

Chapter 4

SEMIOTIC APPROACH TO CORPORATE ADVERTISING

Perihan ŞIKER¹

INTRODUCTION

Institutions, on the one hand, carry out marketing activities for the promotion of their products and services, and on the other hand, they try to create a positive image by conveying their corporate culture and values to the target audiences. Advertisements, which are a part of marketing communication, have an important role in determining how companies want to be perceived in the minds of customers. Image and corporate identity are often reflected to customers through corporate advertising. Corporations use corporate advertising for purposes such as demonstrating their values, teachings, superior sides compared to their competitors and creating a good image for customers. The ultimate goal of corporate advertising is to have a positive reputation in public in the long run. Semiotics mediates the interpretation of how visual, auditory and linguistic message elements used in corporate advertising and values related to corporate identity accord with each other. In the semiotic approach, the message that is intended to be given to the target group emerges with the combination of the object that forms the basis of the message, the signs used and the meaning. If the linguistic messages and signs used in the advertisement can effectively reach the target audience, the advertisement can be said to be successful. In linguistic

¹ Dr. Öğr. Üyesi, Niğde Ömer Halisdemir Üniversitesi, gungorperihan@hotmail.com

the financial needs of the country but also to its social, cultural and social needs. The commercial film, which has been examined through a semiotic method, draws attention as an example in which the values defining Ziraat Bank's corporate identity are effectively presented by supporting carefully selected visual and linguistic elements.

References

- Ak, M. (1998). *Firma/Firmalarda Kurumsal Kimlik ve İmaj*, İstanbul: Işıl Ofset Yayınları.
- Arens, W.F. (2002). *Contemporary Advertising*, New York: McGraw-Hill/Irwin.
- Barthes, R. (2016). *Göstergebilimsel Serüven*, (Çev: Mehmet-Sema Rifat) İstanbul: Yapı Kredi Yayınları.
- Bati, U. (2012). *Reklamın Dili*, İstanbul: Alfa Yayıncılık.
- Biehal, G. J., & Daniel A. S. (1998). Managing the Brand in a Corporate Advertising Environment: A Decision-Making Framework for Brand Managers, *Journal of Advertising*, 27 (2), 99–110.
- Blaney, J.R. & Wolfe, A.S. (2004). Critical Theories of How Media Shape Culture , Values and Perspectives, Baldwin J.R., Perry, S.D. & Moffitt, M.A. (Ed.), *In Communication Theories for Everyday Life (259-274)*, Boston: Pearson Education.
- Chandler, D. (2007). *Semiotics: The Basics*, Second Edition. New York: Routledge.
- Cobley, P. & Jansz, L. (2004) *Introducing Semiotics*, UK: Icon Books.
- Çamdereli, M. (2006). *Reklam Arası*. Konya: Tablet Kitabevi.
- Daft, R. L. (2003). *Management*, Sixth Edition, Mason, Ohio: Thomson Learning/South-Western.
- Elden, M., Ulukök, Ö. & Yeygel, S. (2005). *Şimdi reklamlar*, İstanbul: İletişim Yayınları.
- Elden, M. & Yeygel, S. (2006). *Kurumsal Reklamın Anlattıkları*, İstanbul: Beta Yayınları.
- Elden, M. (2016). *Reklam ve reklamcılık*. 4. Baskı. İstanbul: Say Yayınları.
- Fiske, J. (2003). *İletişim Çalışmalarına Giriş, Çev: Süleyman İrvan*, Ankara: Bilim ve Sanat Yayınları.
- Kocabaş, F., Elden, M. & Yurdakul, N. (1999). *Reklam ve Halkla İlişkilerde Hedef Kitle*, İstanbul: İletişim Yayınları.
- Küçükdoğan, R. (2011). *Reklam nasıl çözülür?*, İstanbul: Beta Yayıncılık.
- Mutlu, E. (2004). *İletişim Sözlüğü*, Ankara: Bilim ve Sanat Yayınları.
- Odabaşı, Y. & Oyman, M. (2002). *Pazarlama İletişimi Yönetimi*. Eskişehir: MediaCat Kitapları.
- Okay, A. (2008). *Kurum kimliği*, İstanbul: MediaCat Yayınları.

Communication Studies

- Özmkas, U. (2009). Charles Sanders Peirce'in Gösterge Kavramı, *Uşak Üniversitesi Sosyal Bilimler Dergisi*, 2/1, 32-45
- Parkinson, M.G. & Ekachai, D. (2006). *International and Intercultural Public Relations*, Boston: Pearson Education Inc.
- Sabuncuođlu, Z. (2001). *Halkla İlişkiler*, Bursa: Alfa Basım Yayım.
- Samadi, M. & Razmi, R. (2016). The Effect of Media on Costumer Satisfaction with Banking Services: Mediating Role of Corporate Image. *International Business Management*, 10 (10), 2062-2070.
- Sıđırcı, İ. (2017). *Göstergebilim Uygulamaları*, Ankara: Seçkin Yayıncılık.