

THE NARRATIVE CHARACTERISTICS OF TURKISH TELEVISION COMMERCIALS

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Abstract

Advertisements may present logical arguments or tell stories to consumers in accordance with marketing objectives. In the advertising literature, this corresponds to a dichotomy called as argumentative advertising vs. narrative advertising. This study is focused on narrative advertising and aims to reveal the narrative characteristics of Turkish television commercials.

A content analysis was conducted on a sample consisting of the commercials broadcasted in Turkey during May and June 2015. The data was taken from a media monitoring agency. The analysis involved two steps. In the first step, the commercials were categorized as narratives and nonnarratives. Then the narrative ones were coded in detail based on the research objectives. The study also aims to categorize narrative commercials regarding to their narrative structure and message content.

Keywords: Narrative Advertising, Content Analysis, Television Commercials

Topic Group: Marketing and consumer behavior