August 4-6, 2023
Ankara Türkiye

4. BASKENT INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY STUDIES

ABSTRACT BOOK



EDITED BY
DR. NURLAN AKHMETOV

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IV. BASKENT INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY STUDIES

August 4-6, 2023
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CONGRESS ID

IV. BASKENT

INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY STUDIES

DATE-PLACE

August 4-6, 2023

Ankara, Türkiye

EDITOR

Dr. Nurlan AKHMETOV

EVALUATION PROCESS

All applications have undergone a double-blind peer review process

TOTAL NUMBER OF PAPERS: 467

THE NUMBER OF PAPERS FROM TÜRKİYE: 235

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KONGRESİ
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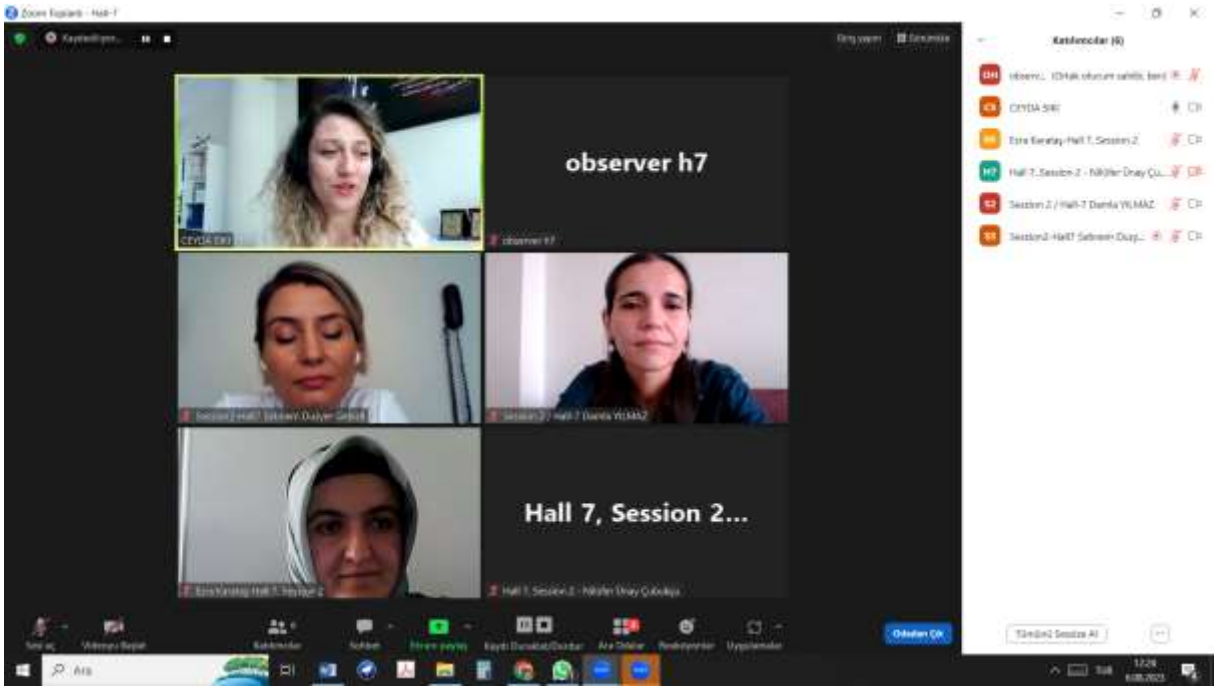



ULUSLARARAS
BAŞKEN
BİLİMSEL ARAŞTIRMALA
KONGRES




observer h5
Hall 5 - Norizat...
Charif Rania
HALL 5 TAN ZH...
Chhaya Patel
Hall-5, Rayan Ik...

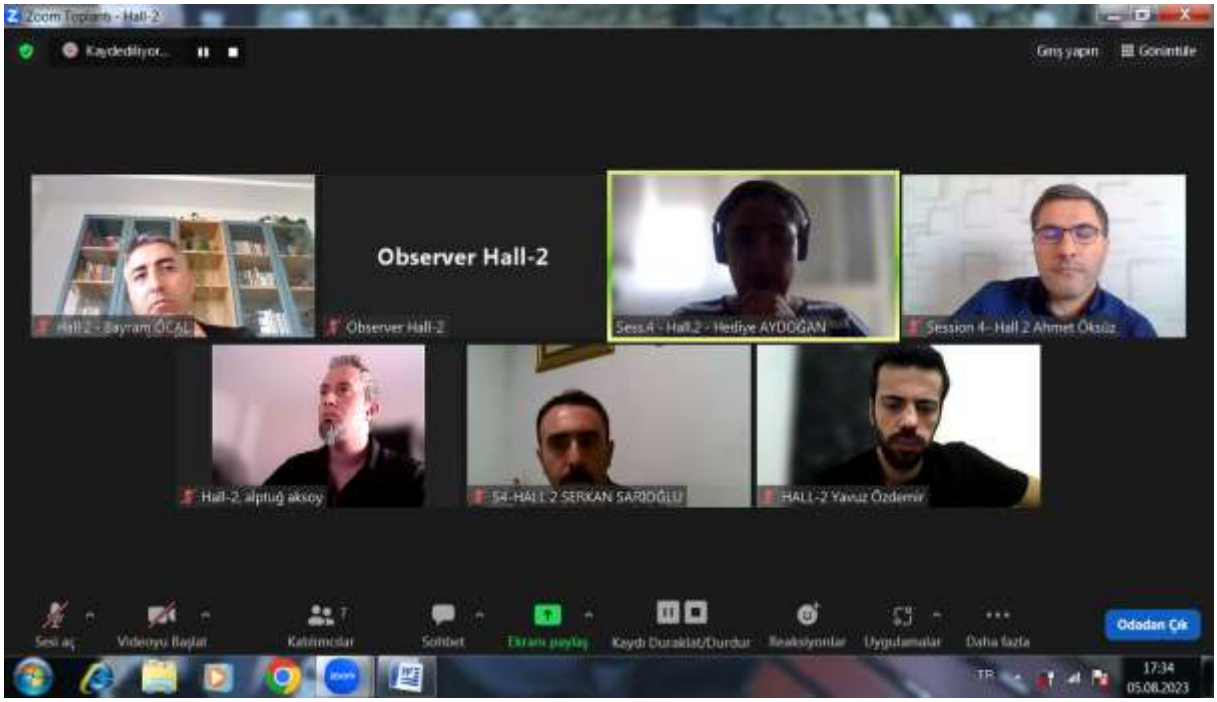

EFFECT OF COVID-19 CONDITION
ON
DIGITAL PAYMENT SYSTEMS
WITH PARTICULAR REFERENCE TO CONSUMER PERCEPTION
TO
GUJARAT REGION
Presented By: Ms. Chhaya Patel
observer h5
HALL 5 TAN ZH...
Charif Rania
Chhaya Patel
Chhaya Patel

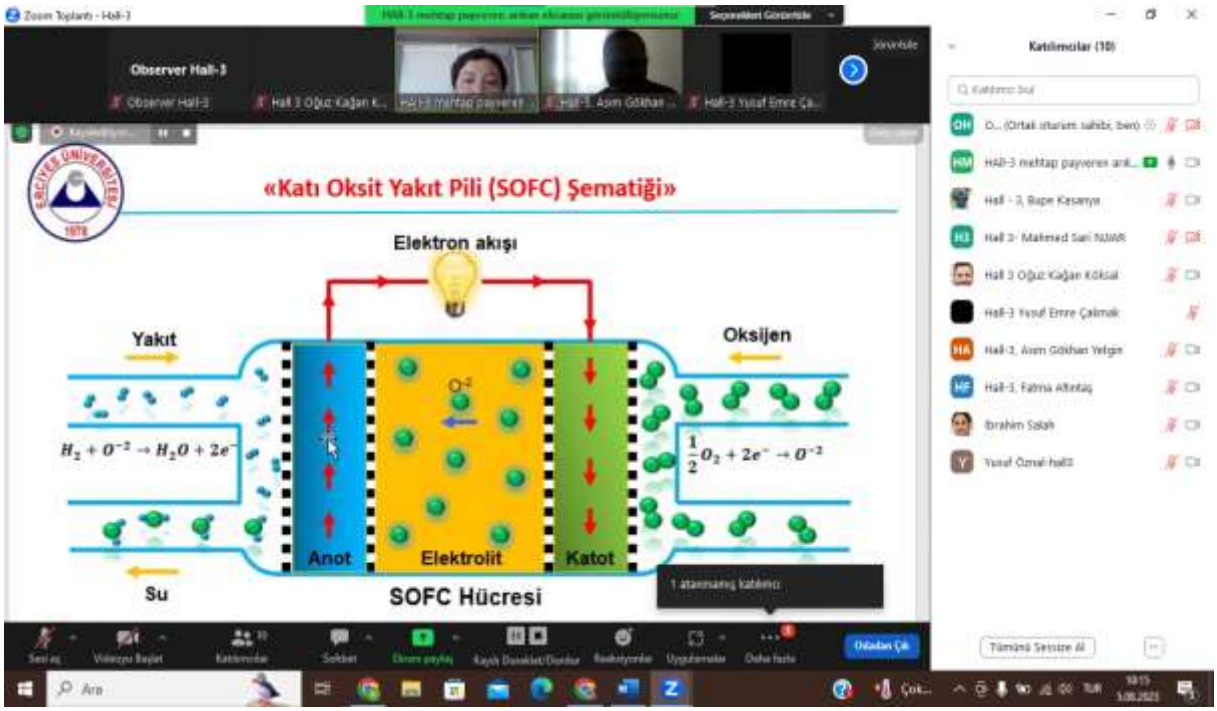

observer h7
Hall 7, Session 2...

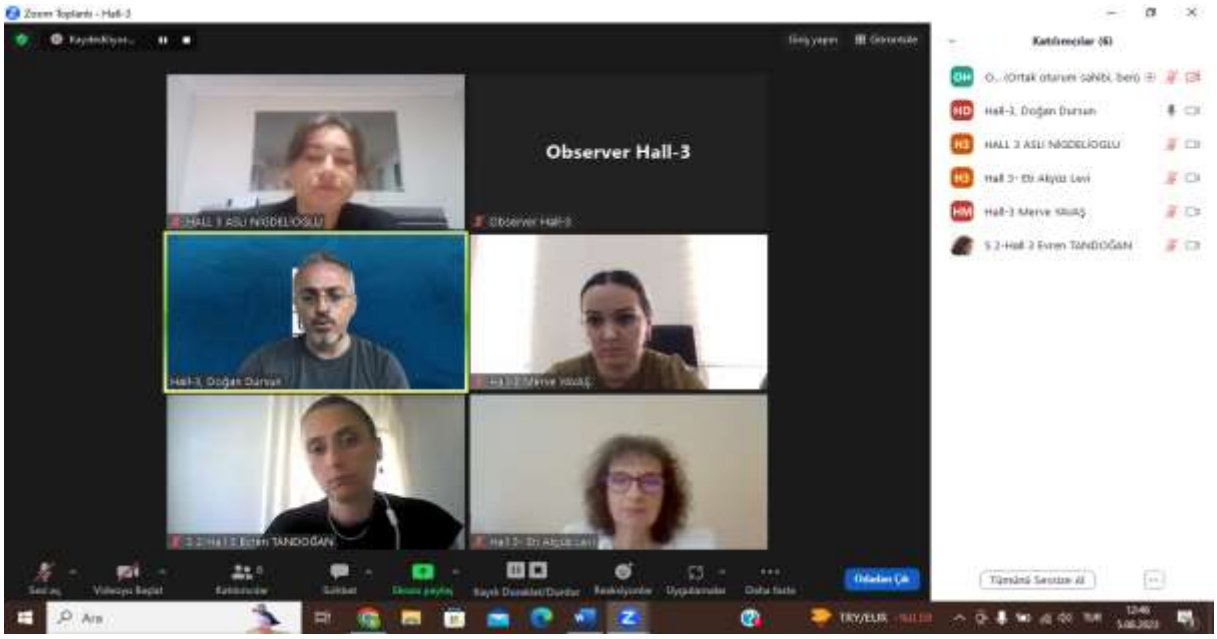

observer h5
A
ses 4 hall 5: ichr...
Hall5 Lum
S4-H5_Usman K...

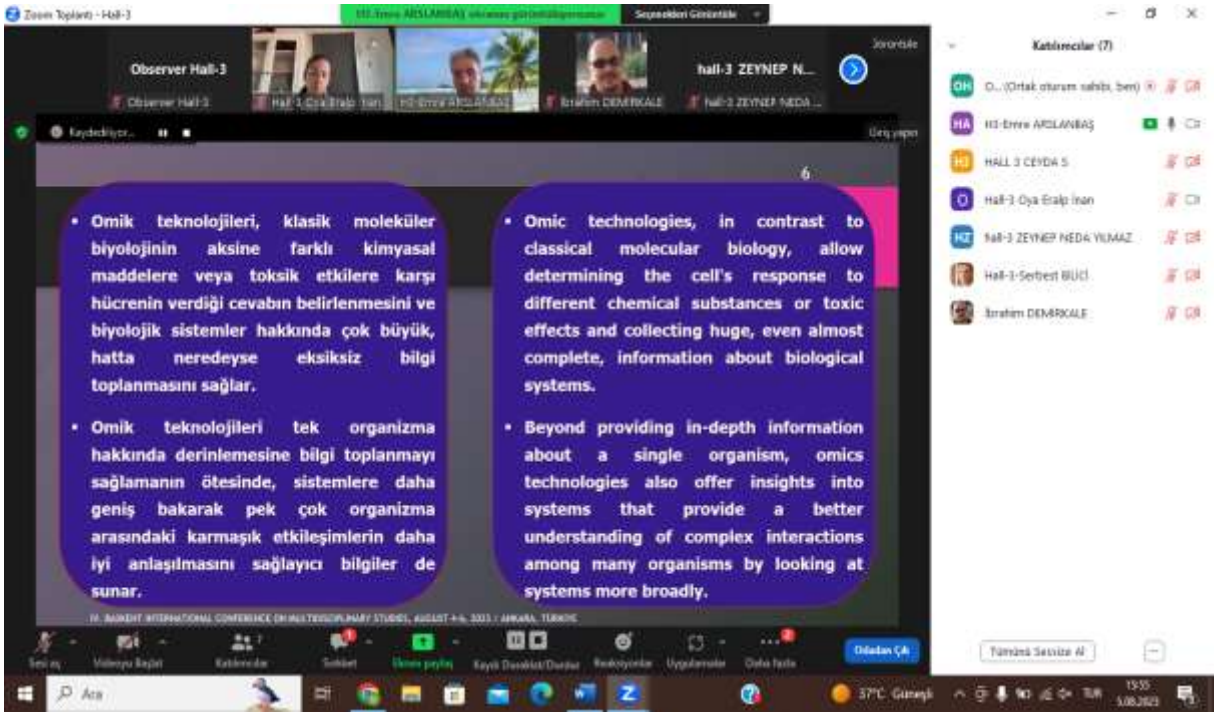

Zoom Toplantı - Hall-2
Kaydediliyor...
Giriş yapan
Görüntüle
Observer Hall-2
Hall-2 Nevin GÜNDEMİN
Observer Hall-2
Hall-2 Ervanur Aydoğdu
Prof.Dr. A.Beril Tuğrul
H2-Himmet Erdi TANURUN
Nisa ATAK
İMUSA HİLAL GÜRBÜZ
Bartal DOĞAN
Sesi aç
Videoyu Başlat
Katılımcılar
Sohbet
Ekranı paylaş
Kaydı Duraklat/Durdur
Reaksiyonlar
Uygulamalar
Daha fazla
Odadan Çık
TR
10:05
05.08.2023

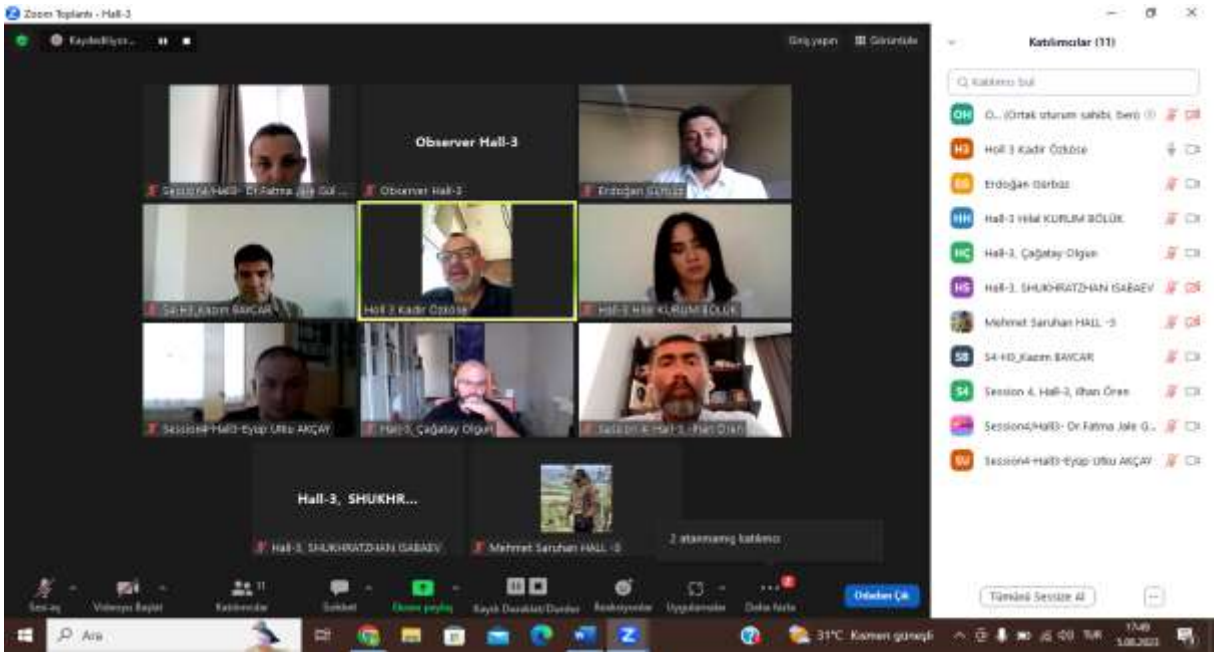

Zoom Toplantı
Kaydediliyor...
Giriş yapan
Observer Hall-2
Hall-2, Elif Çelik Kaya
Observer Hall-2
Hall-2, Hare Kılıçaslan
Hall-2, evinay elif tülük
Hall-2, Dilara Berk Coşkun
Hall-2, Sevde DİNÇER
Hall-2 Deniz KARADAĞ
Hall2 - Simge Güneşer
Hall-2, Aleyna Yıldız
Esengül Salihoğlu
Esengül Salihoğlu
TR
12:53
05.08.2023

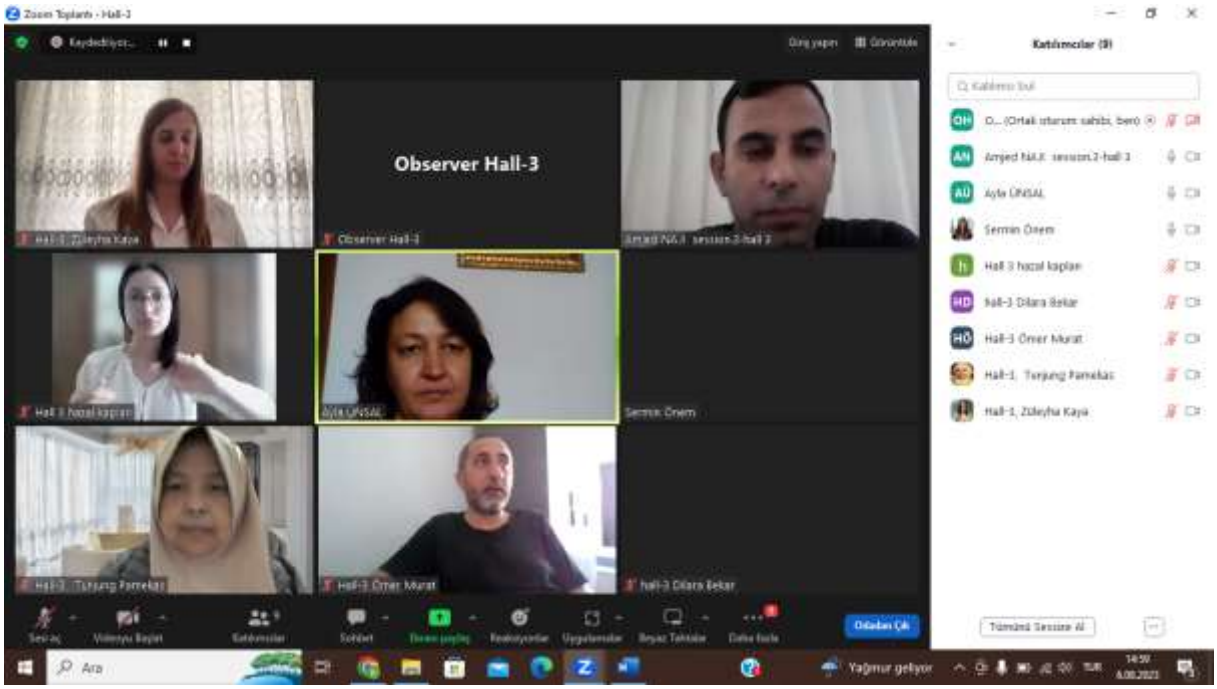

Zoom Toplantı - Hall-2
Kaydediliyor...
Görünüm
Observer Hall-2
Hall-2 - Bayram ÖCAL
Observer Hall-2
Sess.4 - Hall.2 - Hediye AYDOĞAN
Session 4- Hall 2 Ahmet Öksüz
Hall-2, alptuğ aksoy
S4-HALL 2 SERKAN SARIOĞLU
HALL-2 Yavuz Özdemir
Sesi aç
Videoyu Başlat
Katılımcılar
Sohbet
Ekranı paylaş
Kaydı Duraklat/Durdur
Reaksiyonlar
Uygulamalar
Daha fazla
Odadan Çık
17:34
05.08.2023


Zoom Toplantı - Hall-3
Observer Hall-3
Katılımcılar (10)
«Katı Oksit Yakıt Pili (SOFC) Şematiği»
Elektron akışı
Yakıt
Oksijen
$H_2 + O^{-2} \rightarrow H_2O + 2e^-$
$\frac{1}{2}O_2 + 2e^- \rightarrow O^{-2}$
O^{-2}
Anot
Elektrolit
Katot
Su
SOFC Hücresi
Odadan Çık
Tümünü Sessize Al

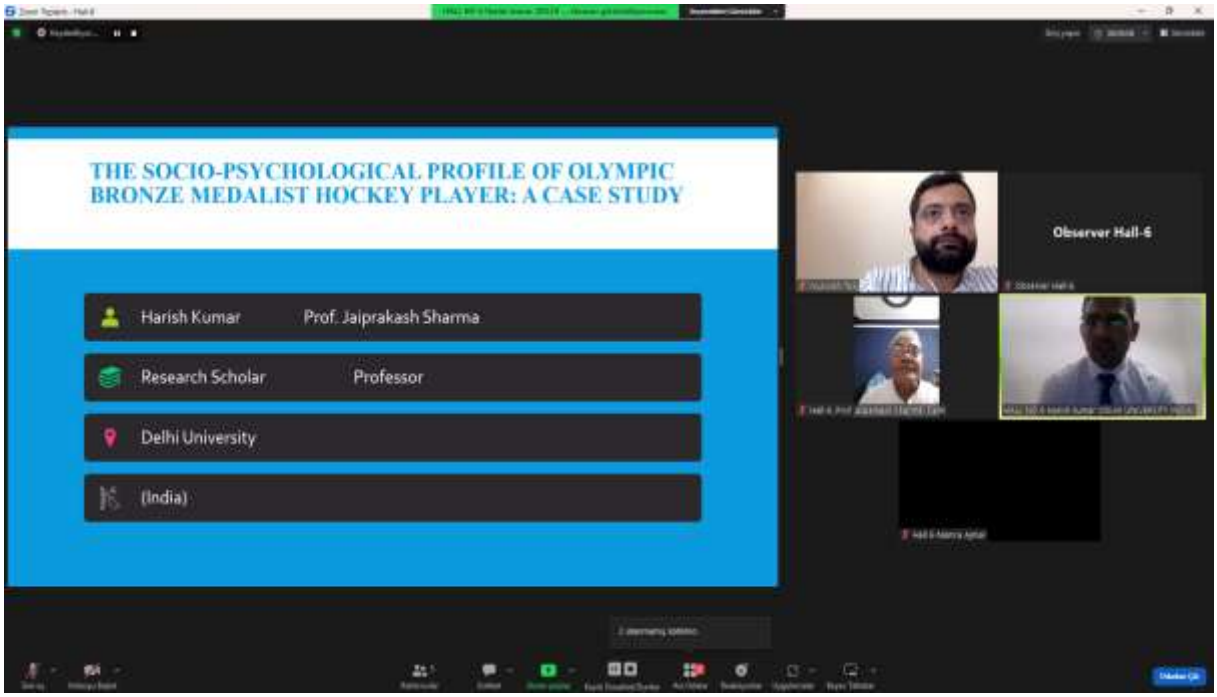

Observer Hall-3
Katılımcılar (6)


Observer Hall-3
Katılımcılar (7)
6
• Omik teknolojileri, klasik moleküler biyolojinin aksine farklı kimyasal maddelere veya toksik etkilere karşı hücrenin verdiği cevabın belirlenmesini ve biyolojik sistemler hakkında çok büyük, hatta neredeyse eksiksiz bilgi toplanmasını sağlar.
• Omik teknolojileri tek organizma hakkında derinlemesine bilgi toplanmayı sağlamanın ötesinde, sistemlere daha geniş bakarak pek çok organizma arasındaki karmaşık etkileşimlerin daha iyi anlaşılmasını sağlayıcı bilgiler de sunar.
• Omic technologies, in contrast to classical molecular biology, allow determining the cell's response to different chemical substances or toxic effects and collecting huge, even almost complete, information about biological systems.
• Beyond providing in-depth information about a single organism, omics technologies also offer insights into systems that provide a better understanding of complex interactions among many organisms by looking at systems more broadly.


Observer Hall-3
Hall-3, SHUKHR...
Katılımcılar (11)


Observer Hall-3
Katılımcılar (9)


Observer Hall-3
Ounis Hadj Moh...
Subhashish Dey
Katılımcılar (7)
N POTHANNA
Subhashish Dey
Session 4 hall 3, Hassane Boudad
Session 4, Hall-3, Tunjung Pame...
Ara
27°C Çok bulutlu


THE SOCIO-PSYCHOLOGICAL PROFILE OF OLYMPIC BRONZE MEDALIST HOCKEY PLAYER: A CASE STUDY
Harish Kumar
Prof. Jaiprakash Sharma
Research Scholar
Professor
Delhi University
(India)
Observer Hall-6

IV. BASKENT INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY STUDIES

August 4-6, 2023
Ankara, Türkiye

CONFERENCE PROGRAM

Online (with Video Conference) Presentation

Meeting ID: 843 0644 7220
Passcode: 040506

Join Zoom Meeting

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ÖNEMLİ, DİKKATLE OKUYUNUZ LÜTFEN / IMPORTANT, PLEASE READ CAREFULLY

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- ✓ Kongre programında yer ve saat değişikliği gibi talepler dikkate alınmayacaktır

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exp. Hall-1, Awais Khan

Meeting ID: 843 0644 7220

Passcode: 040506



Session 4 / Hall-2
05.08.2023
Moderator: Asst. Prof. Dr. Hediye AYDOĞAN
Meeting ID: 843 0644 7220 / Passcode: 040506
Ankara Local Time: 17:30 – 19:30

Author(s)	Title	Affiliation
Bayram ÖCAL Feyyaz ZEREN	THE INVESTIGATION OF EFFECT OF CENTRAL BANK POLICY INTEREST RATE ON SME LOANS VOLUME, INFLATION AND INDUSTRIAL PRODUCTION INDEX: THE CASE OF TURKEY	Yalova University, Türkiye
Yunus YILMAZ Ahmet ÖKSÜZ	THE RELATIONSHIP BETWEEN CREDIT EXPANSION AND ECONOMIC GROWTH IN THE SOUTHEASTERN ANATOLIA REGION	Dicle University, Diyarbakır, Türkiye
Serkan SARIOĞLU Mehmet ASLAN	INDUSTRY 4.0 AND LABOR EVALUATION	Sivas Cumhuriyet University, Sivas, Türkiye
Bilgen Gaye YALPA Alptuğ AKSOY	THE MEDIATING ROLE OF ORGANIZATIONAL COMMITMENT IN THE IMPACT OF LEADERSHIP STYLES ON EMPLOYEE RETENTION: A CONCEPTUAL MODEL PROPOSAL	Osmaniye Korkut Ata University, Osmaniye, Türkiye
Hediye AYDOĞAN	TIMELESS ADS OF TURKEY'S CENTENNIAL BRANDS: NARRATIVE ANALYSIS	Akdeniz University, Antalya, Türkiye
Yavuz ÖZDEMİR Hüseyin ASLAN	INCLUSIVE LEADERSHIP'S IMPACT ON JOB SATISFACTION, THE MEDIATION EFFECT OF PSYCHOLOGICAL SECURITY: A MODEL PROPOSAL	Osmaniye Korkut Ata University, Osmaniye, Türkiye
Salim Sercan SARI Nida Bengisu TORUN	THE EFFECT OF UNIVERSITY STUDENTS' FINANCIAL STRESS ON ACADEMIC ACHIEVEMENT: ERZINCAN BINALI YILDIRIM ÜNİVERSİTESİ ÖRNEĞİ	Erzincan Binali Yıldırım University, Erzican, Türkiye
Adem ELBAŞI Yalçın EKER	THE LANGUAGE OF POLITICAL COMMUNICATION IN MANAGEMENT, ECONOMY AND MIGRATION POLICIES EVALUATION OF USAGE METHODS	İstinye University, İstanbul, Türkiye

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TÜRKİYE'NİN 100 YILLIK MARKALARININ ZAMANI AŞAN REKLAMLARI: ANLATI ANALİZİ

TIMELESS ADS OF TURKEY'S CENTENNIAL BRANDS: NARRATIVE ANALYSIS

Hediye AYDOĞAN

Asst. Prof. Dr., Akdeniz University, Faculty of Communication, Department of Advertising, Antalya, Türkiye

ORCID ID: 0000-0001-9696-8742

ABSTRACT

Being a brand with a deep-rooted history reflects the authenticity, experience and well-established bond between the consumers and brand. This bond is constructed through narratives which communicate the persuasive messages from the brand to the consumers, and these narratives are also efficient in attracting their attention and resisting their ad avoidance. Drawing upon this, the current study aims to explore how the narratives are structured within commercials in regard to chronology-causality, and harmony-maturity. In line with this aim, it employs the narrative analysis method, and analyses the purposively sampled 100th year anniversary commercials of Turkey's centennial brands listed in Turing Century-Old Brands Memory House, established in cooperation with the "Century-Old Brands Association". This memory house hosts forty brands, and the list is extended by adding Arçelik into the sample. Among the forty-one brands, commercials of only thirteen brands (Ali Muhiddin Hacı Bekir, Arçelik, Ariş, Cemilzade, Eyüp Sabri Tuncer, Karaca, Karaköy Güllüoğlu, Komili, Konyalı Lokantası, Petek Saraciye, Stock, Tarihi Sultanahmet Köftecisi, and Vakıf Taşdelen Su) were found, and analysed on MAXQDA 2020 qualitative data analysis software. The study also sought for answers to the questions about the characters, their functions and actions in the narrative, and the results. The findings obtained demonstrated that the events were narrated rationally and in harmony in the chronological order with references to causes, and they were not extraordinary. Drawing upon the findings, this study presents valuable insights for practitioners, brands, and further studies.

Keywords: Advertising, Centennial, Brand, Türkiye, Narrative Analysis