T.C
YEDİTEPE UNIVERSITY
GRADUATE INSTITUTE OF SOCIAL SCIENCES

PRINT MEDIA ADVERTORIALS and ETHICAL DIMENSIONS

by

Sevilay Ulaş

Submitted to the Graduate Institute of Social Sciences
Print Media Advertorials and Ethical Dimensions for the degree of
Master of
Art

ISTANBUL, 2009

T.C.
YEDİTEPE UNIVERSITY
GRADUATE INSTITUTE OF SOCIAL SCIENCES

PRINT MEDIA ADVERTORIALS and ETHICAL DIMENSIONS

by

Sevilay Ulaş

Supervisor
Doc. Dr. Yusuf Devran

Submitted to the Graduate Institute of Social Sciences
Print Media Advertorials and Ethical Dimensions for the degree of
Master of
Art

ISTANBUL, 2009

PRINT MEDIA ADVERTORIALS AND ETHICAL DIMENSIONS

By
Sevilay Ulaş

Approved by :

Prof. Dr. Ayseli Usulata.....

Prof. Dr. Ersan İlal.....

Doç.Dr. Yusuf Devran.....

Date of Approval by the Administrative Council of the Institute

06./11./ 2009

TABLE OF CONTENTS

LIST OF ABBREVIATONS

PR: Public Relations
ASME : American Society of Magazine Editors
J&B : İt is a brand mark
ORSA : İt is a Public Relations Consultancy
TV:Television
AT&T: İt is a telecommunication firm
NGO: Non – Governmental Organization

LIST OF FIGURES

FIGURE PAGE

Acknowledgements

I would like to offer my respect and thanks to my husband, Turgay Ulaş, first of all, who has never deny his material and spiritual support and has been always with me; to my son, Can, to whom I could not pay sufficient attention during this period; to all my family, especially my mother, who have never denied their support to me and have acted as a natural thrusting force for my thesis writing; to Assoc. Prof. Dr. Yusuf Devran, who has helped me continue my thesis writing and has not denied his support to me; to Assoc. Prof. Dr. İzzet Bozkurt, of whom I was an assistant during my undergraduate and graduate education as a student, who has always supported and helped in a friendly way; to Prof. Dr. Ayseli Usluata, who has not denied her support to me after my acceptance to the graduate program and helped me continue with my graduate education; to my headnurse, Gökçen Özkul, who helped me with my thesis writing giving me permission; to Fatmagül Emen, who was one of my classmates during my graduate education helping and sharing with me the same feelings and to all those who have helped me.

ABSTRACT

One of the most important concerns in the advertising sector is the diversity of the needs and wants of consumers / readers.

Due to various developments and changes around the world, readers face lots of advertising messages in a day. In this sense, different advertising strategies appear.

This thesis includes print media advertorials which is accepted as a new advertising strategy. In the research section, in-depth and focus group techniques are used and define the perception of print media advertorials by readers are defined. In addition, how they code print media advertorials are analyzed the usage of advertorials in print media around ethical boundaries is discussed on.

In the last part, the research results are evaluated and recommendations are made according to the needs and limitations defined by the thesis.

ÖZET

Özellikle son beş yıl içerindeki reklam sektöründe önemi gün geçtikçe artan alanlardan / konulardan biri de tüketicilerin / okurların ihtiyaçlarının ve beklentilerinin değişmesidir.

Dünyadaki değişme ve gelişmelerle birlikte okurlar gün içerisinde birçok reklam mesajına maruz kalmaktadırlar. Bu durum farklı reklam stratejilerinin doğmasına sebep olmuştur.

Bu tez çalışması bir reklam stratejisi olarak kabul edilen, yazılı basında kullanılan advertorialları içermektedir. Araştırma bölümünde in depth ve focus group yöntemleri kullanılmıştır. Araştırmada okurların yazılı basın advertorialları nasıl algıladıkları / kodladıkları, advertorialların kullanımları ve etik boyutu incelenmiştir.

Son bölümde ise, araştırma sonuçları değerlendirilmiş ve konu ile ilgili- belirlenen eksilikler doğrultsunda- önerilerde bulunulmuştur.

Chapter 1: Introduction

When we look at the developments and changes around the world, we can see easily that they are combined with each other. Technological developments and changes affect human beings' life. And also these developments and changes directly effect production of messages of advertising / marketing for the consumers.

Consumers face a lot of advertising messages. There is some noise between consumers and producers. Therefore, owners and message producers try to find out different message channels to reach their consumers.

Today, advertorials became a more popular advertising strategy in this situation. This study aims to focus on advertorials and calculate how they are perceived by readers. And it analyses calculate how news are separated from advertorials by ethical standards.

Firstly, this study will examine what is an advertorial and its features as well as the background of advertorials. Focus group and in – depth research methods are used in this study. In second part of the study, there is a discussion on the research results. This part is focused on the effectiveness advertorials and preferences of readers/consumers in addition to owners also advertisers. In this part of the study, it is focused on the ethical boundaries of advertorials, as well.

In the conclusion part, the research results of the study about the advertorial effectiveness, reasons for preferences of corporations and advertisers summarized.

1.1. Literature Review

Advertorial is a blend of advertisement and editorial. It is a combination of display advertising and editorial comments (Wiechman, 1993:6). In other words, advertorial is a kind of advertisement that looks like editorial (Brown, 2001:23).

The term 'advertorial' is derived from the words advertisement and editorial, and this combination also defines the main characteristic of the advertorial. An advertorial message integrates a marketing message with editorial content and while this content is valuable for readers, it also provides a chance for companies to promote their business.[1]

Advertorials that are editorial like advertising has gained more importance (Cameron and Ju-Pak, 2000:12). Today advertorials are one of the well known methods of communication sector. Different organizations or companies may have different aims or reasons to use advertorials. For instance, sometimes companies use advertorials for attributing new dimensions to an existing brand, company or product, and sometimes advertorials can be used for delivering totally new messages about new brand, company, product or issue. Advertisers either use advertorials alone or they can use traditional advertisement methods with advertorials as additional support for reinforcing the given message. Advertising alone may not generate selling; however, a combination of traditional display advertising and advertorials can be very effective. [2]

The cosmetic sector, medicine and technology sectors are the major sectors that use advertorials. Especially the medicine sector uses the advertorial method very often since the authorities do not allow the traditional type of advertisement for medicine products. In addition, the technology and cosmetic sectors use advertorials to

[1] Available at www.sma7llbusinessresources.com/dec98creativelink.htm.

[2] Available at www.smallbusinessresources.com/dec98creativelink.htm.

introduce a new product or to give more detailed information about their brands, products or companies (Marketing Turkiye, 2002: 35).

According to the article called "Bu Bir Reklam Değildir!" ("This is not an Advertisement!"), advertorials are mostly used by public relations instead of advertising specialists (Marketing Turkey, 2002: 35). Again in the same article it is possible to find various interviews done with PR and advertising specialists that have different points of view.

For instance, Meral Saçkan, director of one of the Public Relations Agency, mentions that advertorials is an advertising tactic but it can be used by public relations specialists like advertising specialists. In addition, Paul McMillan (the chief of the board of directors of RPM Agency) indicates that an advertorial is a type of camouflage advertising, which depends on propaganda.

However, Selda Sedes from Ogily and Mather Agency mentions that since advertorials cannot build brand value for a product unlike advertising and advertorials can only expose the advantages different attributions of a product, they must be accepted as a public relations instrument (Kavaz, 2004:46).

The news format gives information credibility because people accept the news as true and impartial. Actually, credibility has many aspects. However, from the consumers' point of view credibility is a question of whether products perform what their ads declare or whether the ads inform them sufficiently about the products (Bartos and Dunn:51).

The table below (Kavaz, 2004:49) gives a summary of the differences between publicity and advertorials:

Publicity	**Advertorials**
Generally, it hasn't got an identified sponsor (message is not paid).	Generally, it has got an identified sponsor (message is paid).

Content is un-controllable	Content is controllable
Mostly, time and place is not controllable	Mostly, time and place is controllable

Table 1: Differences between Publicity and Advertorials

Different companies may have different reasons to use print media advertorials: They have credibility as they resemble editorial copies and the news and that is why consumers find them more persuasive (Kim et al., 2001). In order to be effective, copy writers try to write advertorials that look like an actual editorial copy, and they determine the appropriate size accordingly. For instance, if an advertorial appears in a magazine or the supplementary pages of a newspaper, they may take a large place (half or full page) on the media.[3]

On the other hand, some authorities believe that since there are various advertisement methods and tactics, the advertorial methods are totally unnecessary and unethical (Marketing Turkey, 2002: 34). Indeed, blurring occurs when advertorials masquerade as editorial items. Newspapers should safeguard their editorial credibility by making advertorials distinct from editorial content. (Cameron and Ju-Pak, 2000: 15).

Palabrica mentions that readers are intelligent enough to realize the difference between an editorial and an advertorial:

> Some people think advertorials are deceptive and should therefore be disallowed. The Inquirer believes, however, that given the level of intelligence of its readers, it is fair to assume that they can easily discern the difference between a news report and advertorial.[4]

[3] Available at www.mrfire.com/articles/0043.html.

[4] Available at www.inq7.net /opi/2002/jul/15/opi_rjpalabrica-1.htm

The American Society of Magazine Editors (ASME) developed a set of guidelines for making advertorials distinct from editorials for editors, and these can be listed as following:

- In order to be identified an advertorial, it label must be provided on or near the top of every page;
- A label must be distinct from an editorial copy in size and style;
- A label must be distinct from an advertorial copy in size and style;
- An advertorial copy must be completely different from an editorial copy in size and style;
- Sponsor identification must be done;
- Sponsor logo must be present on advertorials;
- News/information headlines in advertorials are not allowed; and
- Bylines and datelines in advertorials are not allowed.[5]

1.2. Research Methods

1.2.1. Problem Statement

Advertorials is a strategy produced by using the value of a news item and the persuasion code of a commercial together. When a company or a product is advertised readers are having difficulties to separate the editorials from the news or advertisement. This causes them to read the advertisement as news (one of the effects of an editorial). This situation causes the press lose persuasiveness and reliability in the eyes of readers. And this is a major problem for the press.

Beside this, there is the problem of perception that specially arises from using

[5] Available at www.asme.magazine.org/guidelines/2002_guidelines.pdf.

advertorials on the press because they do not have standard usage in terms of design, size, location, page and the expression used. Because there is no standard application readers confuses the news with advertisements. And this affects persuasiveness.

1.2.2. Subject of the Study

This study analyzes how the advertorials are perceived by their readers. And it analyzes how advertorials are distinguished from the news.

1.2.3. Purpose of the Study

The main purpose of this study is to find out how readers distinguish between advertorials and the news. Accordingly, the main questions asked in this study are as follows:

Q1) Do consumers/readers make a differentiation between the news and advertorials?

Q1a) Does preparing advertorials in the news format make readers unaware about reading advertorials as an advertisement?

Q1b) How would readers perceive advertorials in terms of their style of properties; would readers believe publicities, editorials or advertorials in the news format?

Q2) What is the difference in terms of effectiveness between advertisement and advertorials?

Q3) What are the reasons that make people use advertorials?

Q4) Why do they prefer an advertorial instead of an advertisement?

1.2.4. Hypothesis

Readers can't easily distinguish the news from the advertorials on the press. They might percept advertorials as the news about a product. This also creates problems in the ethical boundaries of the print media.

1.2.5. Importance of the Study

a) This study contributes to the literature by giving information about readers' preferences for advertorials.

b) The research results can be used as a valuable source by organizations and advertisers about the print media advertorials during the choice period.

c) Another importance of this study is that information about readers preferences for advertorials they do not distinguish from the news can be used to calculate the efficiency of their advertorials by organizations.

1.2.6. Limitations

1. This study is limited by print media advertorials. Only newspapers advertorials with a slogan are used in this research. (Since newspapers have a section that is reserved for advertorials and also advertorials are mostly used in the newspapers this choice has been made.)

2. Another limitation is that the analysis of an editorial is only made for the written press needs. No polls were created for the comparison of an advertisement and an advertorial to understand their effectiveness.

3. This study focuses on the print media advertorials samples defined before research. Samples were processed over the two groups including eight people each. Thus, these results can not be generalized to the overall population.

1.3. Methodology

1.3.1. Data Collection Procedures

In this research primary and secondary data collection procedures are used. First sources are searched. The source search is made in the written press. In this research in-depth and focus group procedures are applied. In the choice of advertorials, one sample for each type of published advertorials was used and the research was made upon these samples.

1.3.2. Participants

The focus group study was done with two groups composed of 8 people each, which was selected before. 51% of the participants were female while 49% were male. In the selection of the participants, their educational background and socio-economic status were paid attention.

The in-depth interviews were made with 3 major groups. The first group was composed of those who have advertisements published, the second was agencies and the third was reporters. Interviews were organized around certain questions.

1.3.3. Instruments

In this research focus group and in-depth interviewing procedures were used. Besides, this study provides a review of the literature.

1.3.4. Construction of Data Collection Instruments

After the research on the primary and secondary sources, it was seen that advertorials are found more often in the newspapers Hürriyet, Sabah and Posta. Thus,

these three newspapers were used for the research. The months May and October are accepted in the media as the second media planning terms during which advertorials are seen more often. For this reason the advertorials published between this months were analyzed. The advertorials were not classified by their sector or subject. However, it was seen that most of the advertorials were on the cosmetics technology and baby-food.

1.3.5. Data Analysis Procedures

The results from the focus group study and the in-depth interviews were written as a research report.

Chapter 2: Advertorials

2.1. The Definition and Types of Advertorials

There are some words or terms that are used in specific fields and these terms are only known by the people in these fields. The term advertorial is also one of the words used in marketing or advertising fields and consumers may not understand this term (Marketing Turkiye, 2002: 36). In addition, the origin of the word is not Turkish, which can create a problem in readers' perception. Therefore, it is not sufficient to alert readers merely by writing "advertorial"; instead advertisers must write "This is an advertisement or an announcement" near the advertorial.

Definitions of an advertorial found in different sources are given below: The noun advertorial was actually 'discovered' as early as 1961, when it made an inexplicable appearance in Webster's Third New International Dictionary. The term *advertorial* suggests that the advertiser is placing a clearly identified message (or editorial) to bring some topic to the attention of readers or listeners. A company, special-interest group, or organization would place an ad to promote an idea rather than a product (Russell and Lane, 1996: 27).

An advertorial is an advertisement written in the form of an objective opinion editorial, and presented in a printed publication –usually designed as a legitimate and independent news story. The term "advertorial" is a portmanteau of "ad" and "editorial".[6]

[6] Available at http://en.wikipedia.org/wiki/Advertorial.

Advertorials are a powerful medium as they are designed to 'stand out' from traditional display advertisements. They reflect the editorial style of our magazine and are perfect for demonstrating the versatility of your product.[7]

An advertorial or infomercial is an advertisement designed to stimulate editorial content, while at the same time offering valid information to your prospective clients.[8]

The advertorial-a print advertisement disguised as editorial material-is a common type of camouflaged advertising, particularly in magazines (Kim, 200: 265).

Advertorials commonly advertise news products or techniques (…) The tone is usually closer to that of a press release than of an objective news story: advertisers will not spend Money[4].

Successfully writing a powerful advertorial or infomercial that will increase company's sales and effectively communicate company's marketing message requires special skills and knowledge.[9]

Advertorial is a kind of advertisement that looks like editorial (Brown, 2001).

The term 'advertorial' is derived from the words advertisement and editorial, and this combination is also defines the main characteristics of the advertorial.[10]

The *advertorial* – a print advertisement disguised as editorial material- is a common type of camouflaged advertising, particularly in magazines (Kim and Pasedeos, 2001: 265).

---

[7] Available at http://www.telegraph.co.uk/pressoffice/main.jhtml?xml=/pressoffice/advertising/telmagadvert.xml.

[8] Available at http://www.advertorial.org

[9] Available at http://www.advertorial.org.

[10] Available at (www.smallbusiness.com/dec98creativelink.htm).

Advertorial is a blend of advertisement and editorial. A combination of display advertorial and editorial comments (Wiechman, 1993:6).

2.1.2. Types of Advertorials

Advertorials can be categorized into four categories according to the media. They are mentioned in following:

2.1.2.1. Television advertorials

TV became more popular medium with the developments on broadcasting with the cable and special TV channels in recent years. This also affects the choices of the advertisers in advertising and promoting their products or services. In this sense, TV advertorials are becoming more and more popular. Also, special periods have emerged called advertorial periods like on TV so as to make advertorials more credible.

However, since the number of TV channels is increasing day by day, audiences get more chance to skip advertising sections by zapping and this situation encourages advertisers to apply advertorials, because advertorials are added-value advertisements (Carol, 1998: 265) with certain advantages

On the other hand, because of their similarities sometimes TV advertorials are referred as infomercials. However, essentially they are not same. Infomercials are extended advertisements, which marketers buy for 5 to 60 minutes TV time and run a documentary or entertainment program (Semenik, 2002: 283).

2.1.2.2. Print media advertorials

Actually, especially print media advertorials have been used since the beginning of 1950s, but in recent years they have become more popular. The form of

print media advertorials is the same as the news and their context is to advertise or promote the products or services. The notion of print media advertorials gets the value form from publicity and the context of product/service promotion from the advertisement in editorial/news content. Their copies also have the graphics or photos of the products found in advertorials.

If an advertorial involves testimonial, editorial copy may involve quotes from real experts and also their photos.[11]

Different companies may have different reasons to use print media advertorials, but most of the time they are used because they look like an editorial copy or a news item and they have credibility. Actually, that is why consumers find them more persuasive (Kim et al., 2001: 266).

The coverage of print media advertorials became wider and it usually consists of consist of technology, cosmetics, health topics. Especially, they appear in the magazines – on one or more than one pages at the same time- which give a place to these topics.

Print media advertorials can hold consumers' attention because of their credibility, which comes from the news format. They are much more effective than the TV and other types of advertorials.

2.1.2.3. Web advertorials

The effectiveness and usage of web advertorials are different from other types of advertorials. Generally e-commerce sponsorship includes an organization

[11] Available at http://www.mrfire.com/articles/0043.html.

dominating a given section of a web-site and this involves full color logos, links etc. (Mara, 2000: 86).

On the internet, this emerges into a hybrid model because it mixes information with advertising like infomercials. If it works well, it is respectable. However, if it is poorly presented it can be extremely harmful, because customers may feel as if they were are deceived.[12]

There are certain differences between the forms and effectiveness of print and online advertorials. They are listed below:

- Print media attracts advertisers through unbiased reporting. Advertisers interrupt the information through classified ads, display ads, and full page advertising. Businesses buy space. Consumers buy the products or services if they stop reading the information and respond to the ad.
- Online advertisers reach audiences through endorsement and recommendation. Placing an ad to interrupt a web page, like a banner ad, simply does not yield performance in sales or traffic. But if the article favorably recommends a product, and there's a link, the sales will increase. Business don't buy space, they try to work into a favorable positioning within the web site. Consumers buy the recommendation within the information.[13]

2.1.2.4. Radio advertorials

The form of radio advertorials is different from the form/context of print media and TV advertorials. Although some writers believe that the roots of advertorials are based on radio sponsorship, today radio advertorials are not as popular as printed advertorials (Pachuta, 2001).

[12] Available at www.revenews.com/advice/strategy/fineline.html.

[13] Available at http://www.revenews.com/advice/strategy/fineline.html.

Radio advertorials are broadcasted into few minutes and when there is no advertising period, it is emphasized that 'this is an advertorial'.

2.2. Background of Advertorials

The noun advertorial was actually 'discovered' as early as 1961 when it made an inexplicable appearance in Webster's Third New International Dictionary.[14]

Advertorials have been used since the early 1900s. To sell to the government and the public an intelligent and monopolistic national telephone system AT&T (the American Telephone and Telegraph Company) started a print media campaign in 1908 and AT&T used advertorials to merge with other utility companies (Brown, 2001: 4). During the economic depression around the world, most of the organizations and NGOs used advertorial campaigns to overcome the depression. These advertorial campaigns can be accepted as an important medium to reach their goals. In this sense; Brown has pointed out following:

> Business while dominant was not alone in conducting advertorial campaigns. Labor unions since 1930s have used them in the struggle to obtain collective bargaining rights, promote wages and working conditions legislation, promote unionism, and exclude cheap foreign-made goods (Kavaz, 2004:53).

Later from the beginning of 1950s onwards organizations began to use advertorials closer to today's format as illustrated by Figure1.1 below, which was published in Daily News in 1951.[15]

An interesting example of such usage of advertising space also appeared in the December, 1951, in one issue of the *Atlantic Monthly*. A standard-form advertisement was run in that issue by the American Iron and Steel Institute. This advertisement in A*tlantic* article is shown in the Figure 2 below. In "An Atlantic Public Interest

[14] Available at http://www.advertorial.org.
[15] Available at http://scriptorium.lib.duke.edu/adaccess/BH/BH19/BH1945-72dpi.jpeg.

Advertisement" it was said that the only difference was a bold heading on each page. The advertisement was referred to as an "advertorial," thus implying an editorial type of material run in space purchased by the writer or sponsoring firm.

HOW MUCH STEEL IS ENOUGH?

Something new is happening in the world . . . Our country is producing products for everyday life at near-record rates, while at the same time a re-armament program costing many billions of dollars is under way. How much of our steel would you guess is needed for defense? How much is left for civilian use? Read the surprising facts:

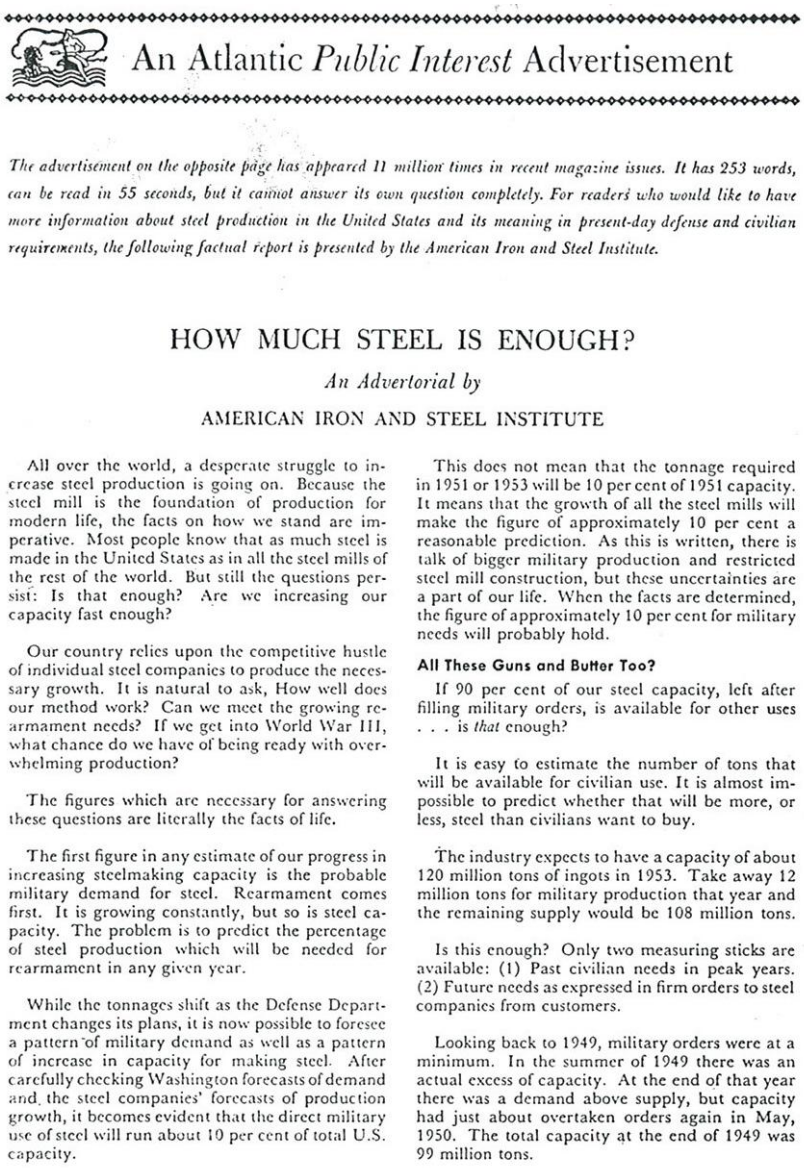
MORE! MORE! MORE! Picture shows expert steel worker "shaping up" the slag in open hearth by adding fluorspar. More than 600,000 workers and 250 steel companies are in a hurry.

39 DAYS: This is the "bell" which caps a blast furnace. One steel company tore down an old blast furnace and replaced it with new one in one month and nine days.

FACTUAL INFORMATION on the problems of ore and fuel supply, transportation, construction, process improvement, financing, consumption of steel and other questions inherent in the expansion of the steel industry are interesting to all inquiring minds. We issue background studies on these subjects. For basic information on our steel capacity, just write American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York, and ask for booklet: "How Much Steel is Enough?"

GUNS AND BUTTER WITHIN: This year American steel companies will make about 106 million tons of steel. By 1953, they will be able to make about 120 million tons. The re-armament program, as it now stands, calls for less than 11% of 1953 capacity. This means more than 100 million tons will be available for civilian products in 1953. That is more than we have ever used in any year.

Figure 1. *An Example of the Previous Advertorials Close to Today's Format, Published in Daily News in 1951.*



An Atlantic *Public Interest* Advertisement

The advertisement on the opposite page has appeared 11 million times in recent magazine issues. It has 253 words, can be read in 55 seconds, but it cannot answer its own question completely. For readers who would like to have more information about steel production in the United States and its meaning in present-day defense and civilian requirements, the following factual report is presented by the American Iron and Steel Institute.

HOW MUCH STEEL IS ENOUGH?

An Advertorial by

AMERICAN IRON AND STEEL INSTITUTE

All over the world, a desperate struggle to increase steel production is going on. Because the steel mill is the foundation of production for modern life, the facts on how we stand are imperative. Most people know that as much steel is made in the United States as in all the steel mills of the rest of the world. But still the questions persist: Is that enough? Are we increasing our capacity fast enough?

Our country relies upon the competitive hustle of individual steel companies to produce the necessary growth. It is natural to ask, How well does our method work? Can we meet the growing rearmament needs? If we get into World War III, what chance do we have of being ready with overwhelming production?

The figures which are necessary for answering these questions are literally the facts of life.

The first figure in any estimate of our progress in increasing steelmaking capacity is the probable military demand for steel. Rearmament comes first. It is growing constantly, but so is steel capacity. The problem is to predict the percentage of steel production which will be needed for rearmament in any given year.

While the tonnages shift as the Defense Department changes its plans, it is now possible to foresee a pattern of military demand as well as a pattern of increase in capacity for making steel. After carefully checking Washington forecasts of demand and the steel companies' forecasts of production growth, it becomes evident that the direct military use of steel will run about 10 per cent of total U.S. capacity.

This does not mean that the tonnage required in 1951 or 1953 will be 10 per cent of 1951 capacity. It means that the growth of all the steel mills will make the figure of approximately 10 per cent a reasonable prediction. As this is written, there is talk of bigger military production and restricted steel mill construction, but these uncertainties are a part of our life. When the facts are determined, the figure of approximately 10 per cent for military needs will probably hold.

All These Guns and Butter Too?

If 90 per cent of our steel capacity, left after filling military orders, is available for other uses . . . is *that* enough?

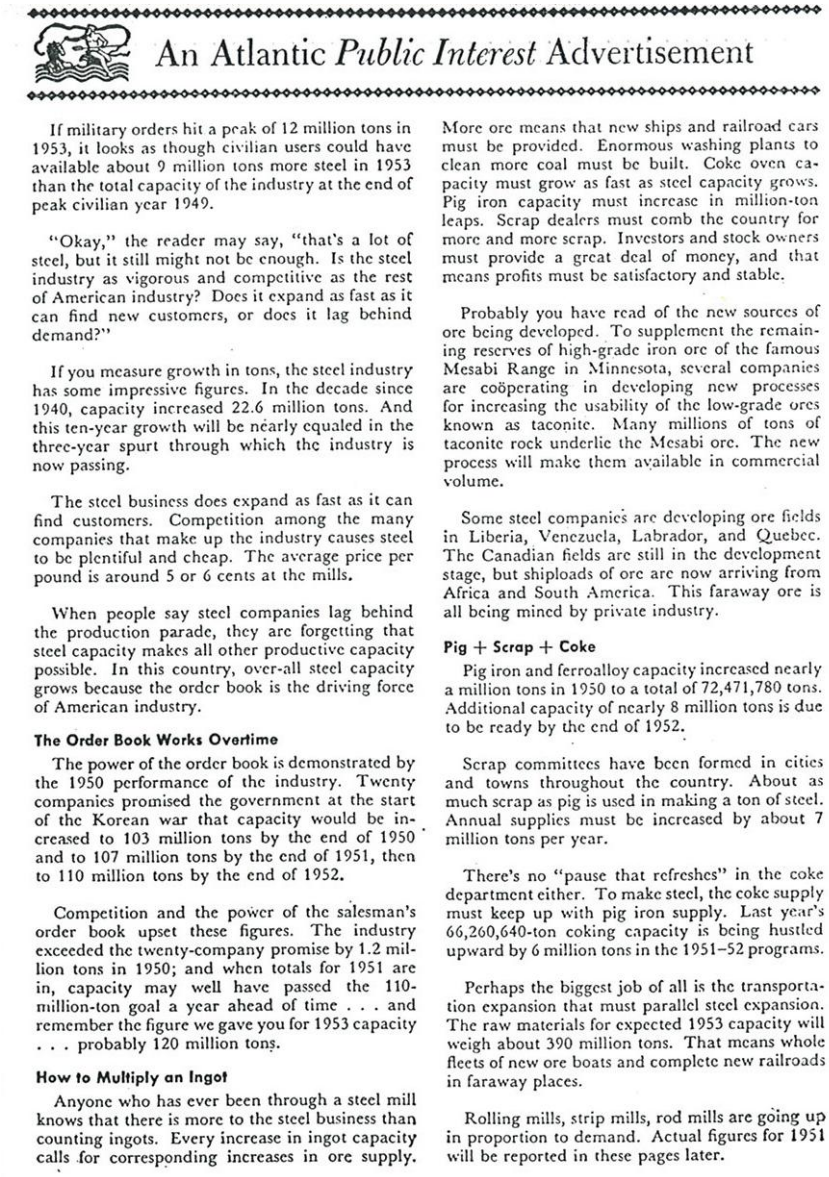
It is easy to estimate the number of tons that will be available for civilian use. It is almost impossible to predict whether that will be more, or less, steel than civilians want to buy.

The industry expects to have a capacity of about 120 million tons of ingots in 1953. Take away 12 million tons for military production that year and the remaining supply would be 108 million tons.

Is this enough? Only two measuring sticks are available: (1) Past civilian needs in peak years. (2) Future needs as expressed in firm orders to steel companies from customers.

Looking back to 1949, military orders were at a minimum. In the summer of 1949 there was an actual excess of capacity. At the end of that year there was a demand above supply, but capacity had just about overtaken orders again in May, 1950. The total capacity at the end of 1949 was 99 million tons.

Figure 1.1 *A Sample Advertorial Ppublished in Atlantic Monthly in December, 1951.*



An Atlantic *Public Interest* Advertisement

If military orders hit a peak of 12 million tons in 1953, it looks as though civilian users could have available about 9 million tons more steel in 1953 than the total capacity of the industry at the end of peak civilian year 1949.

"Okay," the reader may say, "that's a lot of steel, but it still might not be enough. Is the steel industry as vigorous and competitive as the rest of American industry? Does it expand as fast as it can find new customers, or does it lag behind demand?"

If you measure growth in tons, the steel industry has some impressive figures. In the decade since 1940, capacity increased 22.6 million tons. And this ten-year growth will be nearly equaled in the three-year spurt through which the industry is now passing.

The steel business does expand as fast as it can find customers. Competition among the many companies that make up the industry causes steel to be plentiful and cheap. The average price per pound is around 5 or 6 cents at the mills.

When people say steel companies lag behind the production parade, they are forgetting that steel capacity makes all other productive capacity possible. In this country, over-all steel capacity grows because the order book is the driving force of American industry.

The Order Book Works Overtime

The power of the order book is demonstrated by the 1950 performance of the industry. Twenty companies promised the government at the start of the Korean war that capacity would be increased to 103 million tons by the end of 1950 and to 107 million tons by the end of 1951, then to 110 million tons by the end of 1952.

Competition and the power of the salesman's order book upset these figures. The industry exceeded the twenty-company promise by 1.2 million tons in 1950; and when totals for 1951 are in, capacity may well have passed the 110-million-ton goal a year ahead of time . . . and remember the figure we gave you for 1953 capacity . . . probably 120 million tons.

How to Multiply an Ingot

Anyone who has ever been through a steel mill knows that there is more to the steel business than counting ingots. Every increase in ingot capacity calls for corresponding increases in ore supply. More ore means that new ships and railroad cars must be provided. Enormous washing plants to clean more coal must be built. Coke oven capacity must grow as fast as steel capacity grows. Pig iron capacity must increase in million-ton leaps. Scrap dealers must comb the country for more and more scrap. Investors and stock owners must provide a great deal of money, and that means profits must be satisfactory and stable.

Probably you have read of the new sources of ore being developed. To supplement the remaining reserves of high-grade iron ore of the famous Mesabi Range in Minnesota, several companies are coöperating in developing new processes for increasing the usability of the low-grade ores known as taconite. Many millions of tons of taconite rock underlie the Mesabi ore. The new process will make them available in commercial volume.

Some steel companies are developing ore fields in Liberia, Venezuela, Labrador, and Quebec. The Canadian fields are still in the development stage, but shiploads of ore are now arriving from Africa and South America. This faraway ore is all being mined by private industry.

Pig + Scrap + Coke

Pig iron and ferroalloy capacity increased nearly a million tons in 1950 to a total of 72,471,780 tons. Additional capacity of nearly 8 million tons is due to be ready by the end of 1952.

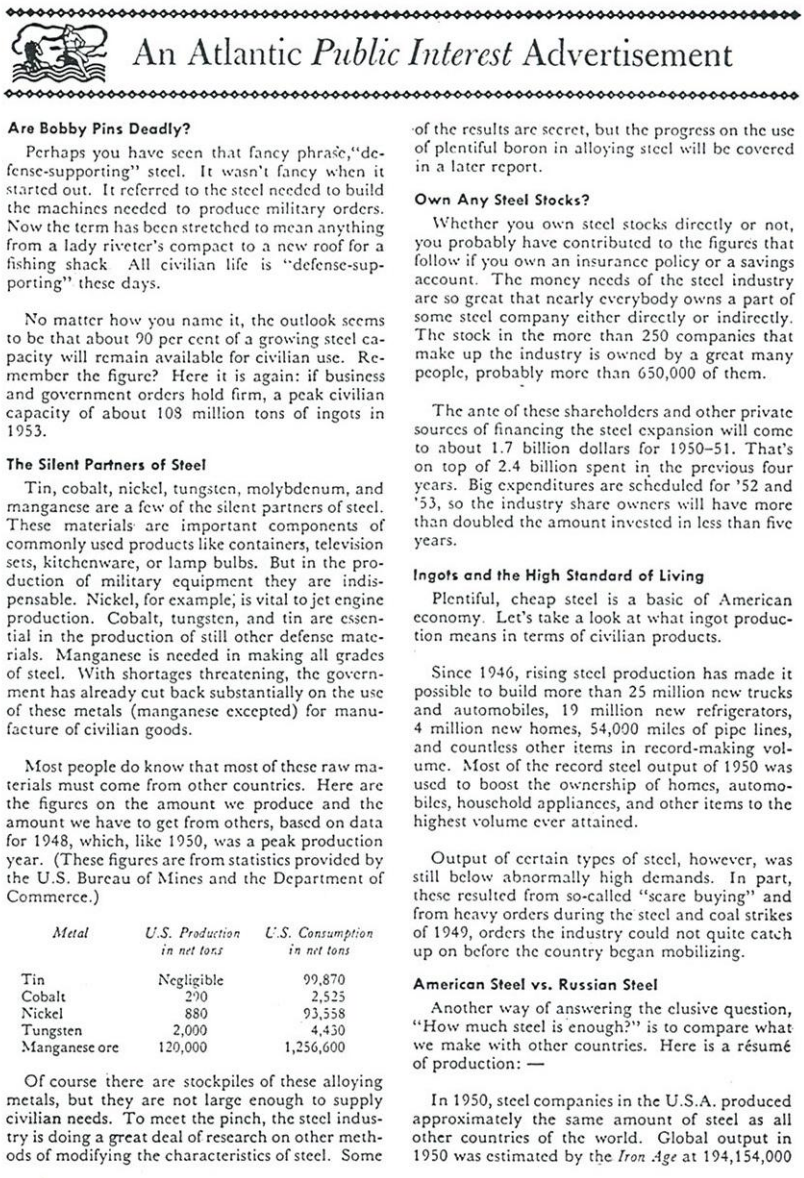
Scrap committees have been formed in cities and towns throughout the country. About as much scrap as pig is used in making a ton of steel. Annual supplies must be increased by about 7 million tons per year.

There's no "pause that refreshes" in the coke department either. To make steel, the coke supply must keep up with pig iron supply. Last year's 66,260,640-ton coking capacity is being hustled upward by 6 million tons in the 1951–52 programs.

Perhaps the biggest job of all is the transportation expansion that must parallel steel expansion. The raw materials for expected 1953 capacity will weigh about 390 million tons. That means whole fleets of new ore boats and complete new railroads in faraway places.

Rolling mills, strip mills, rod mills are going up in proportion to demand. Actual figures for 1951 will be reported in these pages later.

Figure 1.2. *A Sample Advertorial Published in Atlantic Monthly in the 1950s.*



An Atlantic *Public Interest* Advertisement

Are Bobby Pins Deadly?

Perhaps you have seen that fancy phrase,"defense-supporting" steel. It wasn't fancy when it started out. It referred to the steel needed to build the machines needed to produce military orders. Now the term has been stretched to mean anything from a lady riveter's compact to a new roof for a fishing shack All civilian life is "defense-supporting" these days.

No matter how you name it, the outlook seems to be that about 90 per cent of a growing steel capacity will remain available for civilian use. Remember the figure? Here it is again: if business and government orders hold firm, a peak civilian capacity of about 108 million tons of ingots in 1953.

The Silent Partners of Steel

Tin, cobalt, nickel, tungsten, molybdenum, and manganese are a few of the silent partners of steel. These materials are important components of commonly used products like containers, television sets, kitchenware, or lamp bulbs. But in the production of military equipment they are indispensable. Nickel, for example, is vital to jet engine production. Cobalt, tungsten, and tin are essential in the production of still other defense materials. Manganese is needed in making all grades of steel. With shortages threatening, the government has already cut back substantially on the use of these metals (manganese excepted) for manufacture of civilian goods.

Most people do know that most of these raw materials must come from other countries. Here are the figures on the amount we produce and the amount we have to get from others, based on data for 1948, which, like 1950, was a peak production year. (These figures are from statistics provided by the U.S. Bureau of Mines and the Department of Commerce.)

Metal	*U.S. Production in net tons*	*U.S. Consumption in net tons*
Tin	Negligible	99,870
Cobalt	290	2,525
Nickel	880	93,558
Tungsten	2,000	4,430
Manganese ore	120,000	1,256,600

Of course there are stockpiles of these alloying metals, but they are not large enough to supply civilian needs. To meet the pinch, the steel industry is doing a great deal of research on other methods of modifying the characteristics of steel. Some of the results are secret, but the progress on the use of plentiful boron in alloying steel will be covered in a later report.

Own Any Steel Stocks?

Whether you own steel stocks directly or not, you probably have contributed to the figures that follow if you own an insurance policy or a savings account. The money needs of the steel industry are so great that nearly everybody owns a part of some steel company either directly or indirectly. The stock in the more than 250 companies that make up the industry is owned by a great many people, probably more than 650,000 of them.

The ante of these shareholders and other private sources of financing the steel expansion will come to about 1.7 billion dollars for 1950–51. That's on top of 2.4 billion spent in the previous four years. Big expenditures are scheduled for '52 and '53, so the industry share owners will have more than doubled the amount invested in less than five years.

Ingots and the High Standard of Living

Plentiful, cheap steel is a basic of American economy. Let's take a look at what ingot production means in terms of civilian products.

Since 1946, rising steel production has made it possible to build more than 25 million new trucks and automobiles, 19 million new refrigerators, 4 million new homes, 54,000 miles of pipe lines, and countless other items in record-making volume. Most of the record steel output of 1950 was used to boost the ownership of homes, automobiles, household appliances, and other items to the highest volume ever attained.

Output of certain types of steel, however, was still below abnormally high demands. In part, these resulted from so-called "scare buying" and from heavy orders during the steel and coal strikes of 1949, orders the industry could not quite catch up on before the country began mobilizing.

American Steel vs. Russian Steel

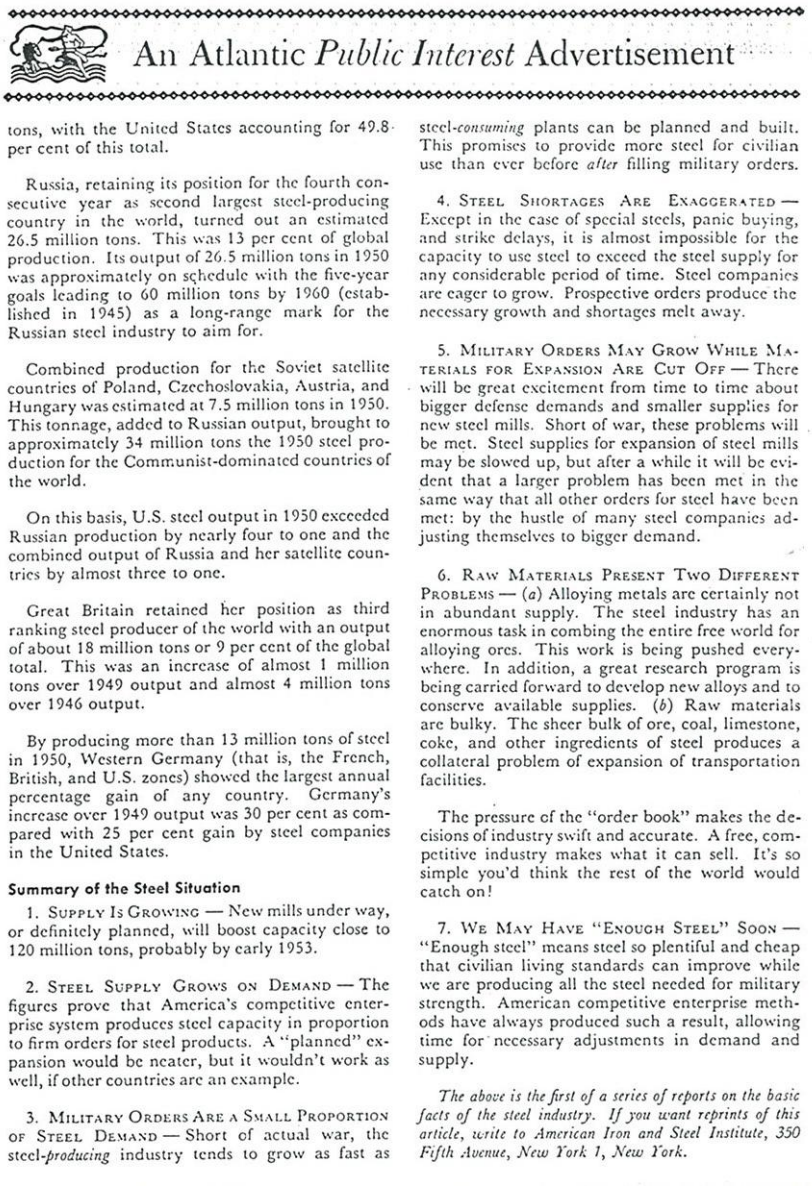
Another way of answering the elusive question, "How much steel is enough?" is to compare what we make with other countries. Here is a résumé of production: —

In 1950, steel companies in the U.S.A. produced approximately the same amount of steel as all other countries of the world. Global output in 1950 was estimated by the *Iron Age* at 194,154,000

Figure 1.3. *One of the First Advertorials Published in Atlantic Monthly in 1950.*

Mr. Donald B.Snyder, Publisher of the *Atlantic Monthly* made the following comments about the first advertorial carried in his magazine:

> The Atlantic believes that there is a need for an entirely new kind of advertising, designed to transmit those compelling and often complex facts about American business which are in the public interest-and too little understood….



An Atlantic *Public Interest* Advertisement

tons, with the United States accounting for 49.8 per cent of this total.

Russia, retaining its position for the fourth consecutive year as second largest steel-producing country in the world, turned out an estimated 26.5 million tons. This was 13 per cent of global production. Its output of 26.5 million tons in 1950 was approximately on schedule with the five-year goals leading to 60 million tons by 1960 (established in 1945) as a long-range mark for the Russian steel industry to aim for.

Combined production for the Soviet satellite countries of Poland, Czechoslovakia, Austria, and Hungary was estimated at 7.5 million tons in 1950. This tonnage, added to Russian output, brought to approximately 34 million tons the 1950 steel production for the Communist-dominated countries of the world.

On this basis, U.S. steel output in 1950 exceeded Russian production by nearly four to one and the combined output of Russia and her satellite countries by almost three to one.

Great Britain retained her position as third ranking steel producer of the world with an output of about 18 million tons or 9 per cent of the global total. This was an increase of almost 1 million tons over 1949 output and almost 4 million tons over 1946 output.

By producing more than 13 million tons of steel in 1950, Western Germany (that is, the French, British, and U.S. zones) showed the largest annual percentage gain of any country. Germany's increase over 1949 output was 30 per cent as compared with 25 per cent gain by steel companies in the United States.

Summary of the Steel Situation

1. Supply Is Growing — New mills under way, or definitely planned, will boost capacity close to 120 million tons, probably by early 1953.

2. Steel Supply Grows on Demand — The figures prove that America's competitive enterprise system produces steel capacity in proportion to firm orders for steel products. A "planned" expansion would be neater, but it wouldn't work as well, if other countries are an example.

3. Military Orders Are a Small Proportion of Steel Demand — Short of actual war, the steel-*producing* industry tends to grow as fast as steel-*consuming* plants can be planned and built. This promises to provide more steel for civilian use than ever before *after* filling military orders.

4. Steel Shortages Are Exaggerated — Except in the case of special steels, panic buying, and strike delays, it is almost impossible for the capacity to use steel to exceed the steel supply for any considerable period of time. Steel companies are eager to grow. Prospective orders produce the necessary growth and shortages melt away.

5. Military Orders May Grow While Materials for Expansion Are Cut Off — There will be great excitement from time to time about bigger defense demands and smaller supplies for new steel mills. Short of war, these problems will be met. Steel supplies for expansion of steel mills may be slowed up, but after a while it will be evident that a larger problem has been met in the same way that all other orders for steel have been met: by the hustle of many steel companies adjusting themselves to bigger demand.

6. Raw Materials Present Two Different Problems — (*a*) Alloying metals are certainly not in abundant supply. The steel industry has an enormous task in combing the entire free world for alloying ores. This work is being pushed everywhere. In addition, a great research program is being carried forward to develop new alloys and to conserve available supplies. (*b*) Raw materials are bulky. The sheer bulk of ore, coal, limestone, coke, and other ingredients of steel produces a collateral problem of expansion of transportation facilities.

The pressure of the "order book" makes the decisions of industry swift and accurate. A free, competitive industry makes what it can sell. It's so simple you'd think the rest of the world would catch on!

7. We May Have "Enough Steel" Soon — "Enough steel" means steel so plentiful and cheap that civilian living standards can improve while we are producing all the steel needed for military strength. American competitive enterprise methods have always produced such a result, allowing time for necessary adjustments in demand and supply.

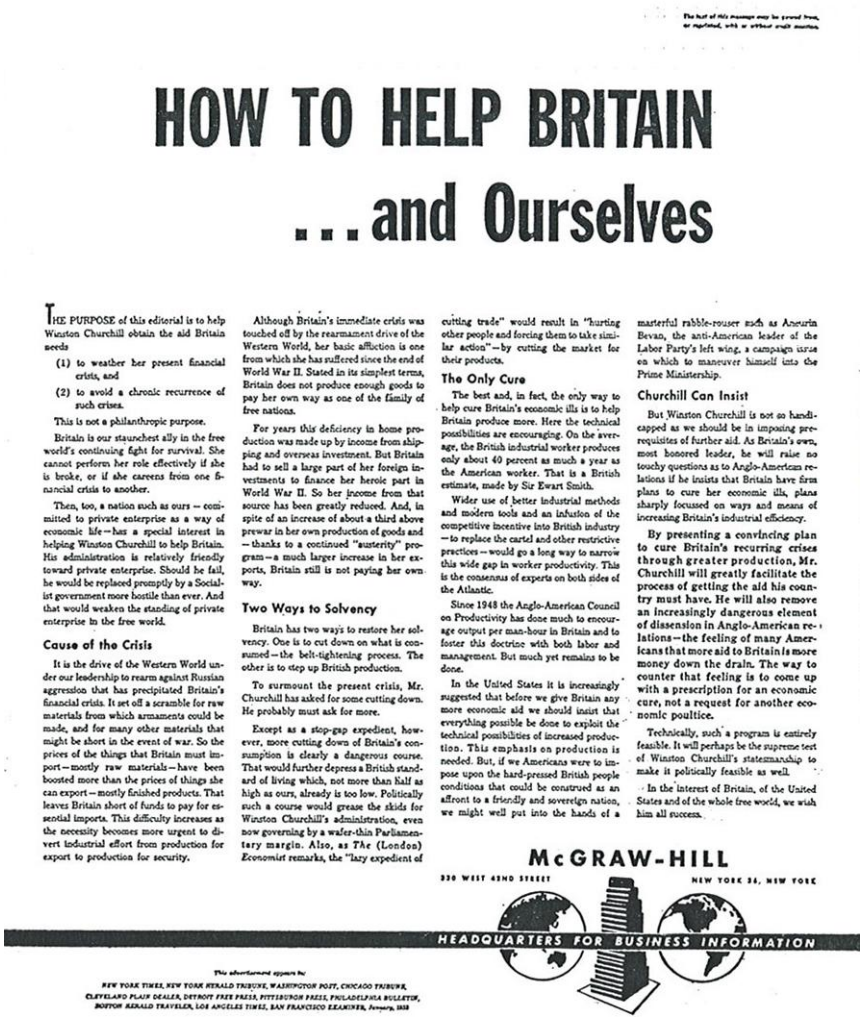
The above is the first of a series of reports on the basic facts of the steel industry. If you want reprints of this article, write to American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York.

Figure 1.4. *Another Sample Advertorial Published in Atlantic Monthly in the 1950s.*

The entire advertorial is reproduced here because it was the first of many advertorials carried by the *Atlantic Monthly*, and because it emphasizes the role that the institution of advertising can play as a basic and broad medium of communications Of course, advertorials need to be limited to messages pertaining to business and they are available to any person or group desirous of presenting a message to large numbers of people. Below are two different comments people made about the advertorials in the 1950s:

For generations, product advertisements have been based upon the constant repetition of a theme, expressed in a slogan, a picture, a piece of short copy, or a jingle. Such skillful simplification will remain the most effective way to advertise products. But business cannot compress its problems and aspirations into a slogan or singing commercial. It cannot depend upon a reflex action; it must appeal to the reader's intelligence and let him draw his own conclusions. (Sandage and Fryburger, 1958).

These advertisers are beginning to realize that the success of these new advertisements depends upon trading information fort he reader's time. (Sandage and Fryburger, 1958)



HOW TO HELP BRITAIN ...and Ourselves

THE PURPOSE of this editorial is to help Winston Churchill obtain the aid Britain needs

(1) to weather her present financial crisis, and

(2) to avoid a chronic recurrence of such crises.

This is not a philanthropic purpose.

Britain is our staunchest ally in the free world's continuing fight for survival. She cannot perform her role effectively if she is broke, or if she careens from one financial crisis to another.

Then, too, a nation such as ours — committed to private enterprise as a way of economic life — has a special interest in helping Winston Churchill to help Britain. His administration is relatively friendly toward private enterprise. Should he fail, he would be replaced promptly by a Socialist government more hostile than ever. And that would weaken the standing of private enterprise in the free world.

Cause of the Crisis

It is the drive of the Western World under our leadership to rearm against Russian aggression that has precipitated Britain's financial crisis. It set off a scramble for raw materials from which armaments could be made, and for many other materials that might be short in the event of war. So the prices of the things that Britain must import — mostly raw materials — have been boosted more than the prices of things she can export — mostly finished products. That leaves Britain short of funds to pay for essential imports. This difficulty increases as the necessity becomes more urgent to divert industrial effort from production for export to production for security.

Although Britain's immediate crisis was touched off by the rearmament drive of the Western World, her basic affliction is one from which she has suffered since the end of World War II. Stated in its simplest terms, Britain does not produce enough goods to pay her own way as one of the family of free nations.

For years this deficiency in home production was made up by income from shipping and overseas investment. But Britain had to sell a large part of her foreign investments to finance her heroic part in World War II. So her income from that source has been greatly reduced. And, in spite of an increase of about a third above prewar in her own production of goods and — thanks to a continued "austerity" program — a much larger increase in her exports, Britain still is not paying her own way.

Two Ways to Solvency

Britain has two ways to restore her solvency. One is to cut down on what is consumed — the belt-tightening process. The other is to step up British production.

To surmount the present crisis, Mr. Churchill has asked for some cutting down. He probably must ask for more.

Except as a stop-gap expedient, however, more cutting down of Britain's consumption is clearly a dangerous course. That would further depress a British standard of living which, not more than half as high as ours, already is too low. Politically such a course would grease the skids for Winston Churchill's administration, even now governing by a wafer-thin Parliamentary margin. Also, as *The* (London) *Economist* remarks, the "lazy expedient of cutting trade" would result in "hurting other people and forcing them to take similar action" — by cutting the market for their products.

The Only Cure

The best and, in fact, the only way to help cure Britain's economic ills is to help Britain produce more. Here the technical possibilities are encouraging. On the average, the British industrial worker produces only about 40 percent as much a year as the American worker. That is a British estimate, made by Sir Ewart Smith.

Wider use of better industrial methods and modern tools and an infusion of the competitive incentive into British industry — to replace the cartel and other restrictive practices — would go a long way to narrow this wide gap in worker productivity. This is the consensus of experts on both sides of the Atlantic.

Since 1948 the Anglo-American Council on Productivity has done much to encourage output per man-hour in Britain and to foster this doctrine with both labor and management. But much yet remains to be done.

In the United States it is increasingly suggested that before we give Britain any more economic aid we should insist that everything possible be done to exploit the technical possibilities of increased production. This emphasis on production is needed. But, if we Americans were to impose upon the hard-pressed British people conditions that could be construed as an affront to a friendly and sovereign nation, we might well put into the hands of a masterful rabble-rouser such as Aneurin Bevan, the anti-American leader of the Labor Party's left wing, a campaign issue on which to maneuver himself into the Prime Ministership.

Churchill Can Insist

But Winston Churchill is not so handicapped as we should be in imposing prerequisites of further aid. As Britain's own, most honored leader, he will raise no touchy questions as to Anglo-American relations if he insists that Britain have firm plans to cure her economic ills, plans sharply focussed on ways and means of increasing Britain's industrial efficiency.

By presenting a convincing plan to cure Britain's recurring crises through greater production, Mr. Churchill will greatly facilitate the process of getting the aid his country must have. He will also remove an increasingly dangerous element of dissension in Anglo-American relations — the feeling of many Americans that more aid to Britain is more money down the drain. The way to counter that feeling is to come up with a prescription for an economic cure, not a request for another economic poultice.

Technically, such a program is entirely feasible. It will perhaps be the supreme test of Winston Churchill's statesmanship to make it politically feasible as well.

In the interest of Britain, of the United States and of the whole free world, we wish him all success.

McGRAW-HILL

330 WEST 42ND STREET NEW YORK 36, NEW YORK

HEADQUARTERS FOR BUSINESS INFORMATION

This advertisement appears in

NEW YORK TIMES, NEW YORK HERALD TRIBUNE, WASHINGTON POST, CHICAGO TRIBUNE, CLEVELAND PLAIN DEALER, DETROIT FREE PRESS, PITTSBURGH PRESS, PHILADELPHIA BULLETIN, BOSTON HERALD TRAVELER, LOS ANGELES TIMES, SAN FRANCISCO EXAMINER, January, 1952

Figure 2. *The Use of Advertising Space to Present an Editorial Message*

Another example of an advertorial is shown in Figure 2, whose features and also usage is explained in the following sentences:

This shows a full-page news paper advertisement which appeared in eleven metropolitan dailies at the time of Prime Minister Churchill's visit to the United States in 1952. Space was purchased by the

McGraw-Hill Companies. This same message was carried as an editorial in all of the McGraw-Hill publications, but in order to get it before a much larger audience and reach different kinds of people, it was run as an advertorial in other media (Sandage and Fryburger, 1958).

Are Chicago and St. Louis Part of America—or Not?

Why should through rail travelers be held up at their frontiers? The cities aren't to blame. What can be done about it?

ALTHOUGH our 48 states are knit together by the greatest rail system in the world, we are still strangely backward on one score.

A passenger cannot go through Chicago or St. Louis, two of our biggest rail centers, without changing trains. He must break his trip.

It is almost as if he reached the frontier of some foreign state whose borders were closed to traffic. There is no customs barrier at Chicago or St. Louis, but the traveler must still pay an exasperating toll—in delay, inconvenience, and bother.

Half a Million Victims!

This is bad enough for the transcontinental traveler who would like to board a sleeper on one coast and ride through to the other—without the nuisance of packing and transferring baggage, making double Pullman reservations, waiting around for connections.

But it is worse for the passenger who starts his journey only a few miles either side of Chicago or St. Louis—and *still* must change trains. For example, travelers between Fort Wayne and Milwaukee, and between Cleveland and Des Moines, must also break their journeys.

More than half a million passengers a year—the vast majority on short mid-continent trips—are forced to make troublesome, time-wasting stopovers at Chicago or St. Louis.

Why should this be so?

The cities themselves are not responsible for setting up a barrier in the way of the through traveler. Such a barrier promotes neither good business nor good will for the community.

For, while travelers with business to transact would automatically stop over, those who are *forced* to stop resent the inconvenience and delay—particularly in these days of overcrowded restaurants and cabs. It makes them down-right mad at Chicago and St. Louis!

And it is so unnecessary! In Canada, you can travel across continent from Montreal to Vancouver, by a choice of two routes *without changing trains.* Canada isn't split down the middle. Why should we be?

An Unsolved Mystery!

No one has ever given an adequate explanation as to WHY there is no connecting rail service through Chicago and St. Louis (or through Memphis and New Orleans, for that matter)—as there is through New York, Washington, Kansas City, and other big rail centers.

It remains an unsolved mystery. But the plain fact is—the public is not getting through service!

How About Action NOW?

The Chesapeake & Ohio and the Nickel Plate Road are not the only railroads that, working with others, could provide such through service. But we are the only roads that have offered to take immediate action.

This is the proposal we have gone on record as making:

Chesapeake & Ohio, whose western passenger terminus is Cincinnati, stands ready now to join with any combination of other railroads to set up connecting transcontinental and intermediate service through Chicago and St. Louis, on practical schedules and routes.

The Nickel Plate Road, which runs to Chicago and St. Louis, also stands ready now to join with any combination of roads to set up the same kind of connecting service through these two cities.

Through railroad service cannot be blocked indefinitely. The mysterious frontier must be abolished—in the interest of the traveling public and the railroads themselves.

We invite the support of the public, of railroad people and railroad investors everywhere—for this essential improvement in rail transportation.

Chesapeake & Ohio Railway • Nickel Plate Road

Terminal Tower, Cleveland 1, Ohio

Figure 3. *Explaining Desired Future Action to the Public.*

The advertisement of the Chesapeake & Ohio Railway Company (Figure 3) is also of an editorial nature. This and other advertisements by the same organizations were effective in bringing about same changes in the transportation system. This can

be also accepted as an advertorial in that time with this content. It is, however, designed and laid out in the familiar product advertising format.

ADVERTISEMENT ADVERTISEMENT ADVERTISEMENT

WEATHER FORECAST: Fair is the complexion forecast for women using Helena Rubinstein's superb cosmetics.

An educational beauty advertisement of interest to all women

Helena Rubinstein's Beauty Page

The Helena Rubinstein Salons offer the ultimate in beauty care.

VOL. 1 SEPTEMBER 1952 Copyrighted by Helena Rubinstein, Inc., 1952

DAILY NEWS, WEDNESDAY, SEPTEMBER 17, 1952

NEW DEEP CLEANSER PROVED 50 TIMES MORE EFFECTIVE!

Helena Rubinstein Formula Penetrates Deeper Into Pore Openings, Destroys Bacteria Ordinary Creams Neglect

Amazing Liquid Cleanser Costs Less Than A Penny Per Cleansing

Helena Rubinstein has perfected a revolutionary new product which makes old-fashioned cleansing creams obsolete. This new liquid cleanser penetrates deeper into pore openings and removes dirt and make-up that ordinary creams leave behind.

Deep Cleanser also destroys the bacteria which commonly cause surface blemishes (externally caused). For several years the medical profession has known that ordinary creams don't destroy bacteria, they merely work some of them off the surface of the skin. The bacteria left behind can make the skin break out.

Helena Rubinstein's new Deep Cleanser is approximately 50 times more effective in removing the bacteria! The reason is that Deep Cleanser contains R-51, a new miracle antiseptic that reduces the bacteria count practically to the vanishing point.

Results Are Fast

Tests show that after one week of using Deep Cleanser, women's skins actually acquire a fresher clearer, brighter look. And with all these scientific benefits, Deep Cleanser is a deliciously fragrant, creamy fluid that softens and smooths the skin as it cleanses. Not sticky or greasy, it is quick to spread, easy to tissue off and gets women's skins cleaner than ever before!

Deep Cleanser is so mild it can be used on the most sensitive skin!

Costs Less Than Other Cleansers

Used every night and morning, this amazing new cleanser comes to less than 2 cents a day. The huge plastic bottle contains 160 cleansings and costs only 1.50 plus tax. This is less per cleansing than ordinary creams.

Beauty Calendar for September

by Helena Rubinstein

The feminine beauty news this fall is a delicate pearl-tint skin and a darker lipstick than you've worn in years. It's a seductive way to look — and a very special one. Here's how you accomplish it.

• • •

If your summer tan hasn't faded yet you can speed the process with my BLEACH CREAM. Use it on your face, throat, hands and arms to lighten a left-over tan, helps bleach freckles and other discolorations.

• • •

The lips must be very definite and boldly colored. There should be no blurring of outline. The ideal shade is Red Raspberry in my long-lasting Indelible Stay-Long Lipstick.

• • •

Don't let your daily deodorant habit get lax now that Fall is here. My new PERFUME SPRAY DEODORANT removes unpleasant odor, gives long-lasting protection, and adds delightful White Magnolia fragrance at the same time. In plastic spray bottle.

• • •

If your skin is oily use MILK-TONE, the only cake make-up containing beneficial *milk* protein.

Helena Rubinstein's sensational new "Deep Cleanser" penetrates deeper, leaves skin immaculate and helps prevent blemishes. This amazing new liquid also acts faster, wipes off more easily, and leaves skin smoother.

Home Beauty Treatment for Summer-Dry Skin

If summer heat left your skin feeling taut, drawn and dehydrated . . . a wonderful Moisturizing Treatment will help restore moist young freshness.

Start by cleansing thoroughly with Helena Rubinstein's Deep Cleanser . . . a new creamy fluid that softens and smooths as it cleanses. 1.50 plus tax.

Then, to avoid premature age lines, wrinkles and other age-betraying signs—smooth "Pasteurized" Night Cream over your face and throat. This rich emollient cream penetrates the surface skin to smooth while you sleep. Its precious suppling oils bring a dewy freshness to dehydrated or aging skin. 1.50 and 2.50 plus tax.

PERFUME QUIZ

Check below for yes

1. Do you feel happier in evening clothes than in blue jeans? ☐
2. Do you like the feel of silk, velvet, fur? ☐
3. Do you love to wear flowers, pretty petticoats, shades of blue? ☐
4. Do you like casual clothes and collect wonderful sweaters? ☐

If you answer "yes" to No. 1, "Command Performance" is your perfect perfume. No. 2—you should wear "White Magnolia" Cologne. No. 3, you'll love "Heaven-Sent" Cologne. If No. 4, use "Apple Blossom" Eau de Toilette. Try the Helena Rubinstein fragrance that is yours!

Cosmetic Genius Blends Pure Silk Into Sensational New Make-up

Helena Rubinstein's new SILK-TONE is the only liquid foundation blended with pure pulverized silk! Its purpose is to cast a silken veil of flattering color — to cover every tiny line and flaw and to provide a smooth mat finish. SILK-TONE is the first liquid foundation especially created for dry skin. It contains rich emollients that act as a beauty treatment every second it is on.

New Silken Powder

Helena Rubinstein's SILK-SCREEN Face Powder is also blended with pure silk to give an entirely new and alluring surface to the skin—banishes the artificial powdery look. It comes in a special blend for *dry* skins and another blend for *oily* skins.

Stays On All Day

Because of the pulverized silk in both these products, they have a magnetic *cling*. Women find their make-up stays perfect all day! SILK-TONE, 1.50. SILK-SCREEN FACE POWDER in harmonizing colors, 3.50, 2.00, 1.00. All prices plus tax.

Want to look dazzling in a week?

Come to the Helena Rubinstein Wonder School!

We slim you, trim you, give you the youthful figure of your dreams. We show you the way to a heavenly new complexion . . . tell you how to glorify it with proper make-up. You learn that Fashion is a flair . . . how to select becoming styles and wear them with grace. And finally, we crown your glory with a new hair-do created for you alone by a Michel-trained stylist.

In five short days, you are *transformed* . . . and the secrets you take with you will keep you looking lovely all your life.

Complete Wonder School . . . 2 hours a day for 5 days . . . daytime and evening classes . . . 25.00. For reservations, call ELdorado 5-2100.

Miraculous New Cosmetic Fluid "Lifts" Firms and Tightens Aging Contours

Helena Rubinstein's amazing new Contour-Lift Film is the only cosmetic of its kind to give you a fabulous 24-hour-a-day beauty lift.

BY DAY you use this new tightening fluid under your make-up. Immediately your skin is toned, "uplifted." Wrinkles smooth away for hours!

AT NIGHT, with Contour-Lift Film as part of your regular beauty treatment, sagging chin lines seem to vanish. Flabbiness becomes more taut. You acquire a new way to look younger — for years to come!

Contour-Lift Film comes with complete instructions. 1-month's supply for daytime and night use —3.00. 2-month's supply—5.00. Prices plus tax.

New Shampoos Wash Color Into Hair

With Helena Rubinstein's new Color-Tone Shampoos you can actually wash color into your hair! There's no extra process —these wonder-working shampoos intensify your hair color as they cleanse. Get your own shade—Blonde-Tone, Brunette-Tone, Silver-Tone and Red-head. 1.25 plus tax.

Helena Rubinstein Salon 655 Fifth Avenue, New York 22

Figure 4. *An Advertorial Published in Daily News in 1951.*[16]

According to Bogart, the advertorial trend grew in the 1980s and it has since become commonplace for newspapers to produce "special-themed sections designed to attract specific kinds of advertising, with editorial or pseudo-editorial matter

[16] Available at http://scriptorium.lib.duke.edu/adaccess/BH/BH19/BH1945-72dpi.jpeg.

prepared by the advertising department, by freelancers, or something just picked up from the advertisers"(Bogart, 1995: 26).

According to Cameron and colleagues, advertorial revenues in US print media doubled in the second half of the 1980s to more than estimated US$200 million in annual profits (Cameron, 1996: 73):

> The American Society of Magazine Editors board worries that some advertisers many mistake an early warning as open invitation to pressure the Publisher or editor to alter, or even kill, the article in question (Constance, 1997: 73).

When we look at the background of print media advertorials in Turkey, it seems that in early 1970s, advertorials began to be used by civil society organizations. They were also prepared in the editorial content close to today's news format. Their content consisted of political editorials. These political editorials became as widespread as commercials/ advertisements. At the end of the 1980s and beginning of the 1990s, they became an effective method/ medium for advertisers.

2.3. Preparing Advertorials and Their Features

2.3.1. Preparing Advertorials

When we look at the preparation of advertorials, it can be seen that advertorials, generally, are edited by the scriptwriters within the agencies through their customers/organizations' goals. They are sent to the newspapers and magazines as finished in editorial content. Although they are send to the newspapers/magazines in finished, they are, sometimes, controlled or made some additions by the editors. Also, they can be edited by the editors of newspapers/magazines, but in this situation general information or features of product/services which are aimed to be an advertorial are given as a brief to the editors.

Advertorials are produced with the elements of the news: They also have headlines, leads, spots like the news in addition to the information about the products/services, logos and sometimes the name of the sponsor of the products or services.

As Salim Kadıbeşegil has pointed out that, there are two main elements in print media advertorials: One of them is headline and the other is visuals as these two elements define perception.

An advertorial could be designed to increase confusion if different executional cues (e.g. byline, size or placement of a label, placement or timing of a sponsor notification, etc.) are compounded. Thus, the relative effectiveness or potential confusion of different advertorial styles employing various design elements in advertorials should be examined through a field experiment (Kim et al., 2001:280). Indeed, in a content analysis of magazine advertorials, Cameron et al. have found that "guidelines that give readers a fair chance of distinguishing [advertorials] from editorial content…are being violated in numerous and crucial ways."

It can be said that advertorials are used as a type of advertising strategy, and they are also paid, which many editors can not ignore. In this sense, Ruth Whitney, editor-in-chief of *Glamour,* has pointed out the feelings of many editors:

> The only thing that's bad about them is the effort to deceive the reader, which was really their purpose in the beginning, to convince the reader that this was editorial material. It's imitation editorial. (Russell and Lane, 1996: 27).

The format of advertorials can be accepted the same as the news format. When advertorials are edited, actually all the news elements -headline, lead, spot, information, logos and sometimes the name of the sponsor of the product or services- are considered. On the other hand, the main distinguished point is their

content. They are different from the news in that way. Advertorials can have all the news elements and are also made in an editorial type, but they are not the same as news since they are aimed to promote or advertise any services/products or sometimes organizations. They are of editorial content and this gives credibility to them in readers' eyes. In fact, newspaper and magazine readers, radio listeners, and television viewers spend more time on and pay greater attention to editorial material than they do to advertising content (Simon, 1986: 285).

Advertising information conveyed in the form of editorial content is likely to be thoroughly elaborated or readily stored in memory by the audience (Lord and Putrevu, 1993: 265). Moreover, because of its editorial content readers read advertorials as a news item and can store the information in the advertorial. In this sense, Elliot has found that people are five times more likely to read editorial content than advertisements (Elliot, 1984: 265). Most audiences are more voluntarily exposed to editorial content than to advertising material and that the involvement by audiences in the processing of editorial messages is higher than that of advertisements (Lord and Putrevu, 1993: 265).

The discourse of advertorials and the news are different in their context. The content of the news is to give information to readers while the content of advertorials content consists of information about the product or services advertised or promoted in the advertorials. As Cameron has pointed;

> Advertorials have also received considerable criticism because they have blurred the line between advertising and editorial content. It has been argued that advertorials confuse readers into thinking they are a part of editorial content (Rothenberg, 1988; Alter, 1989; Howland, 1989; Kirchner, 1991; Cameron & Haley, 1992; Cameron, JuPak & Kim, 1998: 265).

Cameron and Haley have found out that objections to advertorials were more the province of editorial staff than of advertising managers (Cameron, 1996:73). Editors viewed advertorials as attempting to achieve credibility by using third-party endorsement that mimics journalistic standards of objectivity (Cameron, 1996: 73).

With advertorials, not only do advertisers get an advertisement that mimics a credible news story, but often the advertiser has the opportunity to control the entire environment within which the message is embedded (Eckman and Lindlof, 2003:70).

Hausknecht has found out that consumers with a low level of prior knowledge of the product perceive unlabeled advertorials as more truthful and believable than conventional display advertisements or advertorials labeled as advertisements. At that point, readers can feel that they get true and credible information about products/services or organizations, because they read their advertorials which they can believe in and memorize easily. On the other hand, advertisers can give also more credible information about their products/services or organizations to readers and they reach their aims in the long run. As Eckman pointed out that, advertorial products are designed to blend with the newspaper's overall content to increase their effectiveness as marketing vehicles (Eckman and Lindlof, 2003: 66). Advertiser-based stories that are presented as editorial content can draw reader attention and carry more credibility than the same information does when presented in recognizable advertising formats (Kavaz, 2004: 43). Illustratively, in a comparative study of advertorials versus traditional advertising, Kim has found out that readers of advertorials were generally unaware that what they had was actually an advertisement for a product or service (Kavaz, 2004: 49).

On the other hand, in her article, Palabrica mentioned that readers are intelligent enough to realize the difference between the editorial and advertorial:

> Some people think advertorials are deceptive and should therefore be disallowed. The inquirer believes however, that given the level of intelligence of its readers, it is fair to assume that they can easily discern the difference between a news report and advertorial.[17]

Still more, the normalization of advertorial products within the newspaper industry has not quelled questions and conflicts about their role within the news organizations. Internal conflicts between the departments of a newspaper- particularly between news-editorial and business divisions (marketing, advertising and so on) - are common events, and they are typically fought over issues of news judgment and journalistic autonomy (Kavaz, 2004: 23).

2.3.2. Publicity

Publicity can be accepted as one of the functions of public relations. Publicity is unpaid and it is for the media exposure about a firm's activities or its products and services (Semenik, 2003: 283).

Organizations or firms prefer to use publicity to gain good reputation of their own firms and also products / services at the same time. In addition, NGOs also use publicity to be at the forefront. They can gain widespread appearance by paying less.

Publicity	Advertorial
Generally, it hasn't got an identified sponsor (message is not paid).	Generally, it has got an identified sponsor (message is paid).

[17] Available at http: //www.inq 7/opi/2002/jul/151opi_rjpalabrica-1.html.

Content is un-controllable	Content is controllable
Mostly, time and place is not controllable	Mostly, time and place is controllable

Table 2. *Differences between Advertorials and Publicity*

2.4. Advertorials and Ethics

We can define the press ethics as the understanding of the morals that arranges the principals and rules of the news making workers in their occupational activities (Bülbül, 2001: 16).

It cannot be ignored that newspapers have distinct importance among mass-communication tools as they are included in the written media. Recently, the intensification in the electronic press has led to a rivalry against the written media. Either due to this rivalry or to the technological developments, journalism has also experienced broad changes in its content, techniques and rebuilding. Although journalism had been previously supposed as the second, third or even the fourth placed field of occupation, it has become an independent profession gradually in time. Furthermore, it has taken a place among the most respected professions of the societies due to possessing an important function in the formation and the reflection of the public opinion. Since journalism had such rapid progress it has reached to an industrialized level gradually. This progress has also given life to the word "monopolization" (Bülbül, 2001: 283).

In some countries, ethic rules are determined by the government, government-profession organizations or only by profession organizations. Previously, the principles which were named as the "morals of press" turned into "Communication

Ethics" by a much more expensive approach. Ethics is divided into three groups in structure and content:

1. Common ethics
2. Profession ethics
3. Functional ethics.

The communication ethics is involved in the concept of "profession ethics." Moral and ethics are used as synonymous. The word ethics was derived from Greek word "Ethicos." The rules of ethics are also called "deontology". So the press and also communication might have a deontology.

In the Western world, the word "ethics" for journalism means making relations with the reader in confidence and taking precautions in order to maintain this relationship. Ethics came into being as the rules that were promised to be obeyed for having confidence of readers who want to protect themselves and their professions against several suppressions by journalists working in a relatively independent fashion.

The press ethics is also a professional approach that should exist for maintaining its independence. All countries have adopted the concept of "giving the true news." It means that the journalist shouldn't give any wrong information, should search for the true news, should publish the corrections and should be respectful to professional secrecy. The background of the press ethics consists of independence, responsibility, task and functions.

The media ethics is a subcategory of the professional ethics and it involves the principles and rules that must be obeyed by media workers or journalists in performing their professions. The media itself cannot be qualified as ethical or not. Only the workers of that publication organ can be held subject to such an assessment.

Meanly, when we say “the media ethics,” actually we mean the ethical values of journalists.

2.4.1. The Concept of Ethics

Ethics was derived from the Greek words “ethice” and then “ethicos”. The origin of the adjective “ethicos” is the word “ethos”. The concept of ethics means making a choice between the good and the bad ideas in terms of philosophy. The encyclopedic definition of “ethics” is a pat of philosophy investigating (Girgin, 2003). In one definition of the concept of ethics it is said the following:

> Ethics is the moral and spiritual tasks with its related rules that people feel a necessity to obey in order to act good to themselves and to those of other people; in other words in order to achieve the goodness(Bülbül, 2001:12).

There have developed different opinions about ethics throughout history:

- According to Hobbes, the feeling or the sense of separating the good and bad was based on egoism and thus there is no existing relationship between religion and ethics. However, ethics is so close to religion so that the religious links interfere with the ethics and in one way the beliefs (religious) are the main component of the ethics.
- According to Hugo Grotius**,** the hypothesis of “egocentrism or egoism” of Hobbes is not valid and he expressed the idea that man kind far from the existence had stood close to ethic rules.
- According to Hegel; ethics expresses its systematic by the organization of the social relationships. Ethical systematic is associated with the family, economic and political life.

- According to Comte**,** the principal of ethics could be defined as "living for the others". The main purpose of ethics is serving to the development of humanity as possible as can be done.
- According to Socrates**,** ethics is a unilateral phenomenon that is related with only self consciousness. The sanction is mainly conscientious. This phenomenon completely overlaps with the opinion of "Recognize yourself first" that Socrates suggested.
- According to Durkheim, the aim of the ethical rules is linking the people to each other in harmony. Each act made by regarding the other people is proper to ethical rules. Durkheim also supports the suggestion of "Societies also should have their own ethics".
- According to Kant, the presence of the God and the immortality of the soul is another element of ethics. Kant suggested the opinion of "Another element of ethics is to believe in improvement of humanity and to improve the people should take the responsibility of working together".
- According to Seib & Fitzpartick, the concept of ethics refers to the acceptable behaviors for the society and expresses the attempts in terms of detecting the criteria of which true or false decisions are made.
- According to Lous A.Day, in short, ethics means "philosophy of morals" and it can be defined as "identifying the individual, social and associative valves acceptable by moral criteria and using these valves as the main measure of assessing the human behaviors"(Irvan, 2002).
- According to John Stuart Mill, "Providing the biggest happiness mostly for mankind …"Mill's perception of ethics is different from Kant's assessment. Kant represents the deontological (functional) ethics.

According to this, taking its origin from the main truth, the attitudes and behaviors should be assessed in terms of ethics via responsibility. Mill suggests that the assessments about ethics should be done according to the result of the action, which means "Good results are the markers of good morals".

- According to Kohlber, ethics has 7 step: The first is the fear of punishment, the second is the hope of being rewarded, the third is the confirmation of a friend, the fourth is the obligatory laws and policy, the fifth is the social benefit, the sixth is the justice and duty and the last one (the seventh) is being an ideal person.

Annemarie Pieper in her book named *Introduction to Ethics* says, "Ethics being a discipline of philosophy names itself as the science of the moral actions" and goes on as "ethics doesn't produce the moral but discuss on it"(Dedeoğlu, 2004: 113).

We can find also expressions about ethics like "the art of detecting the true or good as well as being a common way, a life style, a sequence of action rules or a principle of moral" and suggestions implying that ethical guides are based on these values (Dedeoğlu, 2004: 113).

Although moral and ethics are frequently used instead of each others in the daily speech, they are not synonymous. Moral is the total of the strong-willed behaviors exhibited by the effect of habits and spiritual properties that qualify the person as good or bad. Ethics actually investigates these behaviors under the conditions of morality. Ethics or "moral philosophy" is a part of philosophy investigating, supporting or criticizing the human behaviors, values, behavioral rules and principles on the basis of morality (Irvan, 2002: 65). Moral is a personal

responsibility of a person and identifies the personal tasks against him and also others. One of the goals of the ethics is to establish behavioral rules for a proper profession, on the other hand.

2.4.2. Moral Understanding in Journalism

Rapid progress in communication technologies have led to the formation of the moral and behavior laws which direct the communication profession with an increasing effect and importance at the profession level and are obligatory.

2.4.3. Advertorial Processing and Its Ethical Dimensions

2.4.3.1. Labeled Advertorials

In the ethical forms of the print media, the usage –labeled or unlabeled- of print media advertorials is an important issue. Print media advertorials should be labeled because this situation affects the consumers' understandings. If there is no label in advertorials, disinformation emerges in the print media and they can be mistaken as the news.

Labeled advertorial advertisements were less likely to be mistaken as editorial material than unlabeled advertorials. However, most respondents do not recognize the presence of the label in a labeled advertorial. Still more, while label identification is a necessary condition, it is not a sufficient one for preventing confusion. Despite the low recall rate of the label recognition, the insignificant difference in consumers' ability to attribute information to advertorials between the labeled and unlabeled advertising formats also indicates that their recognition of advertorials is based on their content, rather than their label (Kim et al., 2001: 280).

2.4.3.2. Unlabeled Advertorials

Advertorials are editorial like advertising so sometimes when readers are faced with an advertorial, they can assume that they are reading an actual news report. If readers think that they are reading an editorial while they are reading an advertorial and if this misunderstanding occurs because of the unspecified label, an ethical problem comes to the agenda. To prevent this kind of ethical problems, advertisers must use labels like "advertorial," "advertising" or "advertising future".[18] However, most of the time advertisers or copy writers do not use labels because they assume that, un-labeled advertorial will be perceived as an actual editorial copy and it will be more effective.

2.4.4. Advertorials Ethics and Its Sanctions

Some authorities believe that since there are various advertisement methods and tactics, advertorial methods are totally un-necessary and unethical (*Marketing Turkiye*, 2002: 35). Pioneers of that approach believe that the advertorial method deceives readers because the advertisement is embedded in editorial content and readers can assume that they are reading a news item.

Media institutions get their revenue from the reception of advertisements, and advertisements are very crucial for the media institutions. For instance; without advertisements newspapers will be faced with hard conditions because subscriptions represent less than one-third of the revenue of a newspaper (Palabrica, 2002: 61).

In this sense; Carjaval has pointed out the following:

> Given economic pressure, television, magazines and newspapers have been casting for new forms of revenue and in that struggle

[18] Available at http://www.student.city.ac.uk/^^dz515/advertorial.htm#adver.

> ethical standards become elastic. For the industry of information, the present state of the economy is quite possible worst in two decades. Newspaper executives watched the advertising market ebb after the 1987 stock market crash and then dry up 1988 and 1989 as recession began to take hold. For traditional television, the story was even bleaker: Loss of momentum, market share and money. As a result, media are focusing on ways to expand the old advertising base. [19]

Advertorial is one of the popular methods that became widespread in the last decades, and like many other methods, sometimes advertorials also come across a lot of criticism since they undermine ethical standards. Essentially, advertorial is a fruitful method if used appropriately, and because of that most of the advertisers accept advertorials as an effective branding tool and effective way to promote their product or service.

In addition, some advertisers see advertorials as an important tool to increase the credibility of their product or service, but some scholars and practitioners refuse this idea by defending that if the copy of an advertorial is not prepared appropriately, they can undermine the brand credibility (Kavaz, 2004: 51).

It is required by the communication ethics that no publishing company or journalist can ask for payment for the news they are going to publish. As news advertorials are paid, they mainly differ from the actual news in this respect. In addition, there are on-going debates on the conflict between the genre of advertorials and the communication ethics. Advertorials must be mentioned to be advertisements. It is increasingly believed that such a mentioning will be in harmony with the communication ethics (Bülbül, 2001: 107).

As mentioned above, readers can be intelligent enough to differentiate news and advertorials, but this does not mean that copy writers or advertisers can write advertorials as a news item. Actually, editors of media institutions are responsible for checking those advertorials and other contents (feature articles,

[19] Available at http://www.journalism.indiana.edu/Ethics/isnews.html.

news, ads and so on) and they must prevent deceptive applications by protecting ethical rules. However, especially because of hard economic conditions, editors of media institutions have started to provide ethical flexibility, and the authorities such as ASME, who have realized the situation, are developing some guides that include specific rules and regulations for editors, as mentioned above.

2.5. Functions of Advertorials

2.5.1. The Reasons for Organizations' Preference for the Use of Advertorials

Day by day, advertorials that are editorial like advertising has gain more importance (Cameron and Ju-Pak, 2000: 23), and today, advertorial is one of the well known methods of the communication sector. Different organizations or companies may have different aims or reasons to use advertorials. For instance, sometimes companies use advertorials for attributing new dimension to an existing brand, company or product, and sometimes advertorials can be used for delivering totally new messages about a new brand, company, product or issue.

Advertisers either use advertorials alone or they can use traditional advertisement methods with advertorials as additional support to reinforce the given message. Advertising alone may not generate selling; however the combination of traditional display advertising with advertorials can be very effective.

The cosmetic, medicine and technology sectors are the major ones using advertorials. Especially the medicine sector uses the advertorial method very often, since the authorities do not allow the traditional type of advertisement of the medicine products. In addition, the technology and cosmetic sectors use

advertorials to introduce new products or to give more detailed information about a brand, product or company (*Marketing Turkiye*, 2002: 34).

Different companies may have different reasons to use print media advertorials: They look like an editorial copy or the news and they have credibility, which is why consumers find them more persuasive (Kim et al., 2001. 280). In order to be effective, copy writers try to write advertorials that look like an actual editorial copy, and they determine the appropriate size accordingly. For instance, if the advertorial appears in a magazine or on supplementary pages of a newspaper, they may take a large place (half or full page) on the media.[20]

Advertisers use advertorials either alone or with traditional advertisement methods as additional support to reinforce the given message. Advertising alone may not generate selling; however the combination of traditional display advertising and advertorial can be very effective. The reasons for commercial organizations' use of advertorials are listed below:

a) Being included within the news attaches significant values to any brand or products, which is difficult to obtain via advertising.

b) To increase the product publicity and perception of the company/product.

c) As it is more convincing they prefer to send their messages via advertorials published in editorial content.

d) Advertorials step in as the news in when advertising exhausts. When more than what advertising can achieve is desired, the information and promotion, which cannot be transmitted merely by the news/publicity can be more effectively transmitted in this way. Therefore advertorials are

[20]Available at www.mrfire.com/articles/0043.html.

widely preferred as they fill in the gap between advertising and the news/publicity.

On the other hand, if the organization is not commercial based, the reasons for and objectives of using advertorials can be totally different. For instance Brown mentions that there are some specific objectives of interest organizations to have advertorial campaigns and these can be listed as following:

a) Defining the persona of the organization, and generating public awareness about the organization's identity, interests and activities;

b) Creating a reservoir of public goodwill;

c) Informing the public of the "good works" of the organization and its employees or members;

d) Counteracting public mistrust and hostility;

e) Counterbalancing the dissemination of alleged misleading or overly simplistic information by critics and the press;

f) Counteracting inadequate access to and the alleged bias of media;

g) Satisfying constituencies that are not tolerant of silence, fitful responses in the face of criticism or threats, or weak efforts to promote their interests;

h) Affording the interest organization maximum control of its messages-their content, placement, target audiences, timing, and format-;

i) Setting the agenda and farming the issues, if the advertorial campaign is proactive or preemptive;

j) Expanding the issue conflict by "getting the audience involved in the fight" and by bringing allies to one's side (Brown, 2001: 24).

2.5.2. The Reasons for Advertisers' Preference for the Use of Advertorials

According to the article called "Bu Bir Reklam Değildir!"("This is not an Advertisement!"), advertorials are mostly used by public relations instead of advertising specialists (Marketing Turkiye, 2002: 35). Again in the same article it is possible to read various interviews done with PR and Advertising specialists with different point of views. For instance Meral Saçkan, the director of one PR Agency, mentions that advertorials is an advertising tactic but can be used by public relations specialists just as advertising specialists.

In addition, Paul McMillan (the chief the board of the directors of the RPM Agency) indicates that advertorials are a type of camouflage advertising, which depends on propaganda. However, on the other hand, Selda Sedes from Ogily and Mather Agency mentions that since advertorials cannot build brand value for a product unlike advertising and advertorials can only expose the advantages and different attributions of the product, they must be accepted as PR instrument (Kavaz, 2004: 46).

Advertorial defines a problem and also gives place to the solution TO that problem as a traditional advertisement. The problems and also promises about the product and the contact information conveyed in the news format in an advertorials provide advertisers with more advantages than other advertising strategies.

Because of the advertorial format, which is the same as the news, they attract readers' attention and also perception more easily. Generally, copy writers of advertorials use attractive headlines, spots, related images and so on, which make advertorials attractive.

On the other hand, advertorial provide a chance for advertisers to give detailed information about products, services or companies. Because of that, especially when advertisers want to promote the things that need high involvement, they prefer to use advertorials. Another reason for the choice of advertorials is different payment lists about advertorials in newspapers and magazines.

The press has also started to use widely the genre of advertorials. Advertisements are presented in the news format. The targeted mass perceives these advertisements as the news items, which generates a more powerful instinct to believe in them. Sometimes, messages in between advertisements, for example those given with the announcement "now, the news," become more attractive (Bülbül, 2001: 107).

In the news and publicity, the message and detailed information cannot be given and also promotions about products or services are not allowed. This type of limitations can be found in advertisements. For these reasons, advertisers prefer a combination of advertorials with advertising.

2.5.3. The Codes of Readers' Responses to Advertorials and the Reasons for Their Preferences

Palabrica has mentioned that readers are intelligent enough to realize the difference between an editorial and an advertorial:

> "Some people think advertorials are deceptive and should therefore be disallowed. The Inquirer believes, however, that given the level of intelligence of its readers, it is fair to assume that they can easily discern the difference between a news report and advertorial".[21]

The news format gives any information credibility because people accept the news as true and impartial. Actually, credibility has many aspects, but from

[21] Available at www.inq7.net/opi/2002/jul/15/opi_rjpalabrica-1.htm.

readers' point of view, when advertising is at stake, credibility is a question of whether products perform as well as the ads declare or whether the ads inform enough about the products (Kavaz, 2004: 47).As already mentioned above, advertorials have credibility and that is why readers find them more persuasive (Kim et al., 2001: 267).

If the subject matter of the news is prepated within an advertising context, it is an advertorial. This method used to increase effectiveness leads targeted masses to believe in more the information so transmitted than advertisements. Thus a positive image of the person, company or the product at stake is produced (Bülbül, 2001: 107).

Chapter 3: The Case Study on How Advertorials are Read

There are two procedures used in the research: Focus group and in-depth interviewing. Both groups' results are shown below:

3.1.Focus Group Study:

People aged between 17-40 ages were involved. The determining factors were found out to be age, sex and needs. It was seen that socio-economic and educational statuses were not effective. The results are as follows:

a) Participants aged between 17 – 25, most of whom are students:

Female	Male
Newspaper	**Newspaper**
More convincing, persuasive.	They are reading more scientific news items.
Expression doesn't attract attention.	Expression doesn't attract attention.
Visuals are ahead of the ones that use slogans.	Visuals and slogans don't attract attention.
Brand can not be noticed while the text is obvious.	Brand is noticed rather than product,
Could be bought according to needs.	Won't be bought.
It's readable because it is a newspaper.	It's readable because it is a newspaper.
Magazines	**Magazines**
It's noticed as an advertisement.	It's noticed as an advertisement.
Because it's in the magazine it's attractive.	It's read as an intro text.
Expression doesn't attract attention	Expression doesn't attract attention.
Visuals are ahead of the ones that use slogans.	Visuals and slogans attract attention.
Known brand is effective	Known brand is effective
It results in reading and buying it.	It results in reading and buying it.

b) People aged between 25-40 in different job groups:

Female	Male
Newspapers	**Newspapers**
Visuality and slogan are attractive.	Visuality and slogan are attractive.
Because it's in the newspaper it's read.	Because it's in a newspaper people take a look at it.
They read to get right information.	It's not completely read.
It can turn into sale.	It can turn into sale according to needs.
It's perceived as an intro text.	It's perceived as an intro text.
Expression doesn't attract attention.	If full page is used, it attracts attention.
Magazines	**Magazines**
Brand in front of the text is not readable.	Brand in front of the text is not readable.
Visuals and slogans don't attract attention.	Visuals and slogans don't attract attention.
It generates sale because the brand is famous	It does not generate sale.
It is right for an advertorial.	It is right for advertorial.
Expression doesn't attract attention	Advertorial expression rarely attracts attention.

The general results for the focus group can be listed as follows:

3.1.1. The Usage of Visuals

a) The usage of visuals in magazines attracts attention because of the brand. It can cover the whole world.

b) Larger and more attractive visuals are used in newspapers instead of magazines. Visuals are used either in the middle or on the side in newspapers.

c) Mixed and opposite colors are used together in newspapers and the magazines. And this makes them more attractive.

d) Newspapers differ from magazines in terms of their design. In magazines products and brands are in the front while texts can be shorter. They are more attractive

because they are concentrated on slogans. The same amount of space is reserved for products and texts in newspapers.

3.1.2. Celebrity

a) Experts are used on newspapers, especially in the cosmetics. They don't mean so much in clinical terms but are still attractive. Experts make them readable.

b) Male models are not often used in magazines. Female models are used usually as this makes them more attractive.

3.1.3. Brand

3.1.3.1. Magazines

a) Known brands are used. This causes them to be perceived as an advertisement.

b) First brand attracts attention without the need for reading so it turns into a sale.

3.1.3.2. Newspapers

Either brand new or famous brands are used. This kind of advertorials is perceived either as a new product or a known product; they are put in newspapers for prestige and news items about them also placed next to them. It is mentioned that there will not be any words that contains ads.

3.1.3.3. Expression

Except the expression is used to address males between 25 and 40, it doesn't attract attention. It is observed that it influences eight out of ten.

“This is a classified”:

a) It is used in newspapers.

b) It is thought that it is used because it is a legal procedure.

c) It is perceived that it is announced as a new product.

“This is an ad”:

a) It is used in magazines.

b) Because it is an ad it is thought to be unnecessary.

“This is an advertorial”:

a) Only once it is seen that it is used in a newspaper for a product.

b) There is an interaction with the product. Because it is a foreign word, it is used for the foreign brand; it is assumed that it belongs to the brand that it is used for.

c) It is used often in magazines.

d) English speakers have mentioned that it is familiar with advertisements

Notes:

a) The product is placed in the newspaper with different expressions during the research time. While in Hürriyet the expression “This is an advertisement” was used, in Posta “this is an advertorials” was preferred.

b) According to the results of the report about advertorial publishers, the expressions “This is a classified”, “This is an advertisement”, “This is an advertorial”, are accepted as advertorials. Because there is no standard design and expression usage they are accepted and published as such. Especially on the pages of which baby food companies are the sponsors, there are other products at the bottom of these

pages which also belong to the same company. During the research, except this it is seen that only once a classified was published as an advertorial in the page sponsored by J&B brands.

c) There should be a standard that explains what an advertorial is and how it should be. Editorials (in the news and publicity) are accepted as advertorials. Readers at this point perceive advertorials as the news.

d) According to Brown and Waltzer, the usage of advertorials is increasing day by day and they add that instead of advocacy image advertorials are more popular. In addition, Cooper and Nowners also explain advertorial as a type of outside lobbying. The term "lobbying" belongs to the field of public relations and as it is mentioned above, sometimes advertorials can be used as a public relations tool. However, it is important to mention that there are some disagreements about whether 'advertorial' is an advertising or public relations method.

3.2. In-depth Interviews

Face to face interviews' results may be assessed under the following topics:

3.2.1. What is an Advertorial?

It is a type of presentation of activities and marketing products of a company or a foundation through using news values, taking part and time of the media in order to make it a part of the news. It can be called "commercial news," in other words.

In this sense, as Salim Kadıbeşigil, board consultant of the ORSA communication, has explained that it is a term formed by the engagement of "advertising" and "editorial". It is also an action done by taking place and time from the media, accepting that information broadcasted as an advertisement is much more

attractive and convincing than the one broadcasted as the news. That is an advertisement strategy.

3.2.2. How Does the Persuasion Period Work between an Advertorial, the News and an Advertisement?

Advertisement is a side-taking information tool. A reader or a spectator can see and know the source of an advertisement, as well as concerning about its persuasion and reliability:"Is this true information I've been given?" "Am I been persuaded or will these promises come true?" etc. All these questions confirm that advertisement is a side taking information tool.

The advertisements in the written press pass through particular filters. Namely, news makers interrogate the related firm or the person in the news:"Is he/she telling the truth or is there any missing information?" "Is there anything more?" They all consider these questions. Thus, news-advertisement (advertorial) is much more effective in terms of persuasion.

Firms or foundations need a different tool in order to inform readers or watchers in a neutral fashion. If a company can't see information about itself in the way it desires another option arises: It is an editorial formed by the engagement of news text and advertisement having the advantages of persuasion in contrast to advertisement. An advertorial gives more detailed information about the product or the firm. It means that advertorials take role where advertisements decay in terms of the news or information.

3.2.3. Reasons for the Preference for Advertorials

a) Since being in the newspaper and given in the form of the news, it is used to increase the perception of receivers in order to prevent misunderstandings and disorientations about the product.

b) It is preferred at the step of the first informing of the customers, like in the new product introduction and marketing or facelift or in image developing etc.

c) Adding more value to products and brands due to being a part of the news that can not be provided by advertisement. The strategies of the brand and product news and of advertisements involve different goals and targets.

d) Considering the advertorial as a part of advertisement or calling it as "informing advertisement" is not preferred. An advertorial is much more persuasive and convincing because it includes more information and the brand takes place in the news.

Such a conclusion may be derived out: Advertorial=Advertisement news=Brand

3.2.4. The Reasons for the Preference for Advertorials by Firms and the Reasons of Their Publication or Broadcasting in the Media

a) Being involved in the news adds more value to brands and products unlikely as in advertisements

b) It provides detailed marketing and increase the product perception.

c) It prevents disorientation about the product.

d) It is more convincing by giving information in the form of news.

e) Newspaper sand magazines may focus on cast. The cast schedule of advertorials is much more expensive than that of advertisements. Written in the form of the news text may be easier and more effective in terms of persuasion.

f) Especially in the written press, an advertorial, which takes place in the print media in the news format, has priority over the visual media.

g) The persuasion quality of the texts in the news format is more than that of advertisements. Each firm can advertise its own products at the advertisement section of a newspaper in case of commercial reconciliation but they cannot advertise them as a news text since possessing the properties of the news.

h) The texts including advertisements published in the news format provide much more benefits for the product by giving positive impression to readers.

3.2.5. The Usage of Wording

a) Wordings such as "This is an Advertisement," "Advertorial," "This is an Advertorial" are used interchangeably. There is no standardization in this respect. All usages are valid for advertorials. Despite difference in their content, images and messages all are accepted to be an advertorial. This can also cause dispersion of perception.

b) There is no particular size, text shape or paging format for advertorials. But it's preferred to be written in bold letters on the left of the ad.

3.2.6. The Ethical Dimension

a) The news published in the written press is made to serve the reader. Taking it as a commercial matter is wrong in terms of the print media ethics. No product or service having the quality of the news should be paid to be published. However, it can be

ethical to use the wording emphasizing that it is published under the scope of an advertorial.

b) The ethical problem cannot be solved by applying the wording or not. Every usage is an advertorial. One has a severe ethical problem whereas the other doesn't but both have ethical problems.

c) In the advertisement sections of the published media, the annual marketing goals have caused intentions related with the financial benefits and that is really a concerning issue.

d) Setting prince for the news by journalists causes ethical problems. This is not seen only in Turkey but also in all over the world.

e) In the media, an advertisement field can be hired and publications in the news fashion about the product and the brand can be made by payment. It doesn't differ from an advertisement at that point. It is a type of the paid news.

f) This type of usage injures either the press or the profession of public relations.

g) In today's monopolistic media having concerns about the news ethics, it can be said that advertorials keep staying behind. But in case of an obligation for the publication in the news format and if the product or the firm contains the value of the news, it does not create any trouble. However, if it doesn't contain this value, it can probably cause disorientation of readers and make them subconscious about the product. Therefore, that cannot be accepted as ethical.

h) Advertisements appear in a particular section of the newspaper reserved for this whereas advertorials appear as secret news texts and this is not also an ethical publication.

3.2.7. Readers' Perception and Awareness of Advertorials

a) They read them as the news. The readers' weakness is abused by using the credibility of the written press. The readers are mislead but unaware of this.

b) It is not understandable and noticeable enough when used as "an advertorial" since it is a foreign word. Readers can at least mildly understand the phrase "this is an advertisement" like proclamations. This matters the perception of readers.

3.2.8. *Prepared Subjects / Conditions*

a) Advertorials are preferred in the product launching, face – lift and image developing that is required for the first step of the informing customers.

b) Making success for a brand or a sports club.

c) An important invention succeeded by the researchers of a firm.

d) Making the brand building projects and providing benefits for the society.[22]

3.2.9. Conditions of the Sources

a) The condition of source (corporation) is related with its power. If this study had been conducted by the firms such as Koç, Sabancı or İş Bankası there would have not been any need to look for the source. Because such firms or corporations have conducted qualified studies involving some which have affected the news agenda and also the national economy. But if any other corporation/firm not different from others performs this study in a new fashion, in this case a separate and different wording should be used.

[22] We can see that the news advertisements/advertorials become more economic and more effective if we try to preserve and improve the gained by such types of news the by the budgets for advertisements.

b) If corporations produce their own or related news for the media, this is called publicity. But if any payment is made and so news is published by buying a space this is an advertorial. If it is a big corporation and has a yearly publicity agreement its advertorials can also be published without any payment. In the case of large corporations, their advertorials take place on the first pages and no wordings are added to them.

c) As we look from the view of the publisher conduit, if the advertorial publishing conduit (paper or magazine) is also big and strong, corporations usually prefer these conduits. For this reason, there is compatibility between the corporations having an advertorial and the publisher conduits. At that point, the question about the advertorial publishing and its ethical dimensions may be natural, at all. As a result, the media is also an economic institution. Such a relationship affects the choice of the media and the usage of advertorials.

Chapter 4: Conclusions and Recommendations

Technological and economical developments and changes around the world underline the formation of different channels by businessmen to send their messages to consumers and readers. In this competitive sector, consumers have numerous different possibilities to get products or services. They can get information though their needs. Today information is found everywhere. Also, lots of -advertising- about the products or services can be easily found. Businessmen try to find out different persuasive and reliable (credible) messages for their consumers. Also, consumers look for persuasion and credibility in the messages. Accordingly, it can be said that advertorials can take a more important place in today's media.

The term "advertorial," which is derived from the words "advertising" and "editorial", is mostly defined as, "a special type of advertising in the form of editorial or news."

Mainly, advertorials are used in four media: print, television, radio and web.

Advertorials can be used in different sectors; mostly they are preferred by the cosmetics, technologies, health sectors. Also some corporation use advertorials such as the news about them while at the same time they advertise them as editorials.

This study was conducted about the print media advertorials. In this study, focus group and in – depth procedures with questionnaires were used. According to the general findings of the study, readers prefer to read news or editorials which include more information about the company or product. Therefore, they read news or editorials because of their printed materials. In addition, they find them more convincing as they give information in the form of the news. Also, advertorials provide detailed marketing opportunities and increase the product perception of

readers. The effectiveness of advertorials mostly come from their format: They look like a news item and are also accepted and read as a news item by readers.

Reasons for readers, advertisers and corporations' preference for advertorials can be listed as follows:

a) Since being in the newspaper and given in the form of the news it is used to increase the marketing and the perception of receivers in order to prevent the misunderstandings and disorientations about the product.

b) It is preferred at the step of the first informing of the customers like in the new product introduction, marketing, facelift or in image developing etc.

c) It adds more value to products and brands due to being a part of the news, which cannot be provided by advertisements. The strategies of the brand and product news and that of advertisements involve different goals and targets.

Considering the advertorial as a part of advertisement or calling it "an informing advertisement" is not preferable. Advertorial is much more persuasive and convincing because it includes more information and the brand takes a place in the news. Being written in the form of a news text may be easier and more effective in terms of persuasion. Therefore, such a conclusion may be derived out:

Advertorial=Advertisement news=Brand

Reasons for the preference of advertorial by firms and for their publication or broadcasting in the media are involved in the news, which adds more value to brands and products unlikely as in the advertisement. It provides detailed marketing and increases the product perception and prevents the disorientation about the product. Newspapers and magazines may be focused on cast. The cast schedule of advertorials is much more expensive than that of advertisements.

The texts including advertisements published as in the news format provide more benefits for the product by creating positive impressions on readers' minds. Especially in the written conduits advertorials, which are in the news format and appear in the print media, have priority over the visual media. The persuasion property of the texts in the news format is more than that of advertisements. Each firm can advertise its own products in the advertisement sections of newspapers in case of commercial reconciliation but they cannot present them to its readers in a news text since it will possess the properties of the news.

When we look at the general results of the focus group study, we can highlight some critical points. The usage of visuals in magazines is one of them, which attract attention to brands. In addition, they can cover the whole world. Larger and more attractive visuals are used in magazines than in newspapers, where visuals are used either in the middle or on the side. Mixed and the opposite colors are used together in newspapers and magazines. And this makes advertorials more attractive. Newspapers differ from magazines in terms of the design of advertorials. In magazines products and brands are in the front while texts can be shorter. They are more attractive because they concentrate on slogans. The same amount of space is used for products and texts in newspapers, on the other hand.

In addition, the usage of celebrities in advertorials makes them more attractive. On the other hand, experts are used in newspapers, especially on the cosmetics. Although they don't mean so much on the clinical side, they are still attractive. When these people are the experts they make advertorials readable. Experts are not often used in magazines. Female models are used usually, so this makes the advertorials in magazines more attractive.

Brand is another element in the usage of advertorials, which can differ from

magazines to newspapers. In magazines, known brands are used. This causes them to be perceived as advertisements. The brand attracts attention first without creating the need for reading, which turns into a sale. On the other hand, in newspapers, either brand new or famous brands are used. In this kind of advertorials in magazines, a new or a known product is put on the newspaper for prestige and a news item about it placed next to it.

The phrase "This is a classified" is used in newspapers. It is thought that it is used because it is a legal procedure. It is perceived as announcing a new product. The phrase "This is an ad" is used in magazines. Because it is an ad it is thought that it is unnecessary. On the other hand, the phrase "This is an advertorial" was used only once for a product in a newspaper. Furthermore, there is an interaction between the product and the advertorial. Because "advertorial" is a foreign word, it is assumed that it belongs to the brand that it is used for.

The expressions "This is a classified," "This is an advertisement," and "This is an advertorial" are accepted as advertorials. Because there is no standard for the design and expression usage of advertorials it is accepted and published as such. Especially on the pages the sponsor of which are baby food companies, there appears another product at the bottom, which also belongs to the same company. In the research, except this, it was seen that on the J&B brands sponsored pages only once a classified was published as an advertorial.

There should be a standard that explains what an advertorial is and how it should be. Editorials' (news/publicity) advertisements contents are accepted as advertorials. Readers at this point perceive advertorials as news items, which generates problems.

According to Brown and Waltzer, the usage of advertorials is increasing day by day and image instead of advocacy advertorials are more popular. In addition, Cooper and Nowners also explain advertorial as a type of outside lobbying. "Lobbying'" is one of the public relations terms and as mentioned above, sometimes advertorials can be used as public relations tools, but it is important to mention that there are some disagreements about whether "an advertorial" is an advertising or public relations method.

Advertorials are preferred in the product launching, face lift and image developing, which are required for the first step of the informing of customers. It creates success for brands and makes them provide benefits to the society. In addition, we can notice that the news advertisements/advertorials become more economic and more effective if we try to preserve and improve the values gained by such types of the news by the budgets reserved advertisements.

The conditions of the source are another important element in the usage of advertorials. The condition of a source (a corporation) is related with its power. If this study had been done by the firms such as Koç, Sabancı or İş Bankası etc. there would have been no need to look for the source. Because such firms or corporations have conducted qualified studies, some of which affect the news agenda and the national economy permanently. However, if any other corporation/firm performs this study in a new fashion, a separate and different wording should be used.

If the corporations produce their own news item to appear in the media, this is called publicity. But if any payment is made to buy a space for a news item, this is called an advertorial. On the other hand, if a large corporation has an annual publicity agreement with a conduit, its advertorials can also be published without any payment.

Even if a payment is made by a large corporation, their advertorials appear on the first pages with no wordings added.

If we look from the view-point of the publisher conduit, if the advertorial publishing conduit (paper or magazine…) is also large and strong, corporations usually prefer it. For this reasons, there is compatibility between large corporations having an advertorial published and publisher conduits. At this point, the question as to the ethical dimensions of publishing advertorials naturally comes into mind. As the media is an economic institution, such a relationship between corporations and conduits influences the choice of the media and the usage of advertorials.

This study has especially focused on the ethical dimensions of advertorials. The findings of the study can be listed as follows:

a) The news published in the written press is made to serve the reader. Taking it as a commercial matter is wrong in terms of the print media ethics. No product or service with a quality of the news should be published for payment. But it can be ethical to use the wording emphasizing that it is published under the scope of an advertorial.

b) The ethical problem cannot be solved by applying the wording or not. Every usage is an advertorial. One has a severe ethical problem whereas the other doesn't while both are incorrect in ethical terms.

c) In the advertisement sections of the published media, the annual marketing goals generate the desire for financial benefits, which is really a concerning issue.

d) Journalists' setting price for the news causes ethical problems, which is seen not only in Turkey but also all over the world.

e) In the media, an advertisement field can be hired and publications in the news fashion about the product and the brand can be made for payment. It doesn't differ from advertisements at that point. It is a type of the news produced in turn for payment.

f) This type of usage injures either the press or the profession of public relations.

g) It's not a right way in terms of ethics. But in today' monopolistic media which concerns itself with the news ethics, it can be said that advertorials keep staying behind. But in case of an obligation for the publication in the news format and if the product or the firm contains the values of the news, it does not create any problem. However, if it doesn't contain these values it can probably direct readers wrongly and make them subconscious about the product, which cannot be accepted as ethical.

h) Advertisements take a place in a particular section of the newspaper reserved for this whereas advertorials appears as a secret news text, which is not also an ethical publication.

As a result of the study some suggestions can be made about the future studies and corporations in the field. These are:

a) Corporations should take care of the conduit (interest) selection while making media planning. Readers' perception of the conduits through which advertorials are published should be paid attention.

b) There must be clearance in the usage of wordings,"This is a publicity," This is an advertisement" and This is an advertorial."

c) Since there is no standardization for advertorials' preparation styles and their appearance, there occurs in perception. Standardization of the usage of

advertorials in this regard is necessary in terms of its effectiveness. There also must be a standard in the format of advertorials. Editorials/publicity (including advertisements) and the ones prepared in the publicity format but including the values of the news (sometimes using wordings) are accepted as advertorials.

d) A clearance in "what an advertorial means" must be provided for readers. In professional life advertorials are accepted to be of the most effective advertisement strategies, so it is used effectively and intensively. Readers may be given information about the importance of advertorials.

e) How readers are getting information from the authorities in operating processes is a critical point for further researches.

The effect of these recommendations will be proportional with the situation of newspaper conduits, journalists and corporations. It will also depend on how much they are able to be ethical. There might be no problem in perception and readers might not be abused if standardization could be achieved in this field.

APPENDIX: Samples of Advertorials Used for the Focus Group

Türkiye Aile Planlaması Derneği açıklıyor

Doğum kontrol haplarının bilinmeyen yanları

Tüm dünyada gebeliği önleyen en etkin ve güvenilir yöntemlerden biri olan doğum kontrol haplarının, koruma dışında pek çok yararı olduğunu biliyor musunuz? Adet kanamalarını düzenlemesi, yumurtalık ve rahim kanserinden koruması, adet ağrılarını azaltması ve hormon dengesini sağlaması bunlardan sadece bazıları.

Dünyada en çok kullanılan modern korunma yöntemi doğum kontrol haplarıdır. Bugün tüm dünyada 60 milyondan fazla kadın tarafından kullanılan doğum kontrol hapları, kullanıcılarına korunma dışında da pek çok yarar sağlamaktadır. Ancak ülkemizde hapların kadın sağlığı üzerindeki faydaları ne yazık ki yeterince bilinmemektedir.
Türkiye Aile Planlaması Derneği önderliğinde başlayan çalışmalar kapsamında, bu konularda toplumun bilgilendirilmesi ve bilinçlendirilmesi amaçlanmaktadır.

Doğum kontrol haplarının korunma dışındaki en önemli yararları nelerdir?

Doğum kontrol haplarının, adet kanamalarını düzenlemek, adet dönemi ağrısını azaltmak, hormon dengesini sağlamak, sivilce ve ciltdeki yağlanmayı engelleyebilmek, rahim ve yumurtalık kanserine karşı korumak, memede fibrokistik hastalıkların oluşumunu engelleyebilmek ve adet öncesi gerginliği azaltmak gibi pek çok ek yararı vardır.

Hapların adet kanamaları üzerindeki olumlu etkileri nelerdir?

Doğum kontrol hapı kullanan kadınlarda adet kanamaları ayda bir kez ve düzenli olur. Adet düzensizliği yaşayan kadınlarda hap kullanımı adetlerin düzenli olmasını sağlar. Ayrıca haplar, adet kanamasının miktarının azalmasına yardımcı olur. Adet kanaması fazla olan kadınlarda demir eksikliği anemisi (kansızlık) sık görülür. Doğum kontrol hapları, adetlerin düzenli olmasını sağlamanın yanı sıra, adet kanaması miktarını azaltarak aneminin önlenebilmesine ve adet dönemi ağrısının azalmasına yardımcı olur.

Doğum kontrol hapları, yumurtalık ve rahim kanserine karşı nasıl koruma sağlar?

Haplar yumurtalıkların çalışmasını önlediği için yumurtalık kanserine karşı koruma sağlar. Hem yumurtalık hem de rahim kanserinin, doğum kontrol hapı kullanan kadınlarda neredeyse yarı yarıya azaldığı görülebilmektedir. Kullanım süresi uzadıkça hapın bu yararlı etkisi artmaktadır.

Yumurtalık kistleri üzerinde hapların nasıl bir etkisi var?

Haplar, yumurtalık kistlerinin tedavisinde sık kullanılmaktadır. Patolojik olmadığı düşünülen, genellikle çatlamamış yumurtalara bağlı olan folikül kistler ve fonksiyonel kistlerde tedavi amacıyla doğum kontrol hapları kullanılır. Haplar yumurtalıkların çalışmasını engelleyerek yumurtlamayı baskıladıkları için kistleri küçültür. Bu sayede olumlu sonuçlar alınabilir ve yumurtalık kistleri tedavi edilebilir.

Doğum kontrol haplarının sivilcelenme ve tüylenme üzerindeki etkileri nelerdir?

Halk arasında doğum kontrol haplarının tüylenme yaptığına dair yanlış bir inanış vardır. Oysa bugün tüylenme ve akne tedavisinde doğum kontrol hapları kullanılmaktadır. Günümüzde bazı hapların bu konuda etkili olabildiği görülmektedir.

Doğum kontrol haplarının meme hastalıkları üzerindeki etkileri nelerdir?

Kadınlar arasında sık görülen fibrokistik hastalık ve fibroadenom gibi iyi huylu meme hastalıklarının tedavisinde doğum kontrol haplarının sağlıklı sonuçlar verebildiği bir gerçektir. Ayrıca hap kullanan kadınlarda bu hastalıkların görülme sıklığında da azalma olduğu bilinmektedir. Doğum kontrol haplarının meme kanseri yaptığına dair varolan inanışlar ise doğru değildir.

Doğum kontrol haplarının PMS (premenstruel sendrom) üzerindeki etkileri nelerdir?

PMS, adet öncesi yaşanabilen gerginlik, sıkıntı, vücutta şişkinlik, huy ve iştah değişiklikleri gibi şikayetleri kapsar. Günümüzde kullanılan bazı doğum kontrol haplarının, bu şikayetler üzerinde olumlu etkileri gözlenebilmektedir.

Hapların bu yararları yeterince biliniyor mu?

Türkiye'de hapların yararları maalesef yeterince bilinmemektedir. Oysa gelişmiş ülkelerdeki kadınlar bu ek yararların farkında olarak, bilinçli bir şekilde doğum kontrol hapı kullanmaktadır. Türkiye Aile Planlaması Derneği, yaptığı çalışmalarla doğum kontrol haplarının yanı sıra tüm modern yöntemlerin bilinçli bir şekilde kullanılmasını artırmayı amaçlamaktadır.

Bu bir ilandır.

Türkiye Aile Planlaması Derneği Modern Korunma İletişim Hatları:
0312 439 13 54 • 0312 439 13 55 • 0312 439 13 56 • 0312 439 13 57 • 0312 439 13 59 • 0312 439 15 75
tapd@tapd.org.tr www.tapd.org.tr

TÜRKİYE AİLE PLANLAMASI DERNEĞİ

Modern Korunma İletişim Hatları

0312 439 13 54 • 0312 439 13 55 • 0312 439 13 56
0312 439 13 57 • 0312 439 13 59 • 0312 439 15 75

www.tapd.org.tr

Saçlar doğallık istiyor, kuaförünüz de!

Saçlar güzelliğimizin en önemli aksesuarı. Ne yediğimiz, sağlığımızı nasıl etkiliyorsa, saçımız için hangi ürünleri kullandığımız da saç sağlık ve güzelliğimizi o yönde etkiliyor. Bu konunun profesyoneli, her gün ellerinde yüzlerce saçla kuaförler. Peki sizin kuaförünüz saçınız için hangi ürünü öneriyor?

Çoğu zaman kuaförümüzün saçımız için kullandığı ürünlere çok dikkat etmeyiz. Oysaki kuaförde boya, kesim veya fön öncesinde saçımıza kullanılan ürünler saçımızın sağlığı için çok büyük önem taşır.

Bunun için Matrix doğal bitkilerin gücünden ilham alarak Biolage'ı yarattı. Profesyonel bir saç bakım markası olan Biolage bugün seçkin dünya kuaförlerinde salon bakımı ve servislerinde en iyi hizmeti sunabilmek için kullanılıyor ve satılıyor. Biolage'ın terapi anlayışı sayesinde kuaförünüzde unutulmaz bir spa tecrübesi yaşayacaksınız. Ayrıca size önerilen terapi ürünleri ile bu etkiyi evinizde de devam ettirmek sizin elinizde. Unutmayın, saçınız için en doğru ürünü kuaförünüz bilir!

BIOLAGE

Doğa, bilim ve salon uzmanlığı

Amerika salonlarının 1 numaralı profesyonel saç bakım ürünü Biolage, özenle seçilmiş bitkilerin gücüyle saçınızı besliyor, onarıyor ve ona doğallığını yeniden kazandırıyor.

Matrix Araştırma ve Geliştirme Laboratuvarı en son teknolojiyle doğadan bitki özlerini özenle seçtikten sonra, yüksek performanslı ürünleri kuaförünüze ulaştırıyor.

Uzman kuaförlerimizde doğal bakım seanslarından faydalanabilir, sonrasında size önerilen ürünler ile bu profesyonel bakım etkisini evinizde de devam ettirebilirsiniz.

MATRIX
AMERİKA SALONLARINDA 1 NUMARA

Biolage için uzman kuaförünüz ne diyor?

"Biolage salonuma ilk geldiği günden beri müşterilerimin vazgeçilmezi haline geldi. Biolage ile müşterilerimin saçlarının ihtiyaçlarına yönelik doğru çözümler önerebiliyorum. Ancak doğal özler taşıyan benzersiz formülleri ve ürün dokuları ile kendini diğer tüm bakım markalarından ayrıştırıyor.

Özellikle doğal ürünlerin önem kazandığı son günlerde Biolage'ın salon bakımlarını müşterilerime güvenle önerebiliyorum. Bakım sonrasında saçlarındaki değişikliği anında hisseden herkes bu ürünleri evinde de denemek istiyor.

Biolage ayrıca uygun fiyat politikası ve eşsiz kokusu ile de müşterilerimin beğenisini kazandı. Özellikle en son getirilen servis menü uygulaması sayesinde birçok müşterim salon bakımı ile tanıştı."

Saç Tasarımcısı
Hakan Köse / İstanbul

Size Biolage ürünlerini sunan seçkin kuaförler:

ANKARA

Red White Kuaför	0312 466 15 45	Ayrancı
Ars Kuaför	0312 495 39 38	Birlik
Kuaför İbrahim Öztürk	0312 319 62 60	Cebeci
Jadore Kuaför	0312 468 25 33	Çankaya
Kırmızı Kuaför	0312 475 25 15	Dikmen
Pretty Woman Kuaför	0312 480 80 50	Dikmen
Kuaför Murat Çapkınlar	0315 325 71 89	Etlik
Uzel Kuaför	0312 447 35 70	G.O.Paşa
Uğur Kuaför	0312 623 88 77	Polatlı
Yeni Moda Kuaför	0312 310 29 18	Ulus
Red White Kuaför	0312 467 23 22	Ümitköy
Kardem Kuaför	0312 344 75 26	Yenimahalle
Songül Bayan Kuaförü	0312 315 94 39	Yenimahalle

AYDIN

En-Ta Kuaför	0252 212 70 59	
Kuaför Bülent Tosun	0256 213 23 95	
Yavuz Kuaför Güz. Hiz.	0256 214 89 82	

BALIKESİR

Ali'm Kuaför	0266 343 03 33	
Bedri Kuaför	0266 239 27 19	
Nejat Kuaför	0266 245 68 06	

BURSA

Aytaç Bay- Bayan Kuaför	0224 234 55 54	
Leman Kuaför	0224 443 63 01	
San Stüdyo	0224 225 11 65	
Studio Ayhan Çevik	0224 223 88 77	
Vedat Hair Sudio	0224 225 17 37	

DENİZLİ

Güler Kuaför	0258 263 73 48	
M.F.B (Metin Kuaför)	0258 212 53 41	
Sevinç Kuaför	0258 242 88 83	
Sultan Kuaför	0258 268 85 32	
Yücel Kuaför	0258 242 86 80	

EDİRNE

Kuaför Yüksel	0284 714 50 19	Keşan

ESKİŞEHİR

Görkan Bayraktar	0222 234 11 15	
İsmail Yolacan Kuaför	0222 234 78 35	
Kuaför Necdet	0222 220 31 06	

ERZURUM

Asena Bayan Kuaför Salonu	0442 235 01 02	

GİRESUN

Kuaför Erhan Şenel	0454 212 52 02	

ISPARTA

Gül Kuaför	0246 311 52 51	Eğirdir
Tuna Gül Kuaför	0246 218 04 42	

İSTANBUL

Milena Güzellik Salonu	0212 638 09 05	Aksaray
Saloon Kuaför	0216 465 82 63	A.Hisarı
Sanat Kuaför Salonu	0212 560 80 13	Ataköy
Estetica Güzellik Salonu	0216 488 90 54	Atalar
Mim Kuaför	0216 455 94 73	Ataşehir
Miss Kuaför	0216 456 91 51	Ataşehir
Ömür Yıldırım	0216 455 16 85	Ataşehir
Güzde Kuaför	0212 509 28 31	Avcılar
Nokta Kuaför	0212 441 41 08	Bahçelievler
Zeyinep & Emre Saç Tas.	0212 555 50 35	Bahçelievler
Fancy Coiffeur	0212 441 55 65	Bahçelievler
Salon Ms	0212 553 60 72	Bahçelievler
Erkan Çelik	0212 543 43 72	Bakırköy
Erol Kaya Saç Tasarımı	0212 542 75 58	Bakırköy
Kramer Kuaför	0212 571 77 77	Bakırköy
Tuana Kuaför	0212 583 17 62	Bakırköy
Yücel Kuaför	0212 260 75 83	Beşiktaş
Hair House	0212 261 41 92	Beşiktaş
OK Fashion	0212 873 43 69	Beylikdüzü
Senin Kuaför	0212 279 29 40	Çeliktepe
Burhan Kuaför	0212 726 89 94	Çerkezköy
Atalay Kuaför	0216 478 24 24	Çiftehavuzlar
Yağmur Kuaför	0216 360 30 70	Erenköy
İdeal Bayna Kuaför	0216 411 92 16	Erenköy
Kenktarak Ali	0212 351 46 33	Etiler
Hakan Köse	0212 265 42 19	Etiler
Lortis Kuaför	0216 345 94 38	Fenerbahçe
ES Estetik	0216 360 39 74	Feneryolu
Hayri Başar	0212 573 54 06	Florya
Deniz Koç	0 212 573 72 22	Florya
Evita Kuaför	0212 479 83 36	G.Osmanpaşa
Kardeşler Kuaför	0212 544 07 34	G.Osmanpaşa
Pandora Kuaför	0212 282 74 90	Gültepe
Ay-Es Kuaför	0212 506 92 95	Güngören
Mix Kuaför	0216 469 60 16	İçerenköy
Veli Güçlütürk	0216 577 30 52	İçerenköy
Alper Kuaför	0216 518 38 33	İdealtepe
Salon Veysel	0212 323 61 81	İstinye
Misi Kuaför	0212 321 74 01	Kağıthane
Sayanora Kuaför	0216 363 57 18	Kazasker
Kuaförüm Kuaför	0216 492 34 86	Kurtköy
Studio Ayhan Akbalık	0212 264 78 73	4. Levent
Ekip İstanbul	0216 371 97 52	Maltepe
Mehmet Alper	0216 449 63 64	Maltepe
N-F/ Gazeteciler	0212 285 99 13	Maslak
Turgut- Fatoş	0212 347 27 75	Nişantaşı
Adress Kuaför	0212 272 05 96	Ortaköy
Ayhan Ceyhun	0212 275 47 22	Ortaköy
İsis Kuaför	0212 288 38 40	Ortaköy
San Stüdyo/ Astoria	0212 215 22 10	Şişli
Mehmet Tatlı / Cevahir	0212 380 09 19	Şişli
Şiva	0212 230 57 92	Şişli
Zühre Kuaför	0212 246 53 96	Şişli
Odesa Kuaför	0212 299 04 50	Tarabya
Vega Kuaför	0212 299 40 75	Tarabya
Rapuncel	0212 352 54 35	Ulus
Trio	0212 283 87 06	Ulus
MM Bahçecik	0212 257 68 22	Ulus
Remse	0212 282 76 02	Ulus
Nisan Kuaför	0216 443 36 28	Ümraniye
Eray Kuaför	0216 492 33 56	Üsküdar
Venüs Line	0216 341 53 08	Üsküdar
MVA Saç Tasarım	0216 651 66 32	Üsküdar
No Name Bayan Kuaför	0216 310 30 40	Üsküdar
Petunya Bayan Kuaförü	0216 462 18 28	Üsküdar
Şake Kuaför	0216 343 45 00	Üsküdar
Musa Kuaför	0212 299 39 87	Yeniköy
Doğan Kuaför	0212 262 89 55	Yeniköy
Tamer Bostan Coiffure	0212 573 95 21	Yeşilköy
Grup Gökhan	0212 663 84 75	Yeşilyurt
Remse	0212 202 75 99	Zekeriyaköy

İZMİR

İbrahim Cem	0232 464 13 82	Alsancak
Kemal Mustafa	0232 374 35 22	Alsancak
MSD Kuaför	0232 463 69 83	Alsancak
Prestige Kuaför	0232 463 69 33	Alsancak
Erenköy Kuaför	0266 312 34 41	Ayvalık
Osça Kuaför /Agora	0232 275 15 72	Balçova
İbrahim Soydan Kt.	0232 277 29 20	Balçova
Coy Kuaför	-	Bornova
Cüneyt Uğur Kuaför	0232 347 02 93	Bornova
Kemal Mustafa/ Carrefour	0232 324 39 22	Bostanlı
Hair Dessing	0266 412 52 28	Burhaniye
Kemal Mustafa/ Sheraton	0232 723 37 79	Çeşme
Leyla Güzellik	0232 712 59 61	Çeşme
Afrodit Kuaför	0232 251 56 00	Gaziemir
Hair Center Kuaför	0232 224 20 75	Güzelyalı
Trio Plus Kt	0232 224 03 03	Güzelyalı
Loreal Kuaför	0232 250 43 13	Hatay
Emre Kuaför	0232 368 31 22	Karşıyaka
Erhan Kuaför	0232 330 62 35	Karşıyaka
Gökhan kuaför	0232 381 91 53	Karşıyaka
İlyas Kuaför	0232 323 40 26	Karşıyaka
Işıl Kuaför	0232 336 75 25	Karşıyaka
Nano Kuaför	0232 381 03 23	Karşıyaka
Coşkun Sabri Kuaför	0232 231 23 38	M.Paşa
Mehmet Ali Semih	0232 345 45 10	M.Paşa
Şeküre Kuaför	0232 452 44 21	Şirinyer
Capilus Kuaför	0232 856 12 43	Torbalı
Star Kuaför	0232 855 42 02	Torbalı

MANİSA

Ayşe Güzellik Salonu	0236 238 79 98	
De La Femme	0236 239 46 72	

KAHRAMANMARAŞ

Değişim Bayan Kuaförü	0344 511 31 91	
Kapris Bayan Kuaförü	0344 223 37 00	

KASTAMONU

Çankaya Bayan Kuaförü	0366 214 20 81	

KAYSERİ

Dez Kuaför Güzellik	0352 437 91 37	
Favori Bayan Kuaförü	0352 236 07 21	
Trendy Bayan Kuaförü	0352 224 70 72	

KIRŞEHİR

Paris Kuaför	0386 213 41 56	

KONYA

Mega Kuaför	0542 314 32 32	Ereğli

MALATYA

Bahattin Pınar Byn Kuaförü	0422 324 76 31	
Murat Songül Byn Kuaförü	0422 324 61 56	
Rafle Bayan Kuaför Salonu	0422 325 80 11	

MUĞLA

İlker-Sevim Kuaför	0252 313 82 40	Bodrum
Ferhat Kuaför	0252 712 83 96	Datça
Diana Kuaför	0252 813 66 22	Didim
First Elite Kuaför	0252 612 37 36	Kuşadası
Hasan Kuaför	0252 476 76 85	Marmaris
Hüseyin- Nesibe Kuaför	0252 412 28 36	Marmaris
Stil Kuaför	0252 413 20 93	Marmaris
Bernis Kuaför	0252 513 49 35	Milas

SİİRT

Gurbet Bayan Kuaförü	0484 224 80 77	

UŞAK

Mesut Kuaför	0276 223 25 62	

KIBRIS

Lema Kuaför	0392 373 43 83	Geçitkale
Fame Kuaför	0392 815 78 23	Girne
Algül Kuaför	0392 228 32 53	Lefkoşa
Joy Joy Life Kuaför	0392 223 87 87	Lefkoşa
Mr. Leon Kuaför Salonu	0392 223 22 23	Lefkoşa
Zen-Sa Güzellik Merkezi	0392 225 73 08	Lefkoşa

MATRIX
AMERİKA SALONLARINDA 1 NUMARA

Dr.Saliha Güneri güzellik merkezinde hayallerinize kavuşmak çok kolay.

Dr. Saliha Güneri, medikal estetik ve tıptaki son gelişmeleri yakından takip ederek, bilgi ve becerisini Etiler'deki merkezinde bizlerle paylaşmaktadır. Dr. Saliha Güneri MLS, mezoterapi, cilt bakımı, incelme ve sıkılaşma programları, mezolifting, epilasyon ve masaj gibi birçok alanda profesyonel hizmet vermektedir.

Herkesin hayali olan fazla kilolardan kalıcı olarak kurtulmak artık mümkün. Dr.Saliha Güneri güzellik merkezinde uygulanan MLS yöntemi sayesinde diyetsiz,egzersizsiz ve acısız fazla kilolardan kurtulmak artık çok kolay. Zayıflamada yeni bir dönem başlatan MLS tamamen kişiye özel uygulaması ile konsept bir yöntem.

Bu konsept 3 aşamalıdır. Birinci aşama analizdir. Bilgisayar destekli eşsiz analiz cihazı ile kişinin tüm sağlık hikayesi ve vücut özellikleri belirlenerek sadece o kişiye ait bir program elde edilir.

İkinci aşamada hiposmoler sıvı enjeksiyonu vardır. Hipoosmoler sıvı enjeksiyonu yapılan bölgedeki yağ hücreleri erimeye başlar aynı zamanda zar yapıları bozulur.Zar yapısı bozulan yağ hücreleri hem içeriğini boşatır hem de bir daha yağ depolayamaz hale gelir.

Bu sayede kısa sürede sonuç alındığı gibi alınan sonuçlar kalıcı olacaktır. İkinci aşamanın son basamağı ise hipoosmoler sıvı enjeksiyonundan sonra, çalışılan bölgeye ultrasound uygulanmasıdır. Ultrasound zaten hasarlanmış yağ hücreleri arasındaki bağların tamamen açılmasını ve zar yapısının tamamen bozulmasını sağlar.

Üçüncü basamakta ise pürüzsüzleştirme ve şekillendirme ile yağ atılımını sağlayan lenf drenaj işlemi vardır.

Analiz sırasında belirlenen ihtiyaca göre elektroterapi, manyetoterapi battaniyesi, infraruj battaniyesi gibi işlemler uygulanır. Tüm bu işlemlerin uygulama sıklığı, sırası ve ne kadar uygulanacağı analiz esnasında belirlenir.

MLS uygulaması hem kalıcı sonuç almak isteyen hem de yoğun iş temposu nedeniyle sık aralıklarla bir merkeze gidemeyen kişilerde kolaylıkla uygulanabilen bir bakımdır.

Sonuçlar daha hızlı alınır, daha az sayıda ziyaret gerektirir ve ilk uygulamadan sonra bile gözle görülen sonuçlar ortaya çıkar. Uygulama sonrası günlük hayata hemen dönülür, özel bir bakım gerektirmez.

MLS' in konsept yapısı sayesinde kalıcı yağ kaybı ile beraber sıkılaşma, sarkık bölgelerde toparlanma ve silüetteki düzelme işlem sırasında çözüme ulaştırılır .

Son olarak tüm hanımların kabusu olan selülitin düzelmesi MLS işleminin yan etkisidir.

Dr. Saliha Güneri
Medikal Estetik Merkezi


Güzelliğine Önem Verenler İçin...
cilt bakımı-oksijen terapi-kimyasal peeling-ameliyatsız yüz germe-masaj-selülit bakımları-mls
refleksoterapi-radyofrekans-yosun bakımları-deniz tuzu ile vücut peelingi-elektrolipoliz-ultrason
Dr. Saliha Güneri
Medikal Estetik Merkezi
0 212 287 95 15 - (pbx)
www.salihaguneri.com

kmeksiz diyet yapılmaz!

NO Light yemenin 48 nedeni:

) Light'ın bir dilimi sadece 48 kaloridir.

ə yönünden zengin olduğundan sofradan kalkmanızı sağlar.

ca, göz doyurucu büyüklüğü, psikolojik ak da doyurur; sofradan kalkarken ekten tok hissedersiniz.

lezzetlidir.

enilirdir; arkasında 15 yıllık UNO yimi yatar.

Light, diyetten keyif almanızı ayacak masum bir ödüldür.

m temponuz içinde zayıf düşür- en zayıflamanıza yardımcı olur.

binlerce kişi tarafından nmiş, yiyenin vazgeçemediği ght ekmektir.

dan bir ekmek diliminden daha az enerji içerir.

sıradan bir ekmek diliminden daha az yağlıdır.

ük lif ihtiyacınızın %31'ini karşılar.

koruyucu ambalajdaki ekmeğinize ilk siz nursunuz.

eki kepek sayesinde sindirim süresi dur; öğün arası açlığı engeller.

14. Yine kepek sayesinde kan şekerinizi de dengede tutar.
15. Posalı olması nedeniyle sindirimi kolaylaştırır.
16. Zengin Un'dan yapıldığı için vitamin ve mineral bakımından zengindir.
17. Zengin Un aynı zamanda enerji verir.
18. Bağışıklık sistemini güçlendirir.
19. Kemik ve dişlerin gelişimini destekler, güçlendirir.
20. Tat alma duyunuza destek olur, böylece lezzeti daha fazla keyif verir.
21. Zengin Un'da doğal olarak bulunan demir sayesinde kan hücresi yapımını artırır, kansızlıktan korur.
22. UNO Light'ın 4,5 diliminde bulunan demir, 3 yemek kaşığı pekmezdekine eş değerdedir.
23. UNO Light'ın 4,5 diliminde bulunan kalsiyum, bir bardak süttekine eş değerdedir.
24. En çok tercih edilen light ekmektir; şimdiye kadar yüz binlerce kişinin sağlıklı zayıflamasına katkıda bulunmuştur.
25. UNO Light'ın 4,5 diliminde bulunan B12 vitamini, yarım su bardağı süttekine eş değerdedir.
26. UNO Light'ın 4,5 diliminde bulunan folik asit, 100 g cevizdekine eş değerdedir.
27. UNO Light'ta ayrıca buğdayın özünden gelen doğal çinko, B1, B2, niasin ve B6 vitaminleri de bulunur.
28. İçerdiği lifler, bağırsak içindeki zararlı maddelerin atılmasını sağlar ve mide-bağırsak kanser risklerini azaltmaya yardımcı olur.
29. Diyet yaparken ekmek yemekten fedakarlık yapmamanızı sağlar; ekmek keyfinizi sürdürür.
30. **UNO Light, en besleyici diyet karbonhidratlarından biridir.**
31. **Tüm dünyada sağlıklı diyet için tüketimi tavsiye edilen karbonhidratlardan biri ekmektir.**
32. UNO Light, bir karbonhidrat olarak, sağlıklı sinir sisteminin gelişmesine ve korunmasına yardımcı olur.
33. UNO Light gibi karbonhidratlı gıdalar, kasların enerji kaynağıdır; karbonhidratsız diyetler, kasların zayıflamasına ve küçülmesine sebep olur.
34. Ayrıca UNO Light gibi karbonhidratlı gıdalar, metabolizmayı hızlandırarak uzun dönemde kilo vermeyi kolaylaştırır.
35. UNO Light, bir karbonhidrat olarak günlük normal aktivitelerin sürdürülebilmesini sağlar; yorgunluk ve halsizlik hissinin ortadan kalkmasına yardımcı olur.
36. UNO Light, evinizdeki herkesin rahatlıkla yiyebileceği, lezzetli, besleyici ve keyifli bir ekmektir.
37. Hijyenik koşullarda el değmeden üretilir.
38. Buzdolabında günlerce saklanabilir; çabuk bayatlamaz.
39. Mis gibi ekmek kokar.
40. Her markette kolayca bulunabilir, nerede olursanız olun elinizin altındadır.
41. **Hazır dilimlidir, her diliminin ağırlığı bellidir, porsiyon hatasına yer bırakmaz.**
42. **Sadece diyet dönemlerinde değil, kiloy korumak için de keyifle tüketilebilir.**
43. Toplam yarım kiloluk paketlerdedir, kolayc bitmez.
44. **Her yaşa, kadın-erkek her bünyeye uygundur**
45. Pratiktir; paketten çıktığı gibi sofraya konur
46. Öğünlerin vazgeçilmez bir tamamlayıcısıdır her yemeğin yanında iyi gider.
47. Ayaküstü atıştırmalara, sandviçe uygundur kolay dağılmaz, kırıntı saçmaz.
48. UNO Light, midenize oturmaz; sofradan tok ama formda kalkmanızı sağlar.

www.48kalori.com

RAMAZAN DÖNEMİNDE BESLENME REHBERİ

Ramazanda beslenme alışkanlıkları ciddi bir şekilde değişir. Bu dönemde beslenme açısından yaygın uygulama iftarda büyük bir öğün, sahurda ise hafif öğün ile yemek şeklinde olur. Aslında en önemli fark yaz aylarında yaşanan gün boyunca su içememektir.

Yapılan araştırmalarda, ramazanın başlangıcına göre vücut ağırlığında 2. haftada gözlenen artış, vücut suyundaki azalma ve vücut yağ yüzdesindeki artış olduğunu ortaya koyuyor. Bu nedenle ramazan ayındaki değişen öğün düzeni ve saati nedeniyle ilk haftalarda vücudu susuz bırakmamak ve bol sıvı almak çok önemlidir.

Bilimsel veriler değerlendirildiğinde oruç tutan sağlıklı kişilerde vücudun homeostatik (denge) mekanizmaların dengelenmesi nedeniyle korkulacak düzeyde elektrolit düzeyinde düşüklük yaratmadığı, bedenin pH dengesinin bozulmadığı yönünde. Bazı çalışmalarda da orucun, kolesterol türevleri ile günlük alışkanlıklarda da önemli yararlı etkileri olduğu gözlemleniyor.

Yapılan bir araştırmada vücut su miktarındaki en fazla kaybın, ramazanın ilk haftasında olduğu belirlenmiş, sıvı alımındaki azalmanın dehidrasyona yol açtığı düşünülmüştür. Bu nedenle özellikle ramazanın ilk haftasında sıvı tüketimi ve ramazan süresince iftar sonrası öğün sayısını artırarak enerji alımının dengelenmesi çok büyük önem taşır.

RAMAZAN DÖNEMİNDE SAĞLIKLI BESLENMEK ŞARTTIR.

Bu dönemde azalan öğün sayısı ile bireylerde az öğüne adaptasyonda güçlük yaratabilir ve bu sebeple çok besin tüketilir. İftar ve 2 adet küçük ara, sahur ile toplam 4 öğün beslenmek en sağlıklı çözüm.

İftar ve 2 adet küçük ara, sahur ile toplam 4 öğün beslenmek en sağlıklı çözüm. İftar zamanı mideye aşırı yüklenmemek yapılabilecek ilk kural olmalıdır. Oruç döneminde besinleri iyi çiğnemek, oluşabilecek hazımsızlığı ortadan kaldırır. Bol sıvı alımı vücut su dengesinin korunmasına yardımcı olarak gün boyu açlık dışında oluşabilecek yorgunluğun da oluşmasını engeller.

İnsüline bağımlı olmayan şeker ve hipoglisemi hastalarının tıbbi beslenme tedavilerinde öneri, 2.5-3 saat ara ile yükü düşük beslenmedir. İlaç saatleri ayarlı olan şeker, kalp, hipertansiyon ve mide hastaları uzun süre aç kaldıklarında ilaç tedavilerini de bozmuş olacaklarından dikkatli olmak gerekir. Özellikle reflü ve ülser hastalarında uzun açlıklar aşırı asit salgısına neden olduğundan, bol sıvı almaları gerekir.

LİĞİ YUDUMLA

BESLENME İPUÇLARI

sahura kadar olan dönemde en az 8 su bardağı sıvı tüketilmeli. Sıvı içeceklerde ise; şeker içeriği düşük, gazsız ve içerisinde fonksiyonel besin maddeleri olan bir sıvı içeceği öncelikli olarak tercih etmek olmalıdır. İftarda 1 kutu veya şişe, gazsız şekeri azaltılmış, Lipton Ice Tea gibi renklendirici ve koruyucu katkı maddesi içermeyen içecek alternatifi öğünle beraber tüketilebilinir.

Ramazanda Besin Rehberi: Ülkemize özgü beslenme rehberinde besinler 4 ana gruba ayrılmıştır. 4 yaprağın yoncasını her öğünde en az 3 tanesini almamız önerilmektedir.

1. Süt ve süt grubu: Bu gruba giren besinler süt, yoğurt, ayran, peynir, cacık ve süt tozudur. 1 porsiyon süt grubu denildiğinde: 1 su bardağı süt = 1 su bardağı yoğurt = 2 kibrit kutusu büyüklüğünde peynir = 1 kase cacık = 2 yemek kaşığı süt tozu = 1 kase yoğurttan yapılmış çorba anlamına gelmektedir.
2. Et grubu: Kırmızı et, tavuk, hindi, balık, yumurta, kuru baklagiller (kuru fasulye, nohut, mercimek, kuru barbunya, soya fasulyesi, vb.), yağlı tohumlar (fındık, badem, ceviz, yerfıstığı, vb.) et grubunun alternatifleridir. Günde 2-3 porsiyon tüketilmesi önerilen et grubunun 1 porsiyon 1/2 miktarları ise şöyledir: 2-3 yumurta büyüklüğünde kırmızı et veya 1 küçük boy tavuk-hindi göğüs eti veya 1/4 adet çipura veya levrek kadar balık, 1 adet yumurta, 1 küçük tabak kuru baklagil yemeği, 1 kase geleneksel besleyici değeri yüksek çorba, 1/4 kase yağlı tohumdur.
3. Sebze ve meyve grubu: Bu grup az miktarda yağ ve karbonhidrat, yüksek miktarda su içerdikleri için düşük kaloriye sahiptir. Bu grubun 1 porsiyon miktarlarına bakıldığında: 1 tabak pişmiş sebze yemeği veya 1 tabak karışık sebzelerden yapılan salata veya 1 kase sebze çorbası 1 porsiyon sebze anlamına gelirken, 1 orta boy meyve veya 1/2 su bardağı taze sıkılmış meyve suyu 1 porsiyon meyvedir.
4. Ekmek ve tahıl grubu: Buğday, pirinç, mısır taneleri, kuskus, erişte, makarna, şehriye, un, bulgur, tarhana, yarma ve bütün ekmek çeşitleri bu gruba girmektedir. Günde 6 porsiyon tüketilmesi önerilen bu grubun 1 porsiyon miktarlarına bakıldığında; 1 ince dilim ekmek = 2 yemek kaşığı pilav, makarna, erişte, şehriye, bulgur, 1 kase tahıl çorbası, 1/3 simit ve 2 adet bisküvidir.

ASLA KİLO VERMEK İÇİN ORUÇ TUTULMAMALIDIR.

'tan Yeni Nesil Odası

ini keşfetmeye çalışan biri var evinizde. Ben kimim, büyüyünce ne
ürü sıkıcı sorulara yanıt arayan, küçücük yaşında kocaman dünyalar
ri. Anne - baba olarak sizin; kuracakları bu dünyada onları tanımanız,
önem taşıyor.

Odası ürünleriyle yaratacakları odaları, çocuklarınızın
ak. Çocuğunuz, 15'i aşkın konsept ürünlerden birinde kendini
ının en güzel dönemini bu odada geçirecek.
l garanti süresiyle uzun yıllar sorunsuz kullanacak.

'la, Doğtaş yeni nesille büyüyor.

- Bir Doğtaş özel tasarımı
- Dolap, çalışma masası, karyola, karyola ön parçası, komodin ve özel sandalyeli takım
- Duman meşe, kırmızı ve lacivert renk kombinasyonu
- Kitaplıklı iki kapılı dolap ve çalışma ünitesi
- Karyola altı çekmeceli dolap
- Dolap kapağında bulunan asma kulplarda kilit aksesuarı
- İki parçadan oluşan gemi şeklinde karyola
- Karyola tamamlayıcısı veya köşe sehpa olarak kullanılabilen karyola ayakucu modülü
- Hazine sandığı formunda şifonyer
- Modüllerde tasarıma uygun metal aksesuarlar

ÜDH **0800 298 00 01**
www.dogtas.com.tr

7 Yıl Garantili

IMOB 2009 Tasarım Ödülü

O bir kaşif mi

ya da uçsuz bucaksız denizlere yelken açan bir maceraperest mi ?

Eğer çocuğunuz şimdiden kendini engin denizlerin büyüsüne kaptırmışsa, Doğtaş Yeni Nesil Odası'ndan KORSAN tam onun hayallerine uygun bir dünyanın kapılarını aralıyor, çocuğunuz odasında ufuklara yelken açıyor. Acele edip hemen bu takımı alın, ne de olsa açık denizler onu bekliyor.

KORSAN

DOĞTAŞ®

Enzymatic Therapy
What Better Feels Like

BP-M

SİNSİ DÜŞMAN:
HİPERTANSİYON

Yüksek kan basıncı (hipertansiyon) Türkiye'de her 3 yetişkinden 1'ini etkiliyor.

Yüksek kan basıncı (hipertansiyon) Türkiye de her 3 yetişkinden 1'ini etkiliyor. Hipertansiyonun çeşitli nedenleri var. Ancak belirtileri neredeyse yok. Yüksek kan basıncıyla yaşayan insanların % 60'ı bundan habersiz.
Belirtilerin görülmemesi yüksek tansiyonunuz olmadığı anlamına gelmiyor.Bu nedenle ona **"Sessiz Katil"** de deniyor.
Amerikanın en başarılı doğal tedavi uzmanlarından Kardiolog Dr.Decker Weiss tansiyon ile ilgili bakın hangi çarpıcı açıklamaları yapıyor.

Soru : Tansiyon nedir?
Tansiyon; kanın damar duvarlarını zorlamasıdır. Kalp kan pompaladığında damar duvarları gerilir ve meydana gelen bu basınca büyük tansiyon(sistolik) denir.Kalp boşluklarının kanla dolması esnasında meydana gelen basınç ise küçük tansiyon (diastolik) olarak tanımlanır.

Soru:Yüksek tansiyon değerleri ve vücudumuzda oluşturduğu olumsuzluklar nelerdir?
Tansiyonunuz gün içinde bile değişim gösterebilir.Ancak sürekli olarak 120/80 mmHg değerlerinin üzerinde bir tansiyonunuz varsa kan basıncınız ile ilgili endişe duymanız ve en kısa sürede bir takım önlemler almanız gerekmektedir.
Tansiyonunuz ne kadar yüksekse damarlarınız o kadar zorlanır.Yüksek tansiyon damarları yıllar içinde yavaş yavaş yıpratır.Uzun dönemde bu durum kalbimize, böbreklerimize, beynimize ve daha bir çok organımıza ciddi zararlar verir.

Soru: Hipertansiyondan korunmak için neler yapabiliriz?
Daha aktif bir yaşam tarzı , düzenli egzersiz ve meyve sebze ağırlıklı bir beslenme ile özellikle bel cevresi kilonuzu kontrol altında tutmanız, eğer içiyorsanız sigarayı bırakıp alkol ve tuz tüketiminizi sınırlandırmanız yüksek tansiyonla savaşınızda size önemli ölçüde destek sunacaktır.

Soru: Yaşam tarzı değişikliklerinin dışında, tansiyonumuzu kontrol altında tutmanın doğal bir yolu var mı?
Doktorunuzun tavsiye edeceği yüksek tansiyon ilaçlarının yanı sıra; dandellion, likopen, stevia, zeytin yaprağı ekstresi ve hawthorn gibi eşsiz bileşenleriyle doğal destek ürünü olan BP-M de tansiyonun dengelenmesine yardımcı olur.

Bu bir ilandır.

* ENZYMATIC THERAPY ürünleri sadece eczanelerde satılmaktadır.
* Daha detaylı bilgi için eczacınıza ve doktorunuza başvurunuz.
* ENZYMATIC THERAPY ürünleri ilaç değildir.
Doğal kaynaklı besin takviyeleridir.

Bilgi İçin:
Tel.: (0212) 267 41 90
www.gisco.com.tr
www.enzy.com

Hürriyet, Perşembe, 3 Nisan 2008 / sayfa 5.

Yaşanmış Gerçek Hikayeler

Sindirim Problemleri Beni Rahatsız Etmiyor!

Siz de Aynı Sıkıntıları mı Yaşıyorsunuz?

	EVET	HAYIR
Yemeklerden sonra şişkinlik yaşayıp hamile gibi mi görünüyorsunuz?	☐	☐
Gün içinde sürekli gaz ve hazım sorunları mı yaşıyorsunuz?	☐	☐
Gün içerisinde kendinizi yorgun ve enerjisiz mi hissediyor sunuz?	☐	☐
Enerji seviyenizi artırmak için sıklıkla tatlı yeme isteğiniz mi var?	☐	☐
Sindirim problemlerinden dolayı mide ağrıları mı yaşıyorsunuz?	☐	☐

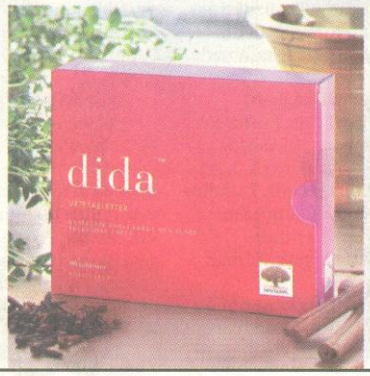
Yukarıdaki sorulardan 3 tanesine cevabınız EVET ise, sindirim ve barsak denge bozukluğu yaşıyor olabilirsiniz. Detaylı bilgi için doktorunuza danışınız.

Ayfer Hanım aktif, hayat dolu bir yaşam sürüyor. Özel bir üniversitede öğrenim görevlisi, seyehat etmeyi, sinemaya gitmeyi, alışverişi çok seviyor ve dış görünüşüne dikkat ediyor.

Özel bir üniversitede öğretim görevlisiyim; gün boyunca derslerde ve kampus içerisinde insanlar ile birlikte bulunduğumdan, dış görünüşümün iyi olmasına, enerjik görünmeye ve kendime güvenimin tam olmasına özen gösteriyorum. Ancak gün içerisinde karnımda şişkinlik olduğunda, kendimi hem yorgun hem de rahatsız hissediyorum. Buna ek olarak midemden garip gurultular geldiğinde, huzursuz dersler geçiriyordum. Yoğun geçen günlerde de, enerji kazanmak için kendimi tatlılar ile şımartıyorum ancak fazla kalori alıp şişmanlamaktan da korkuyorum. Hem tatlı isteğimi bastırıp kilo almamak, hem de enerji seviyemi korumak istiyordum.

Sindirim ve Barsak Dengesinin Önemi

Üniversitedeki öğretim üyesi bir arkadaşımdan öğrendim ki, vücudumuzda sağlıklı bir barsak ve sindirim dengesinin olması büyük önem taşımaktaymış. Bana, kendisinin de kullanmakta olduğu Dida ürününü önerdi.



Dida, içeriğinde bulunan 10 doğal bitki özü ile sindirim ve barsak dengesinin korunmasında yardımcı olmaktaymış. Ben de arkadaşımın tavsiyesini dinleyip Dida ürününü kullanmaya başladım.

Her Gün Kendimi Rahat Hissediyorum

Gerçekten de kullanmaya başladıktan sonra hissettiklerime inanamadım. Sindirim sistemimin rahatladığını, şişkinlik, gaz sıkıntılarının azaldığını hissettim ve tatlı yeme isteğim bile azaldı. Kendimi halsiz hissetmediğimin farkına vardım. Dida'yı her gün düzenli kullanıyorum ve artık her günüm rahat, her günüm enerji dolu.

Teşekkürler Dida™

Dida hakkındaki gerçekler...

Yapılan bilimsel çalışmalar, tarçın ve bilinen diğer şifalı otların sindirim sisteminin etkin bir şekilde çalışmasındaki etkilerini göstermektedir. Dida, içeriğindeki kekik, keklikotu, tarçın yağı, rezene yağı, karanfil, sarımsak, kakule, aynı safa ve zeytin yaprağı içerikli doğal bileşimi ile sağlıklı bir sindirim sistemi sağlanmasında yardımcı olabilmektedir.

New Nordic "Gümüş Ağaç" logosu, dünya çapında bir çok insanın güvendiği, kaliteyi ve hizmeti simgeleyen bir imzadır. Dida ürününü eczanelerden temin edebilirsiniz. Detaylı bilgi için New Nordic uzmanlarını 0800 211 00 34 nolu ücretsiz hattan arayabilir veya www.newnordic.com.tr adresini ziyaret edebilirsiniz.

New Nordic ürünleri ilaç değildir, doğal besin takviyesidir.

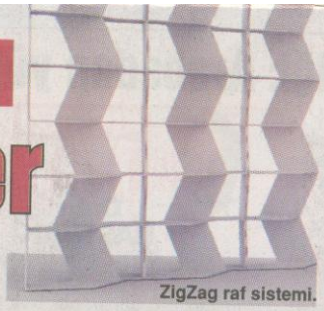
NEW NORDIC

Bu Bir İlandır

Milliyet, Cumartesi 2 Nisan 2008 / sayfa: 3

yatırım yaptığı cı: Aziz Sarıyer

me, onun cephesinden sarım bir doğurganlık içlü felsefesiyle bir kez toso ve Zeritalia gibi dev lecek hafta başlayacak ve B-line firmalarına elleri" olarak gördükleri kurlarıyla paylaştı.



ZigZag raf sistemi.

rklı formlar yaratarak sizi Cioccolata kitaplık ise, simetrisi ar hiç yapılmamış formuyla

nasıl bir çalışma yaptınız?

eçen yaz görüştüm ve nlük bir koleksiyon istediler. elsefesinin altında yatan ü, tasarıma duydukları ugüne kadar Joe Colombo, hama ve Itamar Harari gibi e sahip ünlü tasarımcılarla

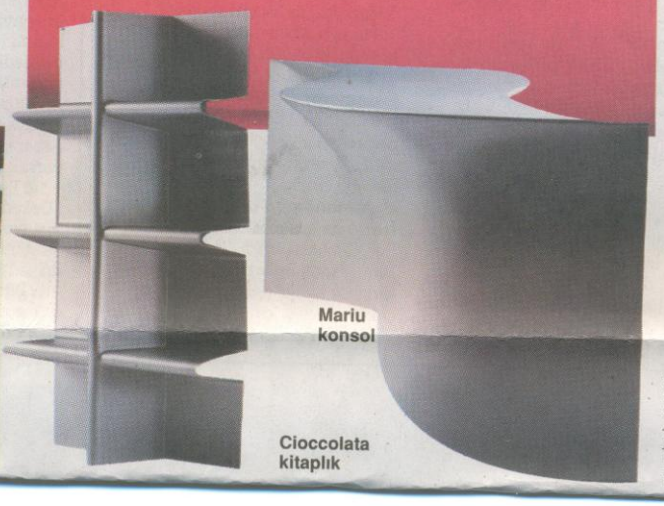
af sistemi, bir sandalye, bir aburesi, bir tekerlekli Amerikan na elemanı tasarımı ilettim. triyle çoğalan, kaynaşan ların içinden üretimini tirdikleri ZigZag isimli raf İtalya'da üretilecek ve 35 farklı k.

doğurganlık sürecidir. ıcunu bilmediği bir yaratıcılık , hedefe odaklı çalışmalarıyla diyen Sarıyer'in son ne ve yenilikçi kimlikleriyle üyük ilgi göreceğe benziyor. lebeyim' diyecek kadar vrı, dünya platformlarında rımları, 'dünya vatandaşı' ırmadan üretmeye devam r'i biz de yıllarca aynı zevk edeceğiz gibi gözüküyor.

TAKİP

lan

ok özel bir
Stillerde Banyolar". Farklı rarası markalardan seçilen leğişken ihtiyaçlara yönelik zlerini taşıyan düzenleme- a kişisel tarzınızı yaratmak re bir araya getirilmiş.



Mariu konsol

Cioccolata kitaplık

Duvarlarınızdaki Uyum.

Duvarlarınızın, koltuğunuzla, halınızla ya da perdenizle aynı renkte olmasını ister misiniz? Cevabınız evetse, Filli Boya, tam size göre bir kolaylık sunuyor. Şimdi, hemen her tür zemindeki rengi, sayısal değerlerle ölçen ve boya kartelasındaki en yakın rengi bulmanızı sağlayan harika bir ürün var: Filli Boya Renk Ölçer.

Filli Boya Renk Ölçer, insan gözünün algılayabileceği tüm renklerin, eksiksiz ve kesin tanımını yapabilmek için, rengin bulunduğu noktanın aydınlık, renk doygunluğu ve renk tonu alanları içindeki sayısal değerlerinin bulunmasını sağlıyor.

Nasıl Kullanılır?

Filli Boya Renk Ölçer'den ücretsiz olarak yararlanabilirsiniz. Yapmanız gereken tek şey, ColorExpress Renklendirme Sistemi'ne sahip bir Filli Boya bayisine gitmek.

Filli Boya Renk Ölçer, renk örneği alınacak yüzeye tutulduğunda, yaklaşık 2 saniyede, ölçmek istediğiniz rengin tüm sayısal değerlerini çıkarıyor. Üstelik bu sayısal değerler, 6000 farklı renk seçeneğinin bulunduğu ColorExpress kartelasıyla eşleştiriliyor, seçtiğiniz renk, istediğiniz miktarda sizin için özel olarak üretiliyor.

ColorExpress ile ilgili detaylı bilgi için 444 1 222'yi arayabilir ya da www.filliboya.com.tr ve www.duvarinizdaki renkler.com'u tıklayabilir; renk seçimi konusunda Filli Boya Renklendirme Merkezleri'ne danışabilirsiniz.

LIST OF REFERENCES

Primary Sources:

Interview with Prof.Dr.Ersan İLAL, T.C.Yeditepe Ünv.,Mayıs 2008

Interview with**,** Prof.Dr.Mustafa DİLBER, T.C.Yeditepe Ünv.,Şubat 2008

Interview with Doç.Dr.İzzet Bozkurt, T.C.Yeditepe Ünv.,Şubat 2008

Interview with Salim Kadıbeşegil, ORSA İletişim Danışmanlığı, ORSA İletişim Hizmetleri, İstanbul, Aralık 2007

Interview with Mustafa TACAR, TACAR Medya, via e-mail,Temmuz 2008

Interview with Yelda AKTEPE Star Gazetesi, Reklam Departmanı, via e-mail,Haziran 2008

Interview with the staff at Forum Diplomatik, Reklam Departmanı, via e-mail,Nisan 2008

Interview with the staff at Akşam Gazetesi, Reklam Departmanı, via e-mail, Şubat 2007

Interview with Mehmet GÜÇ, Journalist, İstanbul, Eylül 2007.

Secondary Sources:

Alter, (1989). On the Deceptive Effectiveness of Labeled and Unlabeled Advertorial Formats. *Mass Communication and Society, Vol.4,* 265

Bartos, R. and Dunn, T., F. (n.d.) *Advertising and Consumers.* USA: Datatab Inc.

Brown, C. and Waltzer, H. (2002). *Buying National Ink: Advertorials by Organized Interests in Time Magazine: 1985-2000.* Political Communication,18:23-50 Taylor&Francis Retrieved from hhtp://www2.gasou.edu/spsa/Papers_PDF/Brown.pdf.

Brown, C. (2001). Daring to be Heard: Advertorials by Organized Interests on the Op-ed Page of the New York Times 1995-1998. *Political Communication, Vol.18,* 23-50.

Brown, C. and Waltzer, H. (2004). Organized Interest Advertorials: Responding to the 9/11 Terrorist Attack and Other National Traumas. In Press / Politics 2004 by the President and Fellows of Harward Collage (*Ed*.), *Press/Politics (*pp.25-48). The President and the Fellows of Harward Collage.

Bu bir reklam değildir! *Marketing Türkiye (2002), vol. 18,* 34-36.

Bülbül,A.R. (2001). *Haberin Anatomisi ve Temel Yaklaşımlar.* Ankara: Nobel Publishing.

Bülbül,A.R. (2000). *Genel Gazetecilik Bilgileri.* Ankara: Nobel Publishing.

Bülbül,A.R., (20001). *İletişim ve Etik.* Ankara: Nobel Publishing.

Cameron, T.G., Ju-Pak, K. and Kim, B. (2000) Advertorials in Magazines: Current Use and Compliance with Industry Guidelines. *Journalism and Mass Communication Quarterly*, vo.73 (no:3), p.23

Cameron, T.G. and Ju-Pak, K.(2000). Information Pollution. *Newspaper Research Journal, Vol.21,* 12-24.

Cameron, T.G. and Kim, B. (1996). On the Deceptive Effectiveness of Labeled and Unlabeled Advertorial Formats. *Mass Communication and Society, Vol.4,* p.266

Cooper, C.A., and Nowness, A.J. (2002). Do Advertorials Work? Paper Presented in the Meeting of Southern Political Science Association, Savannah.

Dedoğlu,G. (2004). *Etik Düşünce ve Postmodernism.* İstanbul: Telos Publishing.

Eckman.A.and Lindlof, T. (2003). Negotiating the Gray Lines: An Ethnographic Case Study of Organizational Conflict Between Advertorials and Neews in University of Kentucky, USA. *Journalism Studies, vol.4* (number 1), 65-77.

Girgin, A. (2003). *Yazılı Basında Haber ve Habercilik Etik'i.* İstanbul: İnkılap Publishing.

Irvan,S.(2002). *Media and Ethics.* N.p: n.p.

Kavaz,Ö (2004), "A Comparative Study on Effectiveness of Advertorials versus Traditional display Advertisements on Consumers", Submitted for the Degree of Master of Arts in Communication and Media Studies, Eastern Mediterranean University, T.R.N.C.

Kim, B., Pasadeos, Y., and Barban, A. (2001). On the Deceptive Effectiveness of Labeled and Unlabeled Advertorial Formats. *Mass Communication and Society, Vol.4,* 265-282.

Mara,J. (2000).The Hallo Effect. *Brand Week, vol.41,* 86-89.

Pasadeos, Y. And Barban, A. (2001). On the Deceptive Effectiveness of Labelled and Unlabeled Advertorial Formats, Collage of Communication and Information Sciences in University of Alabama. *Mass Communication and Society, vol.4,* 265-281.

Semenik, R.J. (2002). *Promotion and Integrated Marketing Communications.* Canada: South-Western Thomson Learning.

SEVİLAY ULAŞ

Sürekli Adres: T.C.Başbakanlık Toplu Konutlar Kardelen Sit.C2 D: 1 D:39

K.Çekmece/İst

Cep: 533 479 63 17

e-mail: sevilaygunduz@gmail.com

Profesyonel Hedefler:

İletişim ve Halkla İlişkiler alanında akademik kariyer yapıp Halkla İlişkiler konusunda danışmanlık hizmeti veren bir kurumda görev almaktır. Söz konusu kurumda kazanacağım deneyimleri, hayalini kurduğum kendi Halkla İlişkiler şirketinde stratejik iletişim yöneticisi olarak hayata geçirmek en büyük idealimdir.İleride birikimlerimle sektörümüzde en iyi şekilde hizmet vereceğimi ve Halkla ilişkiler özellikle stratejik iletişim yönetimi alanında yeni insanlar yetiştireceğime inanıyorum.

Eğitim:

M.A.: Halkla İlişkiler ve Tanıtım, Yeditepe Üniversitesi, Istanbul, Turkey, 2006-?

B.A: Halkla İlişkiler ve Reklamcılık, Doğu Akdeniz Üniversitesi, G.Magusa, K.K.T.C., 199-2003.

Sabri Çalışkan Lisesi, İstanbul, 1994 – 1998.

İş Tecrübeleri:

Özel Batı Bahat Hospital, Halkla İlişkiler Sorumlusu Ocak 2007 - ?

PH Yapım ve İletişim Hizmetleri, İletişim Koordinatörü , Aralık 2005 – Aralık 2006.

Doğu Akdeniz Üniversitesi Mezunlar Derneği, Yönetim Kurulu Başkanı, Aralık 2005 – Haziran 2008.

Kuntlar Gıda,Tarım Ürünleri, Turizm,Sanayi, İletişim Hizmetleri Dış Ticaret A.Ş., Halkla İlişkiler ve Reklam Müdürü, Ocak 2004 – Eylül 2005.

M.A.R.K.A İletişim Hizmetleri, Marka Temsilcisi, Ağustos 2003 – Aralık 2003.

Green Active Public Relations, Stajyer, Temmuz 2002 – Eylül 2002.

Yumak Ajans, Stajyer, Haziran 2002 – Temmuz 2002.

Halkla İlişkiler ve Reklamcılık Proje Merkezi – Doğu Akdeniz Üniversitesi,G.Mağusa,K.K.T.C., Öğrenci Asistanı, Eylül 2000 – Temmuz 2003.

Acar Halkla İlişkiler ve Reklamcılık Ajansı, Halkla İlişkiler Asistanı, Eylül 1997 – Ağustos 1999.

Sektöre Yönelik Faaliyetler:

Gazete Okurlarını Bilinçlendirme Platformu, Advertorial hazırlanması ve sunumu, 2005, Anadolu Basın Birliği-Kırklareli.

Doğu Akdeniz Üniversitesi Mezunlar Derneği, Doğu Akdenizli Dergisi Çalışma Brubu Başkanı, 2005.

Doğu Akdeniz Üniversitesi, D.A.Ü Öğrenci Profiline Yönelik Alan Araştırması, 2001-2002.

Doğu Akdeniz Üniversitesi, Kuzey Kıbrıs Turkcell Tüketici Pofiline Yönelik Pazar Araştırması, 2001.

Dağlı Trading, Temiz Temizlik Ürünleri Pazar araştırması, 2000.

Diğer Tecrübeler:

Özel Dadyan Ermeni Ortaokulu, Bale Öğretmenliği, Eylül 1994 – Temmuz.

Dil: İngilizce (iyi), Bulgarca (orta)

Sertifika ve Ödüller:

Genç İletişimciler Yarışması, Aydın Doğan Vakfı, En İyi İkinci Basın Reklamı, 28/01/2004.

Agora/ Halkla İlişkiler Kampanyası, İzmir Halkla İlişkiler Derneği, Finalist Ödülü 27/04/2003.

Doğu Akdeniz Üniversitesi, CATS Müzikali Başarı Sertifikası Haziran 2002.

Doğu Akdeniz Üniversitesi, Dans Gösterisi Başarı Sertifikası, 8.Geleneksel Bahar Festivali, Mayıs 2001-2002.

YÜKSEKÖĞRETİM KURULU DOKÖMANTASYON MERKEZİ TEZ VERİ FORMU

Tez no: Konu kodu: Üniv. Kodu:

* Not: Bu bölüm merkez tarafından doldurulacaktır.

Tezin yazarının

Soyadı: ULAŞ Adı: Sevilay

Tezin Türkçe adı: YAZILI BASINDA YAYIMLANAN ADVERTORIALLAR VE ETIK BOYUTU

Tezin yabancı dildeki adı: PRINT MEDIA ADVERTORIALS AND THEIR ETHICAL DIMENSIONS

Tezin yapıldığı Üniversite: YEDİTEPE ÜNİVERSİTESİ

Yılı: 2009

Enstitü: SOSYAL BİLİMLER ENSTİTÜSÜ

Tezin türü: 1- Yüksek Lisans

Tez Danışmanlarının Ünvanı:

Adı: Yusuf Soyadı: DEVRAN

Ünvanı: Doç. Dr.

Türkçe anahtar kelimeler:	İngilizce anahtar kelimeler:
1- Advertorial	1- Advertorial
2- Haber-reklam	2- News-ads
3- Yazılı Basın Etiği	3-Print media ethics
4- Yazılı Basında Advertoriallar	4- Adevrtorials in print media

Dili: İNGİLİZCE

Sayfa sayısı:91

Referans sayısı: 30

Tarih: 23/10/2009 İmza: