masses, effecting law makers and arrangers who can affect the institution, forming a pride between community members and workers, developing institution's image in public, forming an institution pride and creating a change in attitude in target mass (Bilbil, 2008, Okay, 2005). Institutions, exist in a complex environment where they get affected from their surroundings and also affect their surroundings; it is an aspect which consists of institutional messages and their flow, aim, direction and tools; institutional communication is a process where institutions play the leading role but its content is formed by people, their emotions, attitudes, behaviour, relation and skills (Babacan and Ekiz, 2008) By taking people's expressions and actions as a basis, their needs, the causes of these behaviours and expressions. This is also valid for institutions. These conclusions can also be made by the institutions expressions and actions. In this study, by scanning, the institutions sayings and actions from newspapers, environmental communication causes of institutions are tried to be determined.

Methodology

In the study, scanning model is used for determining the communication causes of institutions. In the scanning, pres is taken as a basis and newspapers circulation is put as a criterion. In Turkey, the biggest circulated newspapers published between 1923-2000

such as Cumhuriyet, Yeni Sabah, Vatan, Milliyet, Hürriyet, Sabah, Tan, Günaydın are put into the scanning scope. These ratios were arranged from Press Advertisement Foundation and Press History Books (Koloğlu, 1993; Kabacalı, 2000) . As a result of this arrangement, it is reached to the ratios in 1941, 1952, 1957, 1960, 1963 and 1965-2000. Since, it can not be reached to the numbers in other years, these years are out of research. Institutions news, advertisement (except job advertisements), announcement and advertisements were taken into account, parameters were formed according to the aspects within their content and scanning was made. Newspaper scanning was made between June-November 2010. Data obtained as a result SPSS 17.0 (Statistical Package for Social Sciences) programme. Graphics are prepared in Microsoft Excel and the obtained data were evaluated.

Conclusion

In the research, it is seen that institutions communicate for economic and social aims..In economic sense, gain, public offer, profit distribution, union, partnership, cooperation, meeting, financial/capital increase, shares/share sale, bond (sales/payment), inspectors report, tender, balance sheet, shareholders/partners are important. It is followed by product and price, discount, installment, sales, guarantee, giving information towards customers. In social area, applications such as activity, sweepstake, celebration, institutional journals, club can be seen. Changes such as address, telephone, management, name, logo, renewals such as product, service, branch renewal, developments such as foundation, opening, getting document, going to foreign countries for investment, export, getting award or giving award are the other communication reasons. Social responsibility and sponsorship works such as donation, scholarship, support to people and non governmental organizations, education campaigns, promotional activities, advertisement and promotion campaigns are the application which institutions should communicate. Also, other institutional communication motivator is the negativities that institutions face inside and outside. When looked to the ten year periods, a proportional increase can be seen from past till now. When looked to the 1951-1960 and 1961-1970, it is seen that data about crisis has the similar ranking. Between 1971-1980, it is seen that economic data is on the first row. Between 1981-1990, it is seen that institutions special news studies as a public relations technique was striking. Between 1991-2000, an increase was seen in the renewal of institutions. In the ten years periods, generally, sweepstake, activity and competition are the leading applications.