

ANIMAL USE IN TURKISH TELEVISION ADVERTISING

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As a marketing communication form, one of the most important functions of advertising is to inform consumers and persuade them in the direction of proposed behaviour. The messages which are transferred in this informing and persuasion processes create a world of meaning and images in the consumer's mind. These meanings can be transferred by cultural codes, people, objects and also via animals. On one hand, the animals that take part in advertisements provide various clues about culture, on the other hand, animals affect the receiver of the advertising messages by generating the new connotations.

The assumption of the meaning which is transferred by animals changes from culture to culture yet it could be argued that their representation in advertising or in general in the mass media, is partially constructed in a more universal way. It is thought that the three forms of construction are: Anthropomorphism (animals as human), neoteny (youthful characteristics are retained in the adult form of animals) and disnification (animals are presented as comedic in visual form).

The purpose of this study is to review the representation and cultural reference/ meaning transfer of the animals in advertisements. The samples have been selected by researchers- purposive sampling- of television advertisements that are broadcasted in Turkey which are used real or animated animals as a dominant character and then analysed using the content analysis method with reference to Lerner and Kalof (1999); Spears, Mowen and Chakraborti (1996) and Grauerholz's (2007) studies. To this end, the forms and aims of animal use in Turkish television advertisements and framework of the message dimension have been discussed.

Key Words: Animals in Advertising, Animals as Symbol, Anthropomorphism in Advertising, Neoteny in Advertising, Disnification in Advertising