

DESIGN CHRONOLOGY TURKEY

**COMMUNICATION
AND ADVERTISING**



This text is prepared for the

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ARE WE HUMAN?

The Design of the Species

2 seconds, 2 days, 2 years, 200 years, 200,000 years

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COMMUNICATION AND ADVERTISING

19th CENTURY

ALAMET-İ FARİKA (TRADEMARK)

Let us look at the market places. The manufacturer wants to distinguish his goods; the tradesman wants to distinguish his shop. His medium is the sign. He wants to give the consumer a message. He is trying to call out "Recognize me". He is hanging either a model of his product, a duplicate of the tool he is working with in front of his store, or its sign, one that is different, interesting. The tailor hangs a pair of scissors and he becomes known as "the one who is good with scissors". The shoemaker seats a boot above his door. Rest assured, back in the day, the Grand Bazaar is teeming with shops decked with lanterns and ships. In a largely illiterate society, visual messages are surely of great significance. In the Ottoman town as well, the vendor appeals to the eye. He puts up his sign so that those recounting it can put it into words and describe it. In addition to shops, products also bear signs; so that the customer can ask for it more easily. So that he or she can say "the lion-printed cloth"; flannel with the wrestler; the rolling paper with the rooster; the soap with the rose picture...

The "alamet-i farika" (trademark) designates the goods. In the early years of the Republic, Yunus (dolphin) and Kurt (wolf) cements wage a war of adverts. The housewife most definitely uses the Altınbaş indigo dye. Spices enter packaging, and take on the name Çapamarka. Surely, these are not emblems, but nevertheless signs that duly perform their duty... Signs designate the form of memory. We are in the era of brands, stamps, coat of arms, signs.

1831 THE FIRST OFFICIAL GAZETTE OF THE OTTOMAN STATE TAKVİM-İ VEKAYİ (CALENDAR OF EVENTS) IS OUT

1831 THE FIRST LITHOGRAPHIC PRINTING HOUSE

The method of printing from a stone surface (lithography) is invented by coincidence by Alois Senefelder in 1796, and becomes widely used as of 1814. In the Ottoman Empire, lithography is used for the first time in 1831 under the patronage of Mehmet Hüsrev Pasha. This technique basically entails writing on the stone with oily ink, which after being treated with acid and water produces a surface covered with raised letters, and applying ink to print this surface. The first lithographic printing house in Istanbul is founded by two Frenchmen named Henry Caillol and Jacques Caillol. Appointed consul to Romania, Jacques Caillol comes to Istanbul in 1831 via Marseille together with his relative Henry Caillol. These two artisan foreigners are fascinated with the

perfection of the manuscripts they see in Istanbul. Henry Caillol, who grows an interest in and learns about lithography in France, figures that putting this technique into practice in Istanbul will be a very lucrative business and talks Jacques Caillol out of going to Romania. Henry Caillol hires a teacher and begins to learn Turkish. After a while, also relying on the connections they have made, they apply to the Ministry of War and obtain permission to found a lithographic printing house. They place an order for a printing press from France. This printing house begins to operate in the annex of the Ministry of War (the current Istanbul University Rectorate building). Mehmet Hüsrev Pasha assigns 50 foot soldiers to work in the service of the printing house and learn this art. The first work to be printed here in 1831 is *Nuhbetü't-Talim* (Battalion Training) by Mehmet Hüsrev Pasha.

1840 THE FIRST SEMI-OFFICIAL NEWSPAPER IS PUBLISHED WITHIN THE OTTOMAN STATE BORDERS: CERİDE-İ HAVADİS (CHRONICLE OF EVENTS)

Ceride-i Havadis publishes a total of 1212 issues between July 31, 1840 and September 26, 1864; the paper, which is at first published once in ten days, becomes a weekly as of its 139th issue (1843). The paper initially published as four 40 x 27 cm pages with two columns on each page increases its number of columns to three as of its 329th issue (1263/1847). There is an interesting story behind the inception of *Ceride-i Havadis*: A merchant by the name of William Churchill, who is also the Istanbul correspondent of the *Morning Herald*, injures a child one day in 1836 while hunting in Kadıköy. Thereupon he is apprehended and taken to the Üsküdar guard where he is arrested. However, since foreigners are granted extensive rights, authorities and immunities through capitulations at the time, the British Embassy steps in and Churchill is released. Not only that, Akif Pasha, the Foreign Minister of the time, is discharged due to the incident. Meanwhile, Churchill receives a diamond medal, an imperial decree for the export of ten thousand scales worth olive oil, and the permission to publish a newspaper. As the former Foreign Minister Akif Pasha is then appointed to internal affairs Churchill does not dare use the newspaper tenure; but a couple of years later, as soon as Akif Pasha leaves this post, Churchill decides to publish his newspaper. Founding a printing house across from the Hamidiye Tomb, where Dördüncü Vakıf Han stands today, he begins to publish his newspaper.



**A HERB SHOP IN THE SPICE BAZAAR WITH A MODEL SHIP
ON THE FRONT, ISTANBUL**
Source: Gökhan Akçura Archive

1840 THE FIRST POSTAL SERVICE

First postal service in the Ottoman Empire begins to operate between Istanbul and Edirne on October 7-19, 1840. The post leaves from Istanbul every Monday and arrives in Edirne every Saturday. During this period, 100 *tatars* (postmen) are selected and one of them is appointed the post chief and assigned to the postal administration founded under the name Postane-i Amire (Imperial Post Office), where there is also a manager; the regular postal administration is thus instituted. Postal fees are determined according to the weight of the letter and the distance it will travel, then the post master puts the postal stamp on the envelope and adds an inscription such as “paid” or “to be paid”.

1855 TELEGRAPH IN THE OTTOMAN EMPIRE

According to the entry titled “Telegraph” in *Istanbul Ansiklopedisi* [Istanbul Encyclopedia]: Immediately after the first telegraph line becomes operational in the United States in 1845, the first wired telegraph attempt in the Ottoman Empire is made on August 9, 1847 in the palace, and upon its success Sultan Abdülmejid bestows the inventor of the Morse alphabet Samuel Morse with a medal. Installation of the first telegraph line coincides with the Crimean War (1853-1856). Allied forces lay an underwater cable between Istanbul-Varna-Balaklava (Crimean shores); Varna-Shumen-Ruse-Bucharest line is extended to the borders of the Austro-Hungarian state and connected to the European network; the Sultan is notified of the successful installation of the line via telegraph. After the war, the ownership of these lines is given to the Ottoman State.

Meanwhile, writer M. Orhan Bayrak gives the following information about the first telegraph in his book *Istanbul Tarihi* [History of Istanbul]: “The first telegraph communication in Istanbul took place on September 9, 1855 between Istanbul-Edirne-Shumen. The first telegraph received by the first Turkish telegrapher Mehmet Effendi on this telegraph line was the victorious news that read ‘Soldiers of the Alliance have entered Sevastopol!’”

1856 SIEMENS & HALSKE SENT THE FIRST TELEGRAPH MACHINE TO THE OTTOMAN EMPIRE

In 1855, the Istanbul Telegraph Center is founded. In 1856, Siemens & Halske send the first telegraph machine to the Ottoman Empire.

1860 THE FIRST PRIVATE NEWSPAPER TERCÜMAN-I AHVAL (INTERPRETER OF CONDITIONS) IS OUT

The first private newspaper *Tercüman-ı Ahval* is published by Agah Effendi in Istanbul between the years of 1860 and 1866. Paper size of the weekly *Tercüman-ı Ahval*, which publishes a total of 792 issues, is 40 x 55 cm. The paper features news under the headings of “Domestic News” and “Foreign News”, as well as political news and articles translated from newspapers published abroad or in foreign newspapers printed in Beyoğlu, and encyclopedic information most of which are translations. Official and private ads also comprise quite a significant part of the newspaper.

1864 MATBUAT NİZAMNAMESİ (REGULATION ON THE PRESS)

Matbuat Nizamnamesi drafted based on the French press code, abolishes pre-censorship, and foresees the establishment of a special court for press offences. However, publishing a newspaper is subject to permission. It forbids printing publications against Ottoman administrators, foreign state officials and envoys. Department of the Press is established for monitoring.

1869-1870 FIRST NEWSPAPER SUPPLEMENTS ON WOMEN AND HUMOR

Terakki (Progress) is a political newspaper published in Istanbul between 1868 and 1871. *Terakki* publishes the first women and humor newspapers. Soon after it enters the publishing world, on Sundays, when the paper itself does not come out, it prints a supplement for women titled *Terakki Muhadderat* (Progress of Virtuous Women). This supplement, which publishes 48 issues between 1869 and 1870, emphasizes the necessity for women to be educated and attain a new identity within society. Pointing at women’s role in elevating society, the newspaper asks for the elimination of the obstacles before the education of girls and also features pieces on home economics and the need for prudent living. In 1870, along with its main issues, the newspaper publishes weekly supplements comprised of epigrams and stories usually in the form of single page leaflets.

1869-1870 FIRST CHILDREN'S MAGAZINE OF TURKISH LITERATURE: MÜMEYYİZ (DISCRETION)

The first magazine for children *Mümeyyiz* is the weekly (Friday) supplement of a political newspaper published with the same name. Target audience of *Mümeyyiz* is children in primary school age group. In order to contribute to the upbringing of the children at this age, the magazine features original articles, translations, stories, and other works. The magazine publishes a total of 49 issues.

1871 MINISTRY OF POST AND TELEGRAPH

The Ministry of Post and the Directorate of Telegraph are merged to establish the Ministry of Post and Telegraph.

1876 PRESS IN KANUN-İ ESASİ (THE BASIC LAW)

Article 12 of *Kanun-ı Esasi*, issued on December 23, 1876 after Sultan Abdülhamid II accedes to the throne, states that “the press is free in the bounds of the law”. This is the first step taken in the name of the freedom of press. However, at this time, the Regulation on the Press which stipulates restricting provisions is also in effect. The atmosphere of war and tension in the country impels the Ottoman administration to take measures that curb the freedom of press.

1876-1919 NEWSPAPERS AND PERIODICALS

From the declaration of the Second Constitutional Period in 1908 until the end of 1908, a large number of newspapers and periodicals are published, most notable among which are *Yeni Gazete* (New Newspaper), *Tanin* (Resonance), *Mizan* (Balance), *Hukuk-u Umumiye* (Public Law), *Serbesti* (Liberty), *Sadayı Millet* (Voice of the Nation), *Şura-yı Ümmet* (Council of the Muslim Community), *Takvim-i Vekayi* (Calendar of Events), *Osmanlı* (Ottoman) and *Tercüman* (Interpreter). Important publications of the period are: *Tercüman-ı Hakikat* (Interpreter of Truth, 1878), *Sabah* (Morning) newspaper (1882), *Servet-i Fünun* (Wealth of Knowledge) journal (1891), *İkdam* (Endeavor) newspaper (1894).

1877 INITIATIVE FOR A LIBERAL PRESS LAW

During the Grand Viziership of Mithat Pasha (July 31, 1872 – October 19, 1872), preparations begin for drafting a press law in line with the Basic Law. Upon Mithat Pasha's suspension from duty the quality of the press law changes. It is proposed to amend the draft law to include articles that make it obligatory to deposit a security payment and obtain license in order to publish a newspaper, and prohibit the publication

of humor newspapers in the country. After lengthy debates in the Parliament, the articles entailing the security payment and the prohibition of humor newspapers are removed from the draft. Even though the draft law is passed on May 2, 1877, the law does not enter into force since it has not been endorsed by the Sultan. Following the end of the First Constitutional Period, upon the closure of the Chamber of Deputies on February 14, 1878, a more rigid attitude is adopted toward the press.

1878 CENSORSHIP BOARDS

The panel of censorship established in 1878 is placed under the Ministry of the Interior Directorate of Domestic Press. Every evening, the editors in chief present the proof sheets of all the texts to be published to the censorship board. After removing the texts, paragraphs, sentences or words they deem necessary, the censorship clerks send the proof sheets back to the newspaper. Meanwhile, the Directorate of Foreign Press is established under the Foreign Ministry in order to monitor the foreign press.

1881 THE FIRST TELEPHONE LINE

March 10, 1876, the day Alexander Graham Bell has a telephone conversation with his assistant Thomas Watson is recognized as the date of the invention of the telephone across the world. Even though it has been rumored that in Istanbul, perhaps at an earlier date, Sultan Abdülhamid II had a telephone installed in his private chamber in the Yıldız Palace, there is no information to verify this; researchers usually refer to the line installed in 1881 from the former telegraph house in Soğukçeşme to Yeni Cami Post Office as the first telephone line in our country. It is known that after this date, albeit very few in number, certain lines were installed between certain institutions in Istanbul; but that is the extent of positive reminiscences. What follows is a huge silence. The reason why telephone communication cannot develop in the Ottoman Empire after this date is rooted in Sultan Abdülhamid II's dislike for the telephone, as is the case with many other new inventions.

1886 TELEPHONE IS BANNED BY SULTAN'S ORDERS

The aforementioned few number of lines in this first period (except for the line between Galata Port Administration and the lifeboat service in Kilyos) are uninstalled on August 16, 1886 as per the sultan's orders. This prohibition continues until the declaration of the Second Constitutional Period in 1908.

1901 THE FIRST STRIKE IN THE HISTORY OF THE TURKISH PRESS

The first press strike in Turkey takes place in 1901. In order to remedy his relations with the press crushed under brutal censorship, Abdülhamid decides to repeal the stamp tax; thereupon, journalists ask for a raise from their bosses whose incomes have increased. However, their demands are not accepted. Employees of *Sabah* and *İkdam* newspapers decide to have a work stoppage, and, in order to enervate these two newspapers, by putting in 25 liras each, they publish the *Saadet* newspaper which is about to close down. The journalists, who incur a debt of 25 liras each and also lose their salaries, finally give up publishing the *Saadet* and their protest ends without achieving any of their goals.

1908 TELEPHONE BAN IS LIFTED

Following the declaration of the Second Constitutional Period the ban on telephones is lifted, however, since the Ministry of Post and Telegraph considers the telephone a government monopoly, no one is granted a license in this period.

1908 LIFTING OF THE PRESS CENSORSHIP AND SELF-REGULATION

After the declaration of Second Constitutional Period on July 24, 1908, journalists assemble at the Sirkeci Train Station and decide not to send their newspapers to the censorship board. This day is later acknowledged as “Press Holiday” to mark the abolition of censorship.

After the Second Constitutional Period, spearheaded by the prominent journalists of the time Cemiyet-i Matbuat-ı Osmaniye (Ottoman Press Society) is founded. Although founded with the aim of encouraging professional solidarity at large, by assuming the task of “Heyet-i Adl” (jury) in the prosecution of press offences, the Society acts as a body of self-regulation. In 1911, the Ottoman Press Society transforms into the Turkish Press Society.

1908 THE FIRST SOCIALIST NEWSPAPER GAVE IS OUT

The first socialist newspaper published in 1908 and advocating liberal socialism is the weekly *Gave*.

1909 PROVISION PREVENTING PRESS CENSORSHIP IN THE CONSTITUTION

With the amendment made in 1909, article 12 of the Basic Law is changed to read “Press is free in the bounds of the law, it cannot be subject to any preprint inspection or investigation”, and the provision preventing censorship is thus introduced to the Constitution. On July 18, 1909, the Press Law is enacted. The law, subjected to various amendments, remains in force until 1931.

1909 BÜYÜK POSTANE (GRAND POST OFFICE) AND THE MINISTRY OF POST, TELEGRAPH AND TELEPHONE

The construction of Büyük Postane to serve as the Ministry of Post and Telegraph building starts in 1905. The building, which is completed in 1909, is first named Yeni Postane (New Post Office) in the 1930s and later Büyük Postane. The architect of the building, which is among the first examples of the First National Architecture Movement, is Vedad Tek. After 1927, Istanbul Radio also continues its broadcast in a section of this building. In 1958, it begins to be used strictly for post and telegraph services. Today it serves as the Istanbul European Side General Directorate of PTT (Post and Telegraph Organization) and on its ground floor is a full-fledged post office (Sirkeci PTT Headquarters). The building also houses a museum on the country’s history of communication and telecommunication.

1911 OTTOMAN TELEGRAPH AGENCY IS ESTABLISHED

The Ottoman Telegraph Agency (1911-1914), which is the first local news agency, is founded.

1911 THE FIRST TELEPHONE COMPANY IN ISTANBUL IS ESTABLISHED

In 1911, a company named Dersaadet Telefon Anonim Şirket-i Osmaniyesi (Ottoman Incorporated Company of Istanbul Telephone) is established by the British businessman Herbert Lows Webbe. The original capital of this establishment, which will later be named Istanbul Telephone Company, belongs to British, French and American businessmen. The technology used bears the brand of American Western Electric. This company obtains concessions to establish and operate telephone switchboards and networks from Yeşilköy to Rumeli Kavağı, Pendik to Anadolu Kavağı. However, it is only three years later, on February 28, 1914, that the company puts into operation the switchboards of 6400 lines in Beyoğlu, 9600 lines in Tahtakale and 2000 lines in Kadıköy.

1913 RETURN OF CENSORSHIP

Despite the entry into force of the Press Law, censorship returns after the coup d'état of 1913, going down in history as "Bab-ı Ali Baskını" (Sublime Port Raid), carried out by officers supporting the İttihat ve Terakki (Party of Union and Progress). On March 16, 1920, following Istanbul's official occupation, occupation forces also participate in censorship.

1915 THE FIRST TELEPHONE DIRECTORY IS PUBLISHED

The oldest Istanbul Telephone Directory (or rather "guide" as it is called in its first editions) that we can find bears the date of 1916 and indicates that it is the "5th edition". Considering the fact that the network became operational only a year ago, we can attribute the printing of five editions over the course of this short period to the rapid increase in the number of subscribers and the directory becoming a popular publication. In its preface, Istanbul Telephone Company states that it has over 1000 subscribers and reserves a special page to give information on advertisements. In the bilingual (Turkish and French) 1916 directory, aside from the small ads to be printed between the numbers, a separate tariff is specified for full, half and quarter page ads. According to this tariff, a full page ad to be published in both languages (that is, in both sections simultaneously) costs five liras. This price is three liras for half page and two liras for quarter page ads.

1919 HOFFER, SAMANON AND HULLI İLANAT (ADVERTISEMENTS) AGENCY

The foundations of Turkey's first advertisement agency İlançılık (Advertising) are laid in 1909. Although the generation of ideas and the realization of the dream of founding Turkey's first advertising agency happens in this year, due to wars and crises, the agency can fully concentrate on its activities only in 1919. Ernest Hoffer, who leaves his post as agency director in Cairo and comes to Istanbul; David Samanon, a co-founder of İlançılık, and Jak Hulli who is experienced in the sector come together and revive İlançılık which had suffered from the war. Thus, an advertising agency with three partners is founded.

After the Balkan War, Ernest Hoffer, director of the famous Havas Agency in Cairo, comes to Istanbul and enters a collaboration with David Samanon. This collaboration is put on hold for a while due to the First World War. In 1919, after Jak Hulli joins them, they are renamed as Hoffer Samanon and Hulli İlanat (Advertisements) Agency and continue

their activities at Kahramanzade Han on Ankara Street. This agency that has two of Turkey's very first telephone numbers, 94 and 95, produces the company's advertising slogans based on these telephone numbers. It appeals to the clients: "Call 94 or 95, have your ads published in the newspaper of your choosing". The single column centimeter (SCC) concept is brought to the Turkish advertising sector by the Hoffer, Samanon and Hulli İlanat Agency. The centimeter prices range from 30 to 50 *kuruş* (Turkish cents). In 1933, newspaper owners come together and found İlançılık Reklam Ajansı (Advertising Advertisement Agency). The goal is to share the 25% agency fee, which they pay the agency, among themselves. The capital is supplied by Türkiye İş Bank which also takes over the management. The bank appoints advertisement manager Kemal Salih Sel as the Managing Director of İlançılık Reklam Ajansı.

1919-1922 THE PRESS DURING THE WAR OF INDEPENDENCE

Well aware of the power of the press, Mustafa Kemal gives support to the Anatolian press in order to propagate the national struggle movement among the local and foreign public. Keeping the Istanbul press at a distance, Mustafa Kemal enables the publication of newspapers such as *Hakimiyet-i Milliye* (National Sovereignty) *İrade-i Milliye* (National Will) as well as the foundation of Anadolu Ajansı (Anatolian Agency) and Matbuat İstihbarat Müdüriyeti Umumi (General Directorate of Press and Information).

Newspapers and periodicals that play a major role in spreading the spirit of struggle across the masses are published, such as *İleri* (Forward), *Yeni Gün* (New Day), *Akşam* (Evening), *Vakit* (Epoch), *İrade-i Milliye*, *Hakimiyet-i Milliye*. Provincial press during this period: *Hakimiyet-i Milliye* (1920), *Yeni Gün* (1920), *İrade-i Milliye* (1920), *İzmir'e Doğru* (1919, Toward İzmir). Periodicals of the period: *Ümid* (Hope), *Aydede* (The Moon), *Büyük Mecmua* (The Great Magazine), *Aydınlık* (Light).

1920 ANATOLIAN AGENCY IS FOUNDED

Founded on April 6, 1920, Anatolian Agency announces the first laws enacted by the Grand National Assembly of Turkey (TBMM); it bears witness to the revolutions of the Republic on each step of the National Struggle and the War of Independence. Upon the official occupation of Istanbul on March 16, 1920 and the closure of the Chamber of Deputies, Mustafa Kemal Pasha instructs the provinces to hold elections for the Parliament that will convene in Ankara. Some intellectuals who see that it is no longer viable to stay



1 - AN ADVERTISEMENT ABOUT TELEPHONES IN THE 1934
ISTANBUL TELEPHONE DIRECTORY
Source: Gökhan Akçura Archive

2 - POSTERS IN BEYOĞLU IN EARLY 20th CENTURY,
ISTANBUL
Postcard
Source: Gökhan Akçura Archive

in Istanbul have for some time been seeking ways of joining the National Struggle as well. This development will also facilitate the foundation of the Anatolian Agency. Journalist Yunus Nadi (Abaloğlu) and journalist and writer Halide Edip (Adivar), who take off for Ankara in two different convoys, meet in Geyve on March 31. During the stopover at the train station they discuss the necessity of founding “an agency organization” as the first order of business upon arrival in Ankara. At the Agriculture School (present day General Directorate of Meteorology) that serves as Mustafa Kemal Pasha’s headquarters, the foundation of the Anatolian Agency is brought to the agenda and the agency, which continues its activities to this date, is founded.

1921 ADVERTISEMENT KIOSKS

Information on the initial period between advertisement agencies and outdoor advertising is based on an advert featured in *Ümid* magazine in 1921. The advertisement placed by Şark İlanatı Umumiye Şirketi (Orient Public Advertisements Company) located in Bahçekapı Anadolu Han reads as follows: “It is the one and only company practicing advertisement in its latest and civilized fashion in our country. The basis of advertisement is to choose the most crowded neighborhoods of the country and ensure that it is read by as many people as possible. However, if an advertisement post on a most appropriate site is covered with yet another advertisement after only a short while, it means the objective has not been fulfilled. There, both with the method it employs in posting advertisements and through constant and regular monitoring, the Orient Public Advertisements Company has achieved this goal. With the license obtained from the municipality, the Company has erected 50 advertisement kiosks at prominent sites of the capital. The fact that these kiosks have become much sought after in record time suffices to confirm the value of advertisement. The company posts immaculate posters on the most prestigious streets of Istanbul and Beyoğlu and especially the walls that it owns. And in this respect, it is certain that no counterpart can compete with it.” Halfway through the announcement, in which it states that the company also does regular newspaper advertisement, there is a sketch drawing of the “advertisement kiosk rented by the company”. On two sides of the ad there are slogans that read: “Guides are the soul of trade guide” and “The cornerstone of advertising is speed and regularity”.

1923 THE WORLD OF PRESS DURING THE EARLY YEARS OF THE REPUBLIC

In Ankara, *Hâkimiyet-i Milliye* and *Yeni Gün* newspapers continue their publications. *Yeni Gün* moves to Istanbul on May 7, 1924, and is renamed *Cumhuriyet* (Republic). Among the newspapers continuing to be published in Istanbul during this period, we see Siirt deputy Mahmut Soydan’s *Milliyet* (Nationality); Ali Naci Karacan’s *Akşam*; Ahmet Cevdet’s (Oran) *İkdam*; *Tanin*, maintaining its pro-Union and Progress tradition (and suspended in 1926); *Vakit* published by Asım and Hakkı Tarık (Us); and *Vatan* (Homeland) of Ahmet Emin who fell afoul of Ankara and closed his newspaper in 1924. Total circulation of all Istanbul newspapers is around 50,000. The circulations of other Istanbul newspapers are as follows: *İkdam* 6000, *Vatan* 7000-8000, *İstiklal* (Independence) 3000, *Vakit* 17.000, *Son Saat* (Final Hour) 8000.

Along with newspapers, the prominent periodicals during the first five years of the Republic are: Yusuf Ziya’s *Akbaba* (Vulture); Sedat Simavi’s *Resimli Gazete* (Illustrated Newspaper) and *Arkadaş* (Friend); Zekeriya Sertel’s *Resimli Ay* (Illustrated Monthly) and *Resimli Perşembe* (Illustrated Thursday); Kemal Salih’s *Resimli Hafta* (Illustrated Weekly); Ahmed İhsan’s *Servet-i Fünun*; and the Ministry of Education’s *Hayat* (Life). All of these publications continue to be printed with the technical conditions inherited from the Ottoman era. Following the enactment of *Takrir-i Sükun Kanunu* (Law on the Maintenance of Order) on March 4, 1925, oppositional press is shut down. Some journalists are prosecuted in Independence Tribunals of Istanbul, Ankara and the Orient.

1926 MOVING BILLBOARD IN TURKEY FOR THE FIRST TIME

Hoffer and his friends, who will later establish the İlançılık Advertisement Company, order two 150 x 70 cm wallboards with their short ends tied to one another. On the wallboard are messages pertaining to the product being advertised. They put this board over a man dressed in a red costume wearing a fez and have him walk around busy streets and avenues. The number of these people who get paid by the day vary between 5 and 10 and they have to walk around Istanbul street by street. This practice carried out in 1926 is the first moving billboard advertisement in Turkey. Even though it is later prohibited by the municipality, this method is still practiced today under the name of “sandwich man” especially in areas populated by youth such as university campuses. The form of advertising by walking around with a costume or a simple t-shirt promoting a product or service is also widely used across the world under the name “walking billboard”.

1927 THE FIRST RADIO BROADCAST IN TURKEY: ISTANBUL RADIO

Even though first experiments with radio broadcasting date back to earlier years, the foundation of Turkish Radiotelephone Incorporated Company in 1926 should be recognized as the beginning of radio history in Turkey. This state subsidized company's capital comes from İş Bank (40%) and Anatolian Agency (30%). This establishment makes its first test broadcast in early March 1927, and begins scheduled and regular broadcasting in May of the same year. Director of the radio is Sedat Nuri (İleri). The studios are located on the top floor of Büyük Postane in Sirkeci. Istanbul Radio, which broadcasts six hours a day in its early period, features Turkish and Western music programs along with talk shows. In order to publicize its activities, the Company also publishes a magazine named *Telsiz* (Wireless).

1930s

LIGHT IN OUTDOOR ADVERTISING

The element of lighting enters outdoor advertising. Istanbul Electricity Company is not satisfied only with the lighting of streets and homes and has set its sights on offices and shop windows. In those days, the following two slogans are often repeated: "Illumination allures the people" and "illumination sells". Gradually the slogan solidifies in pure Turkish: "Light sells!" Istanbul Electricity Company, which employs special lighting engineers, gives advertisements indicating that with good lighting factories will have higher yield; work in the offices will be done faster and easier; comfort and joy will enter the homes; and finally, sales will increase in the stores. In order to ensure this, the company keeps its research office and showroom at people's disposal and offers its recommendations free of charge. "Satie's good lighting office" and its "good lighting engineers" are awaiting your call for "exhaustive project recommendations and surveys" of your office or home lightings. The engineers and employees of the company anyways live to be of assistance to you! "Only they do this merely for gratification and without any hidden concerns".

COIN BANK ADVERTISEMENTS OF İŞ BANK

Cumhuriyet newspaper Editor in Chief Mr. Kemal Salih (Sel) is entrusted with the task of organizing İş Bank's publicity campaign. Remaining within a budget of 25,000 liras, Mr. Kemal Salih drafts a top-notch "media plan". This plan is approved by the general directorate and carried into effect.

Along with ads in the press, advertising boards with pictures and texts that invoke the coin bank and İş Bank are to be placed on tram and tunnel cars and boats; coffee houses, stores and shops; cinemas and theatres. Upon the bank's request to place large coin banks at a couple of squares in Ankara for advertisement purposes, the Governor of the time Nevzat Tandoğan states that he will allow it on the condition that a public service is also rendered by installing clock dials on the coin banks; and the bank abides by this request. This is how the coin banks with clocks symbolizing an era of İş Bank emerge. In the history of coin banks there are other anecdotes of particular interest to our subject matter such as "coin bank on camel back ad", "bank and coin bank ads on airfoils written on cloth" (Vecihi Hürkuş 1931).

1931 THE FIRST PRESS LAW OF THE REPUBLICAN ERA: MATBUAT KANUNU (PRESS LAW)

Article 50 of the *Matbuat Kanunu* enacted in 1931 makes the closure of newspapers possible, while article 51 allows for the prohibition of foreign publications by decree of the Council of Ministers.

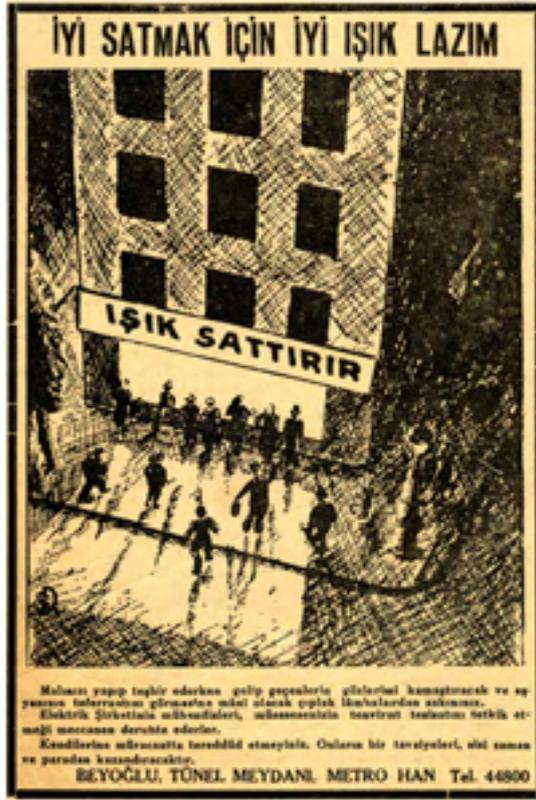
1934 THE FIRST FIVE YEAR INDUSTRIAL PLAN

The First Five Year Industrial Plan is put into effect on April 17, 1934 and aims for industrial development between 1934 and 1938. Realized through the USSR's technical and financial support, and drawing from the reports prepared by Soviet experts as well as American experts' reports, it is aimed to establish an industry with raw materials available in Turkey or those which can be procured. The industry requiring large capital and advanced technology is left to the state. It is aimed for the production capacity of this industry to match Turkey's needs and consumption. It is proposed to establish 20 factories in the plan. It is aimed for economic development to be equally distributed to the various parts of the country.

1934 LA TURQUIE KEMALISTE (KEMALIST TURKEY) JOURNAL BEGINS TO BE PUBLISHED

The Republic of Turkey, which has been through successive reforms and completed its first decade, becomes the world's center of interest and curiosity. Renowned writers and journalists come to Turkey and conduct meetings and research; upon returning to their countries they publish series of articles and books. The task of hosting all these visitors falls to the General Directorate of Press. In order to satisfy all these curiosities and promote the new Turkey, the directorate begins to publish the journal *La Turquie Kemaliste* (Kemalist Turkey)

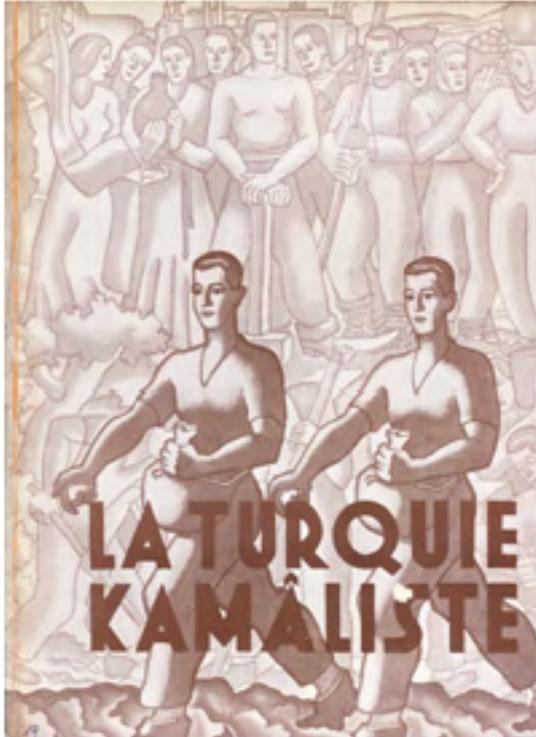
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1 - THE ADVERT PROMOTING THE "GOOD LIGHTING OFFICE" OF ISTANBUL ELECTRICITY COMPANY (SATIE)
Source: *Yedigün* magazine (May 1, 1935).

2 - İŞ BANK'S POSTCARD WITH COIN BANK ADVERTISEMENT
Source: Gökhan Akçura Archive

3 - LA TURQUIE KEMALISTE JOURNAL COVERS

along with various books, brochures, albums, postcards and touristic desk calendars. Among these publications, first ones to spring to mind are as follows: *Anthologie des Écrivains Turcs d'Aujourd'hui* (Anthology of Turkish Writers Today), *La Turquie Contemporaine* (Contemporary Turkey), *L'Instruction Publique en Turquie Républicaine* (Public Education in the Republic of Turkey), *La Turquie en Voie d'Industrialisation* (Turkey en route to Industrialization), *La Guerre de L'Indépendance Turque* (Turkish War of Independence), *La Turquie en Chiffres* (Turkey in Numbers), *La Ferme Modèle d'Orman* (Model Forest Farm), *L'art Turc* (Turkish Art), *Politique des Chemins de Fer en Turquie Républicaine* (Railroad Policies in the Republic of Turkey), *Fotoğraflarla Türkiye Albümü* (Photography Album of Turkey).

1935 THE FIRST PRESS CONGRESS

The first Press Congress convenes on May 25, 1935 and it is decided to establish a Press Union.

1936 THE FIRST CELLULOSE AND PAPER INDUSTRIAL PLANT IS ESTABLISHED

In 1936, as per the First Five Year Industrial Plan, Turkey's first cellulose and paper industrial plant is established in İzmit under Sümerbank (that is, the state). İzmit is chosen as the site for this plant since it has the necessary infrastructure for a paper factory, that is, coal, water and work force, and it is a city where the raw material and the finished product can easily be transported. Until then, the need for paper has been met with paper imported and processed in Turkey.

1936 PTT ERA IN RADIO BROADCASTING

In 1936, the contract of Turkish Radiotelephone Inc. is not renewed and its broadcasting license is transferred to PTT. With the Wireless Law adopted in 1937, heavy penalties are imposed on those who use unlicensed broadcast receivers. Both these penalties and the onset of the Second World War increase the number of licensed radio listeners and by extension the revenue of the radio. The number of licensed radios which is around 10,000 in 1936 exceeds 50,000 in 1939. In course of this short period, a new transmitting station and the Radyoevi (Broadcasting House) building is constructed in Ankara. The broadcasts of PTT era, which lasts until 1940, predominantly feature news, educational programs, culture and arts programs, worker and villager programs, children's programs, women and domestic life programs, letters from the listeners as well as entertainment and sports programs.

1938 THE FIRST RADIO SKETCH IS ON ANKARA RADIO

A radio sketch is prepared and broadcasted by Radio Performance Group for the first time on Ankara Radio. The Performance Group leader is Ekrem Reşit Bey. The radio sketches are broadcasted every Friday.

1938 FOUNDATION OF THE TURKISH PRESS UNION AND CENSORSHIP IN THE PRESS LAW

Founded per a law on June 27, 1938, the Turkish Press Union lasts 10 years.

The Press Law goes through a radical transformation in 1938. The law stipulates the precondition of acquiring a bank letter of guarantee in order to publish a new newspaper or periodical. Moreover, it becomes obligatory to receive governmental authorization to publish a newspaper or periodical. One of the most significant provisions introduced by the 1939 amendment is the prohibition on publishing news related to school and university incidents without permission. Thus, the scope of press censorship is broadened.

1939-1945 PRESS DURING THE SECOND WORLD WAR

Pressures on the press increase during the Second World War. It is prohibited to use news other than those served by the Anatolian Agency. Directorate General of Press and Information is given supervisory power over the press including the Anatolian Agency. It is intended to restructure the Anatolian Agency, which is a company, under the Directorate General of Press and Information. During the martial law period declared on November 22, 1940 in a number of cities for a one-month period but lasting seven years, the freedom of press is restricted, newspapers are closed down for short or long terms.

1944 FAAL ADVERTISEMENT BUREAU

Eli Acıman, Vitali Hakko and Mario Began lay the foundations of modern advertising in our country and found the Faal (Active) Advertisement Bureau. The establishment, which begins its operations in a windowless room resembling a storage space in Sultanhamam, has a staff of two people in 1945. After a while Vitali Hakko leaves the partnership on pretext of taking care of his own business, followed by Mario Began who says he will go to the States. Eli Acıman who meets Vehbi Koç in 1946 is commissioned to do the

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1 - A RADIO SKETCH RECORDING AT ANKARA RADIO
 Left to right: İbrahim Delideniz, Necdet Mahfi Ayral, Dürnev Türkan, Muharrem Gürses
 Source: *Radyo* magazine (June 15, 1944).

2 - "YOUR FACE IS NO BED LINEN"
 The Puro Soaps ad, frequently featured in the press in the early 1950s, designed by Faal Agency.
 Source: Gökhan Akçura Archive

advertising for Koç companies which are then operating with Koç-Ankara, Koç-Fermeneciler, Koç-Beyoğlu and Koç-Lastik (tire) branches. Thus suddenly attaining an extensive business opportunity, Faal Bureau ventures to expand its staff and hires Afif Erdemir to work part-time as a copywriter versed in foreign languages. Meanwhile, the graphic works of the company are handled by Nesim Natan, accounting by Benjamin Pinhas, and with this tiny staff, the company is making an annual turnover of 100,000 liras. In 1949-1951, while Afif Erdemir is doing his military service, one of the biggest advertisement clients of the time, Necip Akar also becomes a client of Faal Agency. The steadily developing company turns into a corporation in 1957, shared on equal terms by Eli Acıman, Afif Erdemir and Nesim Natan with 50,000 liras capital each, and is renamed Faal Agency. The same year Eli Acıman goes to the States for three years. The agency, which snowballs in the five years following his return in 1960, grows a rich clientele.

1945 THE FIRST UNIVERSITY RADIO

Istanbul Technical University (ITU) Radio is founded in 1945 as the first university radio.

1945 TAN (DAWN) RAID

Towards the 1940s, following the appointment of Zekeriya Sertel as lead columnist, *Tan* newspaper begins to adopt leftwing politics. It takes a stance against fascism during the Second World War. In the same period, Hüseyin Cahit Yalçın authors an article in *Tanin* newspaper making the Sertels a target. The piece propounds that *Tan* newspaper should be silenced. The reaction that starts with this article continues on December 4, 1945 with a group of incited university students marching to Tan Printing House against “communist forces”. Historians usually consider this action a continuance of the movement to “liquidate the left” which previously started at DTCF (Ankara University, Faculty of Languages, History and Geography). To some extent, it is also considered a harbinger of the September 6-7 incidents.

1948 THE FIRST PRIVATE SCHOOL OF JOURNALISM

First private school of journalism in Turkey is opened in 1948 by Professor Fehmi Yahya. Even though it is not an education institution at the university level, the Istanbul Private Journalism School has a historical significance for being the first private school of journalism in Turkey. Opened as an institution to train well-prepared employees for the world of press and business life, the school is comprised of two terms, one is a three-year education following middle school,

and the other is a one-year education following high school. Education at this school is suspended in 1963.

1950s

ELECTRONICS INDUSTRY

Initiatives pertaining to electronics industry in Turkey are begun in the early 1950s by the young entrepreneurial engineers educated in previous years. First attempts, as in the rest of the world, pertain to speaker systems which generate much interest, and ship and gendarmerie radios. In later years, there is a transition to semi-professional electronic devices and a new epoch begins producing transmitters for provincial radios. It can be asserted that with the radio used at homes as the most basic necessity of the times, a rapid introduction takes place to the electronics industry of the 1950s. The subject of most significant advancement across the entire world at the time is developing the ways of bringing the radio receiver inside the homes. The real aim of the entrepreneurs here is to get a share in the market of radio receivers, which is the most attractive product of the day. Along with foreign investors such as Philips and Aga, local entrepreneurs like Nevtron and Ratel also try to get a share in this market. Assembly is what they all do. This beginning launches the core structuring which is noteworthy given the conditions of the time.

PRESS IN THE MULTI-PARTY ERA

Democrat Party, which comes to power following the May 14, 1950 elections, enjoys wide support from the press since it also includes in its program the promise to ensure freedom of press. The new Press Law is accepted on July 15, 1950. The Press Law of 1950 is a liberal law that removes the government control over the press to a great extent. The law repeals the obligation of receiving prior authorization and license from the government to publish a newspaper or periodical. Prosecution of press offenses is assigned to special courts. Right of reply is reformulated. Criminal liability of newspaper proprietors is repealed; the author and editor in chief are held responsible for the writing that is considered a crime.

ELECTIONS AND MASS MEDIA

The first significant and wide ranging publicity campaign in Turkey has been carried out with the 1950 elections; as the electronic mass medium of the period, albeit broadcasting to a limited area, the Ankara and Istanbul radios have

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1 - TAN NEWSPAPER AND PRINTING HOUSE AFTER THE
Source: Gökhan Akçura Archive

2 -
Source: Akşam daily newspaper, December 5, 1945.

3 - "ENOUGH, THE NATION HAS THE SAY"
Election poster, Selçuk Milar
Source: Ömer Durmaz Archive

broadcasted news on the elections as well as electoral speeches. In this electoral period, especially the Democrat Party (DP) has adopted the method of communicating with the people via rallies and the press. This face to face contact, as a method the public had not previously encountered, becomes quite effective in winning the public's support.

Additionally, also receiving the support of oppositional press, DP capitalizes on the people's reactions against the government stemming from years of great tribulation and destitution during the Second World War. Entering elections for the second time, DP carries out an election campaign with posters bearing the slogan "Enough, the Nation Has the Say". Its posters with the slogan and a resolutely placed hand as if signaling "stop" is an unforgettable election poster designed by architect Selçuk Milar. For Democrat Party's 1954 election campaign Milar designs the "Our Past Accomplishments are the Guarantee of Our Future Accomplishments" poster which does not employ any visuals.

With an unprecedented electoral campaign in Turkey, DP utilizes both the radio and the posters quite efficiently. In this election, DP wins 53.35 per cent of the votes and 408 parliamentary seats, while CHP gets 38.38 per cent of the votes, attaining only 29 parliamentarians. The reason for this outcome is the majority system in place. The one responsible for this system on the other hand is CHP which intended to use it to its own advantage. With this election, the 27 year long single party regime comes to an end.

It is seen that the Democrat Party did a very extensive outdoor advertising with the propaganda carried out on the radio prior the elections. DP rallies are held almost in a second war of independence atmosphere. In addition to the rallies, it is possible to say that DP has one to one meetings with the people. These direct meetings take place in the form of stopping by the village coffee houses on the way to the rallies and talking with and listening to the problems of the villagers.

RADIO

In the 1950s, the radio begins to be used more extensively on the societal level. There is a parallel and big upsurge in the number of radio magazines. According to PTT records, in 1956 there are 1,018,365 radios in Turkey. The history of radio in Turkey dates back to the early years of the Republic. The Istanbul and Ankara radios have been founded in 1927, but rather than the establishment of radios, it is the fall in the radio prices that will encourage the people. This in turn happens only in late 1940s. Now, there are radios affordable

for every family of moderate means on the market. Thus, the number of radios increases rapidly across the country. Hard on its heels come its literature. Radio pages start to appear on newspapers and magazines. On top of that, special radio magazines fill vendor shop windows: *Radyo Haftası* (Radio Week), *Radyo Dünyası* (Radio World), *Radyo* (Radio), *Radyo Magazin* (Radio Magazine) and others... In 1950, the Istanbul Radio starts its broadcast at 1.45 pm and continues until midnight.

ADVERTISEMENTS

In the 1950s, there is a rapid increase in the number of establishments that come into the spotlight with their advertisements. As an institution that has surpassed its Şen Şapka (Merry Hat) era, Vakko becomes a good advertisement client in this chronology. Vitali Hakko, who believes in the benefits of advertisement, has worked with the best advertisers of Turkey. Vakko is among the first clients of Faal Agency founded by Eli Acıman. The two establishments expand and grow stronger together. One of the biggest advertising customers of the era, Necip Akar also becomes a client of Faal Agency. One of the most striking adverts of those days is the ad prepared for Puro Soaps. Puro's slogan, which accentuates the difference between regular soap and toilet soap, "Your face is no bed linen" becomes a byword for many years.

FIRST RADIO COMMERCIALS

Istanbul Radio, which is founded in 1949 and has quite a wide outreach, becomes the continuous target of announcement and advertisement demands within the rapidly developing economic order after the 1950s. Finally, in face of various coercions, the radios are opened to advertisement with the Cabinet Decree no. 3/12/402 dated January 27, 1951. This is the date regular radio advertising begins in our country. As of this date when radios are opened to advertisement, the first commercial hours are rented by banks, public or semi-public institutions, and big firms to make special programs. Later, certain foresighted people launch professional radio advertising by organizing collective commercial programs. The aforementioned decree is repealed on February 26, 1962. In its stead the decree no. 6/233 comes into effect to remedy the shortcomings and inoperative aspects of the previous one. However, this amendment also fails to avail, and finally, with the law no. 359 accepted on May 1, 1964, the management of the radios is assigned to the Turkish Radio and Television Corporation.

Faruk Deniz starts radio advertising by founding Televizyon Reklam (Television Commercials) in 1956. In the same years, Türkan Sedefoğlu founds a company named Sedef Advertisement. Sedefoğlu is also considered among the first women publicists. Parallel to these enterprises in Istanbul, Can Okan becomes the pioneer of radio commercials in Ankara with his firm called Teleradyo.

1950 ISTANBUL UNIVERSITY FACULTY OF ECONOMICS INSTITUTE OF JOURNALISM IS FOUNDED

Institute of Journalism founded in 1950 under Istanbul University Faculty of Economics starts to offer journalism education. The bylaw of the Institute of Journalism is approved by the Ministry of National Education on June 20, 1950 and higher education in journalism begins in Turkey for the first time on November 29, 1950.

1950 THE FIRST PRIVATE NEWS AGENCY IS FOUNDED: TÜRK HABERLER AJANSI (TURKISH NEWS AGENCY)

The first private news agency is Türk Haberler Ajansı (THA) founded in 1950. Following its foundation, it is given the status of "Quasi Public Corporation" by the Council of Ministers and allowed to use the word "Turkish" in its name. It services the news it makes with and without visuals in Turkey and abroad to TRT Directorate General of Press and Information and various newspapers. In 1968 it is turned into an incorporated company. It is the first agency to bring the fax system to Turkey.

The year of 1950 marks the beginning of a new era in the field of press. News agencies have emerged as a new field of business. In this field opened by THA and the solely profit driven İKA Agency, the newspapers found their own agencies (Hürriyet Haber, Akajans-Tercüman, Milliyet Haber), while private enterprises also become widespread. Anatolian Agency continues its works during this period as well. However, especially the major newspapers are no longer too dependent on the proceeds it provides.

1952 INCLUSION OF THE MEMBERS OF PRESS WITHIN THE SCOPE OF SOCIAL SECURITY SYSTEM FOR THE FIRST TIME

With the Law no. 5923 on the Relationships between the Employees and Employers of the Profession of Journalism enacted on June 13, 1952, the members of the press are included in the scope of the social security system for

the first time; journalists are granted union rights, labor contracts are made compulsory, as well as severance payments in case of the annulment of contract, right to weekly and annual paid leave is recognized.

1952 THE FIRST TELEVISION BROADCAST

In July 1952 when the first television, namely the Istanbul Technical University Television (ITU TV) starts its broadcast, there are only 10 receivers in Istanbul, four of which are at ITU. In the following years, as receivers begin to be purchased in various districts of Istanbul, ITU TV's broadcasts also begin to spread. As ITU TV begins its broadcast, televisions start to be sold in Turkey albeit in small numbers. Apart from that, the main audience is comprised of the viewers who come to the designated halls in ITU campuses reserved for this purpose. In that period, ITU broadcasts on Thursdays or Saturdays. It broadcasts sketches, weather forecast, news and even quiz shows. Most popular program of ITU TV is the Weather Forecast. ITU TV starts to feature concerts, poetry programs, English and German lessons and even talk shows in later years. Halit Kıvanç is one of our first showmen. The program named "Evet-Hayır" (Yes-No) first starts on ITU TV.

1952 MEMDUH MORAN: MORAN REKLAM (MORAN ADVERTISING)

As the third big advertising agency after İlançılık and Faal, the Moran Reklam founded by Memduh Moran goes into operation with a staff of five people and 100 thousand liras investment. The agency has a rich list of clientele including Yapı Kredi Bank along with certain Unilever products and Singer. As its capital fails to meet the new provisions of the Commerce Law amended in 1957, it becomes a Limited Company in 1958; continually growing for 18 years it has managed to increase its staff to 55 people and its turnover to 30 million liras.

1954 RESTRICTIONS IMPOSED ON THE PRESS DURING THE KOREAN WAR

The tolerant attitude toward the press changes after the Korean War (1950-1953). The law no. 6334 dated 1954 prohibits "the defamation of honor and dignity, and the publication of subjects that may be derogatory or damage reputation or fortune", and curbs the freedom of press to a considerable extent.

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1 - THEATRE PERFORMANCE BROADCAST LIVE ON ITU TV
Source: Fatih Pasiner Album

2 - LOTTERY DRAW ON ITU TV
Source: Levent Durusoy Archive

1956-1958 FINANCIAL PRESSURE ON THE PRESS

Two more laws are enacted in 1956 restricting the freedom of the press. "Making a publication with bad intentions or a special purpose" becomes punishable by law. Meanwhile, the press law is furnished with new restrictive provisions. Coverage of secret government meetings or caucuses is completely forbidden. Newspapers are placed under financial control by state monopoly taking over the purchase of newspaper and periodical papers from abroad in 1957, and the distribution of official announcements and advertisements in 1958.

1957-1959 RADIO ADVERTISING COMPANIES

In 1957-1959, advertising companies such as Radar Reklam (Radar Advertising), Ses Reklam (Sound Advertising), Melodi Reklam (Melody Advertising), Anten Reklam (Antenna Advertising) are founded one after another. Usually, those who previously worked in radios of Turkey as broadcasters or technicians become the successful names of radio advertising since they are well-versed in the field. Among them are Anten Reklam founded by the Tarık Gürcan - Faruk Yener duo; Maarifi Orhon's Orhon Reklam (Orhon Advertising); Türkan Poyrazoğlu's Poyraz Reklam (Poyraz Advertising); Alkan Soykök's Tunç, and Altın Soylu's Altın Reklam (Altın Advertising).

1957 RESMİ İLANLAR ŞİRKETİ (OFFICIAL ANNOUNCEMENTS COMPANY) GETS THE SOLE RIGHT TO PLACE ADS

With the Cabinet Decree dated November 27, 1957, the right to place ads in newspapers and periodicals is granted solely to the Resmi İlanlar Şirketi. Thus, agencies and producers no longer have the opportunity to directly contact the media organs. Therefore, it can be said that the years between 1957 and 1961 are the darkest years for advertisers. Clearly evident here is the aim of the government of the time, suffering from a political crisis, to harness the free press through financial coercion. Fortunately, this situation does not last long.

1959 FIRST COMPUTER ACQUISITION CONTRACT IN TURKEY

1960s

ELECTRONICS INDUSTRY

As the lack of an electronics industry is noticed, the issue is addressed by the state first in the early 1960s; initially the Machinery and Chemical Industry Corporation and later PTT is tasked with this issue and ordered to draft a Report on Founding the Electronics Industry in Turkey. PTT drafts the file titled "Founding of the Electronics Industry in Turkey - 1967" and submits it to the relevant places. The same year, PTT finalizes the major international tender it had initiated in the field of telephone switchboard and machines, and in partnership with Northern Electric Firm of Canada, founds NETAŞ and puts into service the PTT Research Laboratory. In 1969, the production of telephones is initiated by NETAŞ, 49% of whose capital belongs to PTT. NETAŞ produces over 80% of PTT's total phone lines, and over 90% of its telephone switchboards and machines. PTT-ARLA, which later will be renamed TELETAS, produces long distance communication devices and NETAŞ produces short distance communication devices.

As in other sectors, the "condition of local contribution" introduced by the Directive on Assembly Industry, which goes into effect in 1964, paves the way for the emergence of an important subindustry in the local electronics sector, which is only at its beginnings. Electronics industry is included for the first time as a separate industry in the Second Five Year Development Plan (1968-1972) drafted by the State Planning Organization. In this plan period, the production range data generated through 1967 to 1970 (including both years) is presented as follows: i. Radio, TV Transmitters and Radio Equipment, Radio Signalization and Communication Devices, ii. Radio Link and Carrier System Devices, iii. Radio Receiver Devices, iv. Television Receiver Devices, v. Phonographs, vi. Tape players, vii. Amplifiers, viii. Medical Devices and Multiplex, ix. Semi-finished Products.

1960 IBM 650 SYSTEM IS INSTALLED AT GENERAL DIRECTORATE OF HIGHWAYS

Turkey's first computer IBM 650 Data Processing Machine is installed in 1960 at the General Directorate of Highways. Turkey's first informatics center is opened at the Highways Directorate under the name IBM Center. This development is followed by systems installed at the Directorate of Land Registry, ITU and METU.

1960 INQUIRY COMMISSION

Between the years of 1954 and 1960 1161 journalists are prosecuted, 238 of whom receive imprisonment sentences. On April 17, 1960, an Inquiry Commission is established. The print and distribution of newspapers and periodicals that defy the ban is prevented. Newspapers that do not comply with publication bans are closed down.

1960 BASIN ŞEREF DİVANI (PRESS DIGNITY COUNCIL) IS ESTABLISHED

Basın Ahlak Yasası (Press Code) is signed and put into effect on July 26, 1960, in order for journalists to solve their own problems among themselves, and prevent the state and the judiciary from frequently intervening with issues related to the press. Later the Basın Şeref Divanı (Press Dignity Council) is founded with the aim of monitoring the implementation of the Press Code, however, the council does not prove very effective and is dissolved over time.

1961 BASIN İLAN KURUMU (PRESS RELEASE INSTITUTION) IS FOUNDED

Basın İlan Kurumu (Press Release Institution) is founded after the 1960 revolution with the law no. 195 that goes into effect on January 7, 1961; accordingly, only official announcements and foreign advertisements can be published through this institution. Thus, advertisements are decontrolled.

1961 LIBERAL CONSTITUTION

Following the May 27 revolution (1960), with the law no. 212 enacted on January 10, 1961, provisions foreseeing further protection of press employees and very important rights are introduced to the law no. 5953. In retort, newspaper bosses do not publish newspapers for three days. January 10 is declared "Working Journalists' Day". With another law adopted in 1961, the Press Release Institution is founded and objective regulations are introduced for the distribution of official advertisements.

The Constitution of 1961 introduces important provisions to guarantee the freedom of the press. Regulations pertaining to the rights and freedoms of the press are as follows: the press is free; it cannot be censored; no media blackouts can be imposed; newspapers and periodicals cannot be confiscated or closed down; no prior authorization or financial guarantee is required to publish newspapers or periodicals; publication of news, ideas and opinions cannot

be obstructed; publishing houses and press equipment cannot be confiscated; the right of rectification and reply cannot be abused.

The Constitution states that the freedom of press can be restricted by law under certain conditions. These conditions are as follows: protecting the unity of the state, public order, national security and general morality; preventing offences against the honor and rights of individuals, and incitements to commit crimes; enabling the judiciary to perform its duty.

1961 THE FIRST COMMERCIALS IN COLOR

In 1961, the Yüksel Ünsal, Mehmet Muhtar, Kemal Baysal partnership begins to shoot the first commercials in color. Since color films cannot be developed or copied in Turkey at the time, the hardest part of the job is for these films to be sent abroad and brought back twice for laboratory processes. Even though contracts are made with studios of Arnold Richter in Germany and Arthur Rank in England, sending undeveloped film abroad becomes a big problem since it requires Cabinet authorization each time. Despite all difficulties, successful color commercials are made for various banks and companies in one year.

1961 MARKET RESEARCH AND DEVELOPMENT (PEVA) COMPANY

Scientific approaches that begin to emerge in fields of marketing and advertisement reach a new level as Dr. Nezih Neyzi founds the Market Research and Development (PEVA) Company in 1961. PEVA conducts market studies and research for businessmen, companies and advertising agencies on the subjects they want.

1962 COMMERCIALS ON RADIOS

With a decree enacted in 1962, a special slot is reserved in state radios for commercials prepared by companies.

1962 TEDBİRLER KANUNU (LAW ON PROTECTIVE AND PREVENTIVE MEASURES)

Tedbirler Kanunu is enacted on March 5, 1962 in order to restrict the freedom of press. This law is for prosecuting "those who try to depict the May 27 Intervention as unwarranted, unjust or illegitimate by using words, writings, news, tidings, pictures, comics or other means".

1964 TÜRKİYE RADYO VE TELEVİZYON KURUMU (TURKISH RADIO AND TELEVISION CORPORATION) IS FOUNDED

Türkiye Radyo Televizyon Kurumu (TRT) is founded on May 1, 1964 by a special law and as an autonomous legal identity with the aim of making radio and television broadcasts in the name of the state. With the constitutional amendments in 1972, the corporation is defined as a “nonpartisan” state-owned enterprise.

1964-1965 THE ANIMATION ERA IN COMMERCIAL PRODUCTION

Cartoonists, who have worked successfully both in printed press and animated films of AND Film, become engaged in several activities in the field of commercial filming during these years. Karikatür Reklam (Comics Advertising), jointly established by Ali Ulvi Ersoy, Bedri Koraman and Yalçın Tüzecan, is not long lived, since the three artists are on equal footing, and the assisting crew is insufficient. Meanwhile, artists like Ferruh Doğan, Yalçın Çetin, Eflatun Nuri, Tonguç Yaşar establish various firms—that shortly dissolve—under various names and produce several animations. With an altogether different take on commercials, Istanbul Reklam (Istanbul Advertising) adapts a version of collective radio advertising to cinema. However, even though these films mostly comprising 5-6 meters of simple, black & white animation works were largely beneficial for their producers, they did more harm than good for the reputation of commercials in cinema and have faced adverse public reaction. Even the occasional collaboration with artists with an earned reputation in the field of cartoons, such as Altan Erbulak and Oğuz Aral, cannot save Istanbul Reklam from downfalls.

1965 THE SCHOOL OF PRESS AND BROADCASTING IS ESTABLISHED

The School of Press and Broadcasting is established under Ankara University Faculty of Political Science with the support of UNESCO and the Journalists' Association in 1965. It is the first institution to offer university education with a four-year curriculum in its field. The School of Press and Broadcasting becomes the Faculty of Communication in 1992.

1965 FAAL AJANS SPLITS INTO TWO AS YENİ AJANS AND ACIMAN AJANS (LATER MANAJANS)

1966 SOCCER MATCH LIVE BROADCAST ON TV

ITU TV attempts the first live broadcast on TV on November 12, 1961. The soccer match between Turkey and the Soviet Union is to be streamed live; yet this cannot be accomplished due to technical failure. Five years later, the first live broadcast is done again by ITU TV, on May 1, 1966: a soccer game between Fenerbahçe and Beşiktaş. The match, streamed with no intervention, ends in a tie.

1968 FIRST TV BROADCAST BY THE TURKISH RADIO AND TELEVISION CORPORATION (TRT)

The Turkish Radio and Television Corporation (TRT) makes its first TV broadcast on January 31, 1968, 7:25 PM.

First shot: The Atatürk statue in Ankara Emniyet Park, and the words “Ankara Televizyonu” (Ankara Television) gradually appearing on the top-left corner, accompanied by the signal tune.

First announcement: “This is the Ankara television, test broadcasting from band three, channel five. Ladies and gentlemen, today is January 31, 1968, Wednesday. We are starting the first TV broadcast in Ankara.” Nuran Emren (Devres), who makes this announcement, is credited as the first broadcaster to appear on TV. Years later, she will come to be known as the scriptwriter of the TV series “Kara Melek” aired on Star TV, and “Marziye” aired on TGRT.

First speech: In his brief speech titled “As We Start”, TRT Administrator Mahmut Tali Öngören says: “While we only lagged five years behind in comparison to European countries in radio broadcasting, we are 31 years late in TV.”

First program: The “Turkish History of Reforms” lecture by Professor Afet İnan, given to students in the studio. The production atmosphere is designed like a TV public school.

First news: Shots of Cevdet Sunay’s return to the country after his travels to Saudi Arabia and Libya, taken at the Esenboğa Airport; images from the battles in Saigon during the Vietnam War... With his command of Turkish, deep voice, and convincing glances behind his thick rimmed tortoiseshell glasses, Zafer Cilasan, radio host of many years, is the first star of television.

First weather forecast: Presented by host Zeynep Arıdurdu (Esen).

1969 JINGLES

In 1969, commercial tunes called “jingles” (transliterated to Turkish as *cingil*) start being used in radio commercials.

1970s

THE ELECTRONICS INDUSTRY

The following product classification is adopted as of 1971:

a. Audio Frequency Communications Devices, **b.** High Frequency Communications Devices, **c.** Industrial Electronic Devices, **d.** Consumer Electronic Devices, **e.** Electronic Circuit Components. The Electronics Industry Specialization Commission is established for the first time with the Third Five-Year Development Plan (1973-1977). In the Third and the Fourth (1979-1983) Plans, the electronics industry is now described under the following sub-sectors: **1.** Durable Consumer Electronics, **2.** Communications Devices, **3.** Industrial and Professional Devices, **4.** Circuit Components.

During the Invasion of Cyprus, the production of higher technology devices and systems through local means is on the front burner due to the embargoes placed. ASELSAN is established 1976 to eliminate foreign dependency. Another company, HAVELSAN, is also founded to undertake production in avionics. From circa 1965 onwards, the Akköprü Electronics Laboratory, established under Turkish Electricity Authority around the same period, carries out the design, research & development, and production of protection equipment, relays, telemeters and power line carrier (PLC) equipment for long distance communication through power lines, which were needed in the electricity production-transmission sector and were all previously imported.

With the broadening outreach of TV, there is a great increase in the demand for TV receivers. Factories established for the assembly industry in the early 1970s in time evolve into industrial production units. With the start of a high capacity assembly industry, particularly for consumer durables, from 1972 onwards, the production of components such as coils, transformers, speakers, also begins. Jumping forward to 1977, there are 14 TV manufacturers in Turkey. Five of them have already established their own sub-industry. The communications sector has also established its in-house sub-industries. During those days of infancy, the aim is to protect the local industry through customs walls. With the import bans thus introduced, stocks begin to accumulate and idle capacity begins to emerge in these years.

Like in all fields of industry, work in the electronics industry is responsive to infrastructure investments; thus, the primary location where enterprises agglomerate is Istanbul. The second hub is Ankara; largely due to the fact that the decision-making center of the state is located there. Defense industry investments being deployed in Ankara is another factor. In the 1970s, small companies with a production requiring high-level engineering, which can be defined as the fast adaptation of state of the art products from the world, emerge in the fields of measurement-test instruments, process control, etc. Producing their own technologies, some of these firms are established through small-scale capital. Among them are private initiative companies, such as Enersis, Petaş, Eka, Elsi, and Alfa-Gamma. Firms like Gama, Elsis, Nel, Nüve have access to greater financial resources and support. Particularly large scale construction companies making profit abroad re-invest their profits not only in sectors like tourism and marketing but also electronics, which they believe to have a promising future. It should be noted, however, that those making such investments in the industry also hindered research & development in the field and got in the way of more solid investments to some extent.

1971 BACKLASH IN THE FREEDOM OF PRESS

Following the military memorandum of March 12, certain restrictive regulations are put in effect. The first subject tackled by the government is the amendment of articles 22 and 27 in the Constitution of 1961 on the freedom of press. While the 1961 Constitution foresees that newspapers and journals can only be confiscated with a judicial decision, the amendment extends confiscation rights also to prosecutors.

1971 ADVERTISING AGENCIES UNION OF TURKEY IS ESTABLISHED

1972 FIRST TV COMMERCIAL

First commercials broadcast starts on TRT Television on March 2, 1972. Filiz Bozkurt Kutlar, who is to marry Onat Kutlar in later years, becomes the first screen face in a soap commercial. Advertisement slots are rented directly to agencies in the initial months. Istanbul Reklam announces the list of commercials to be aired on TV, with their duration, date, and time of broadcast in classified ads: the commercials of March are listed as Pepsi, Fruko, the Ottoman Bank, Tamek, 7 Gün, Akbank, Pereja, Yeni Tekstil/Herko, Komili Yudum, Fay accompanied by the Konya folk dance *kaşık oyunu* (a dance with spoons), Pop accompanied by the horon, and Puro accompanied by the folk dance

Şeyh Şamil. The start of TV commercials is not welcomed by the press; newspaper owners worry that this might block the advertisement flow to the print media. The TRT General Director announces that TV advertising costs are intentionally kept high (6 to 10 thousand Turkish Liras per minute) to protect newspapers.

1974-1975 THE FILM ARCHIVE AND FILM&TV INSTITUTE

Sami Şekeroğlu initiates film education in Turkey by establishing, under the Istanbul State Academy of Fine Arts, the first cinema club in the country (Kulüp Sinema 7); the first film archive (Türk Film Arşivi); the first cinema museum; and the first institution of science, arts and culture in the field of cinema: the Film&TV Institute. From its foundation onwards, the Department of Cinema-TV has been an institution combining academic education with the master-apprentice practice, where applied education is provided by local and foreign professional filmmakers. Students of the Department of Cinema-TV benefit from the archive of Mimar Sinan University Cinema-TV Center comprising 10,000 films and the modern technologies offered by the institution, where they also participate in professional endeavors.

Ataman Demir is the architect of the project designed as a “Film Archive”, a “School of Cinema” and a “Cinema Museum” in Balmumcu, the construction of which begins in 1972.

1977 SEDAT SİMAVİ AWARDS

Established in 1977, Sedat Simavi Awards, named after the renowned journalist and filmmaker, seek to reward people who have undertaken the greatest scientific accomplishment, created the most beautiful artwork, or made the biggest progress in the prize categories, in order to encourage creative efforts in these fields and thus contribute to the life of arts, culture, science and sports in Turkey. The number of categories, amount of the prize money, and members of the selection committee are determined each year by the Journalists’ Association of Turkey Board of Directors. Prize categories are: **1. Journalism 2. Radio 3. Television 4. Comics 5. Literature 6. Social Sciences 7. Natural Sciences 8. Health Sciences 9. Sports.**

1979 REGULATION ON TV ADVERTISING

The Regulation on TV Advertising, which brings restrictions to the advertising of certain products or sectors on TV, comes into effect as of March 2, 1979. After a while, these

restrictions evolve into bans. The chewing gum commercials, for example, banned by the Regulation on grounds that “chewing gum commercials condition kids towards gum, which is a useless consumer good”, begins to be broadcast again in 1980. A restriction is introduced for bank, press, and broker commercials, and soon after, bank commercials are banned from radio and TV broadcasts altogether by the Banks Association of Turkey. The ban on beer commercials is yet another example in the 80s’ TV advertising world, the reason behind which is cited as the negative effects of beer on physical and mental health.

1979 THE FIRST SATELLITE COMMUNICATION EARTH STATION GOES INTO SERVICE

With the first satellite communication earth station being launched, communication is established with 13 countries using the Atlantic satellites of INTELSAT.

1980s

THE ELECTRONICS INDUSTRY

In the Fifth Five-Year Development Plan (1985-1989), “Computer Hardware and Software” is added as a new sub-industry in the Electronics Industry Expert Commission Report. The classification used in previous years bears certain disadvantages for studying the industry, and it does not reflect the diversity in several products. Besides, even vinyl records are included in the scope of the electronics industry. The Harmonized System Codes amended in the end of 1983 resolve the diversity problem by detailing product groups. Today, this classification mainly includes the following sub-industries: Components, Consumer Electronics, Telecommunications, Other Professional and Industrial Devices, Military Electronic Devices, and Computers (IT).

The first local production in the field of computers in Turkey is the manufacturing of three general purpose microcomputers and 50 accounting machines. These productions cannot be sustained.

Initially established to meet the domestic demand with “import substitution”, the domestic appliances manufacturing industry attempts exporting in 1984, and succeeds at it.

From the 1980s onwards, under the term coined as “export-oriented industrialization”, several countries including Turkey begin to concentrate on sectors endorsed by the

new global division of labor which is shaped along the needs of capital accumulation oriented at foreign markets, reshaping domestic capital itself as a part of the global capitalism. During these years, state policies gain weight in both encouraging the orientation towards foreign markets and also in creating favorable conditions to this end. Thus, the process of manufacturing at lower costs begins as a prerequisite for domestic capital to gain a competitive edge in foreign markets. It can be said that the electronics industry in Turkey first operates as an assembly industry, and develops in the direction of exports after 1980.

1980 THE PRESS DURING THE COUP D'ÉTAT

Press freedom is restricted considerably also following the coup d'état of September 12. Newspapers start going through martial law inspections. The Martial Law Command is granted the right to censor communication. Newspapers *Demokrat* (Democrat), *Aydınlık* (Light), *Hergün* (Everyday), *Bursa'nın Sesi* (Voice of Bursa) are shut down; the publications of several newspapers, primarily those with wide circulation, are temporarily suspended.

A NEW HABIT IN OUR CULTURE OF WATCHING MOVIES: VIDEOTAPES

While the exact number remains unknown, there are tens of thousands of video players at homes by the early 1980s. Yet, owning a video player is not enough; one also has to pay a membership fee to become a member of a video rental club. During those years, video-watchers outpace TRT. Those who rent tapes not only get to watch popular shows such as *Dallas* or *Flamingo Road* in color; but can also see episodes not yet aired on TV.

PRESS FREEDOM IN THE 1982 CONSTITUTION

Article 25 of the new Constitution adopted on September 23, 1982 states that "no one shall be compelled to reveal his thoughts and opinions for any reason or purpose; nor shall anyone be blamed or accused on account of his thoughts and opinions"; while article 26 includes the provisions restricting the freedom to express and disseminate thought.

1982 LAW ON HIGHER EDUCATION AND SCHOOLS OF PRESS AND BROADCASTING

Law no. 2547 on Higher Education enacted in 1982 brings to the agenda a restructuring of education and training in all existing state universities and academies. With Decree no. 41, Ankara University Faculty of Political Science

School of Press and Broadcasting and Istanbul University Faculty of Economics Institute of Journalism and Public Relations are incorporated into the Ankara and Istanbul University Rectorates as Schools of Press and Broadcasting; and Institutes of Journalism and Public Relations under academies in Ankara, Istanbul and İzmir are incorporated into the Rectorates of the newly established Gazi, Marmara and Ege Universities, again as Schools of Press and Broadcasting.

1982 TRT COMMERCIALS COMPETITION

TRT organizes a commercials competition as of 1982 to reward the most successful commercial of the previous year.

1983 POLITICAL PARTIES GAIN THE RIGHT TO ADVERTISE

With the National Security Council decision published in the Official Gazette and enacted on July 7, 1983, one of the most important firsts of the 1983 elections is the entitlement of political parties to paid advertisements in newspapers, and consequently, the collaboration of two out of the three candidate parties with advertising agencies.

The military government allows for the establishment of new parties instead of those banned; Anavatan Party founded under the leadership of Turgut Özal collaborates with Manajans for the 1983 elections and introduces several novelties to election campaigns. A most important one is the recording of Anavatan's rallies and Mehmet Barlas' interviews with Özal, and the dispatch of these video tapes to the party's district organizations.

1983 RESTRICTIONS INTRODUCED BY THE PRESS LAW AND THE STATE OF EMERGENCY LAW

After the ratification of the Constitution, many articles of the Press Law are amended on November 10, 1983, and certain aggravating provisions are introduced. Fines are increased, Press Courts are abolished, the term of litigation for press offences is extended from three to six months. Article 31 is amended to include the definition: "published works that contravene the indivisible integrity of the State with its territory and nation, the sovereignty of the nation, the fundamental principles of the Republic, national security, public order, public peace, public good, public morals, and public health". Thus, Cabinet censorship is introduced for imported publications and broadcasts.

The State of Emergency Law enacted on October 25, 1983 equips regional governors with authorities which restrict press freedom, such as confiscation or prohibition of the publication and dissemination of newspapers, magazines, brochures, books, flyers, posters, etc; control and, if deemed necessary, prohibition of pictures, records, sound and video tapes, plays and films; imprisoning anyone who spreads or conveys false or exaggerated news or information with intent to create panic among the public between three months and one year; and doubling the penalty if the crime involves publication and/or the use of broadcasting media.

1984 TELEVISIONS ARE NOW ENTIRELY IN COLOR

The transition to color broadcasting takes place inch by inch in the strictest sense. The first color broadcasting attempts of the 1970s are the final match of the FA Cup on May 1, 1976, where Southampton wins against Manchester United 1-0; the Islamic Conference held in Istanbul between May 12-18, 1981 (TRT buys its first color OB truck for this special broadcast); and the Children's Festival on April 23, 1979. April 23 Children's Festival is broadcast live and in color in 1981, while scenes from the wedding ceremony of Prince Charles and Lady Diana on July 29, 1981 also appear in color on screen. On the eve of 1982, the broadcast of the New Year's special program being prepared in the studio is the biggest color broadcasting test for TRT: people with color receivers at home watch Sezen Aksu, Zeki Müren, Zerrin Özer and Nesrin Topkapı in color on New Year's Eve. Macit Akman heralds that all sports games in the 1982 broadcast schedule will be streamed live. Akman responds to the comments that color TV is "madness" with the words: "Let us start the test broadcast with the film *Deli* (Mad), and then let's see if it is really madness or not." Soccer enthusiasts watch the 1982 World Cup held in Spain in color. Several programs in color follow one by one. Owners of black & white televisions figure that a broadcast is in color if during that broadcast the TRT logo is encircled. In 1982, when the fervent debates on color broadcast and the launching of a second TV channel are ongoing, 22% of the population in Turkey cannot watch TV due to geographic conditions. The screens of TRT, with its broadcast time gradually increasing, begin to color up on December 31, 1981 New Year's Eve, and are fully broadcast in color as of July 1, 1984. In the summer months of 1984, prices of the color TVs produced by eight companies in Turkey range between 140,000 and 200,000 Turkish Liras. In the same period, a minimum wage worker earns 24,000 Turkish Liras.

The first TV commercial in color is aired on May 4, 1984. For the broadcast of this 30-second film by a furniture company, TRT receives 2.5 million Turkish Liras.

1984 TURKISH ASSOCIATION OF ADVERTISING AGENCIES

Turkish Association of Advertising Agencies is a vocational organization that aims to meet the current changing and developing needs of the economy and society through advertising and marketing communications. It has 91 legal and 24 natural entity members, undertaking approximately 85% of the business volume in advertising. The Association has been organizing the Crystal Apple Turkey Advertising Awards since 1989.

1986 TRT LAUNCHES BROADCAST ON A SECOND CHANNEL

The Fifth Five-Year Development Plan spanning the period from 1985 to 1989 also addresses satellite utilization for multichannel television broadcasting. TRT 2 begins broadcasting through the satellite technology first in Ankara, Istanbul and İzmir, and later in Eastern provinces selected as pilot regions. Airing its first test broadcast on September 16, 1986 in Ankara and Istanbul, TRT 2 can only be viewed with image noise unless there is a "second channel receiver". The transmitter being in Çamlıca, Istanbul, the broadcast can be viewed well on the Asian side; but lets down the audience on the European side. TRT 2 starts its broadcasting life on October 6, 1986 with a majestic ceremony at Atatürk Cultural Center aired live on both channels. The first concert in the ceremony is given by Emel Sayın; followed by others including Mazhar Fuat Özkan and Laura Branigan. In his speech at the opening ceremony, Prime Minister Turgut Özal says: "We must quickly move on to channels three, four, five and six."

1987 "THE LEMON CAMPAIGN"

The 1987 elections bring leaders whose political bans are lifted back onto the stage of politics. The most notable political ad during this period is that of Social Democratic People's Party led by Erdal İnönü. The ad, filmed by Yorum Ajans, features images of squeezed lemons along with the slogan "don't be squeezed like a lemon". The ad is remembered as "The Lemon Campaign".

1988 JOURNALISTS' ASSOCIATION OF TURKEY PRESS MUSEUM

The building in Çemberlitaş, commissioned by Minister of Education Saffet Pasha, is built in the neoclassical style in 1865 and serves the Ministry of Public Education and the Istanbul Darülfünun (University). At the time of its use as

1990s

a university, the International Painting Exhibition is held in the building (in 1875). During the reign of Abdülhamid II (1876-1909), it is used as the censorship building. In 1908, it is handed over to Şehremaneti (the Istanbul Municipality). From 1908 to 1983, several departments of the Municipality operate in this building. In a 1983 meeting between the then-Mayor Abdullah Tırtıl and the Journalists' Association of Turkey Board of Directors, it is decided that the building should serve as a press museum. It is renovated between 1984 and 1988, and is opened on May 9, 1988.

1989 TRT GAP, THE FIRST REGIONAL CHANNEL IS LAUNCHED

1989 PRIVATE RADIOS

In June 1985, 106 applications are submitted to TRT to obtain permission to establish private radios. The newspapers *Hürriyet*, *Türkiye*, *Sabah*; Karacan Publications; and Nadir Group are among applicants. Despite objections by TRT, several private radios begin broadcasting in 1989 and they multiply quickly after 1992. These radios using the FM broadcasting band target an audience between ages 15 and 35 with their programs featuring mostly music. Turkey meets polyphony in broadcasting through private radios. Music genres like foreign pop and arabesque, which are not given much coverage in public radios, find a chance to greet listeners through private radios.

1989 TURKISH ELECTRONICS INDUSTRIALISTS' ASSOCIATION IS ESTABLISHED

The Turkish Electronics Industrialists' Association (TESİD), endorsed by the Ministry of Industry and Trade, is established by 24 founding members in 1989 through the initiative of representatives of industrial enterprises in electronics, and academicians specializing in electronics in Turkey. All establishments conducting R&D and/or production in the electronics industry, IT, and related services in Turkey can become a member of TESİD, which currently has 160 members affiliated with 70 different industrial enterprises. TESİD strives to bring together all industrialists, professionals, scientists and businesspeople in the electronics industry, IT, and related services, including the public sector, under the roof of the association; it encourages efforts toward the sustainability of the competitiveness of the industry, and the advancement of its contribution to the national economy and the people of the country.

By the 1990s, more than 90% of the telephone-telegraph multiplexing systems over microwave radio relay links are being produced by PTT-ARLA. The biggest breakthrough for PTT in that period is the digital telephone exchange production of NETAŞ and TELETAŞ, two companies where PTT owns 49% of the shares.

THE MEDIA SECTOR

Mainly dominated by families with established roots in journalism up until the 1980s, the media sector begins to be controlled by large capital groups operating in areas other than media, due to changes in technology and problems in management. With the launching of the first private TV station in 1990, which marks the end of state monopoly in visual broadcasting, the media sector enters a growth trend.

THE PRESS IS LEAVING BABIALI

Sabah newspaper moves to its new building in İkitelli, named Medya Plaza, in 1990. On the ground floor of the 20,000 square meter building, where everything, from the feeding of the paper to the prints of the newspaper is computerized, there are printing presses with the capacity to print 190,000 newspapers and 60,000 magazines per hour. All pre-print phases are carried out on computers. Following *Sabah's* lead in this area, newspapers *Hürriyet*, *Milliyet* and *Dünya* also move to their modern buildings in İkitelli in the early 1990s. Thus, the Babiali district, a metonym for the Turkish Press, which houses the headquarters and printing houses of every important newspaper in Turkey throughout the 20th century, becomes obsolete.

1990 THE FIRST PRIVATE TELEVISION CHANNEL

TRT's monopoly on TV only comes to an end only in 1990 through ways that are less than legal. But the story in effect dates back to the 1980s. Thanks to the receivers put up by some municipalities in this period, certain people get to watch satellite channels such as RTL, SAT 1, PRO 6 and RAI. At the same time, several private enterprises, above all newspapers, are striving to establish TV channels. As a result, the would-be private TV channels face problems such as finding transmitters and links. There are also those who prefer to deal with legal issues in their style. Established by Magic Box Incorporated AG an offshore company founded by Cem Uzan and Kemal Uzan, the first private TV channel in Turkey called Magic Box Star 1 starts test broadcasting using the German satellite Eutel in 1990. This broadcast is made



1



2

1 - **MİLLİYET** NEWSPAPER BUILDING, CAĞALOĞLU, 1964
Office interior.
Architect: Maruf Önal
Source: Tabanlıoğlu Architects Archive

2 - **DOĞAN MEDIA CENTER, BAĞCILAR, 1993**
Office interior.
Architect: Tabanlıoğlu Architects
Photograph: Jeroen Musch
Source: Tabanlıoğlu Architects Archive

possible through a 1989 legal amendment where, as per Law no.3517, all radio and TV transmitters are transferred to PTT. Magic Box requests permission to transmit its satellite broadcasts through PTT's link system, which is granted right away. Hasan Puler, a columnist in *Milliyet* daily newspaper, and other journalists object to this decision. What lies at the bottom of the objections in that period is not an adversity towards the development of private TV broadcasting or the increase of the number of channels; but rather Özal's arbitrary treatments paying no heed to whether or not the required legal amendments have been made or the processes completed. Given article 133 of the Constitution stating that "all broadcasting, local and international, is under the state monopoly", which only allows for radio and TV stations to be established by the state, the positive reply to Cem Uzan's request is blatantly inconsistent with the law.

1990s INTERNET BROADCASTING BEGINS

1991 COMPUTER PRODUCTION IN TURKEY: CASPER

Casper is a company manufacturing computers and computer accessories, founded in Istanbul by three enterprising engineers fresh out of university. Their 34,500 square meter facility, which goes into service in 2007, is one of the largest computer manufacturing plants of Europe and the Middle East, with a capacity of producing nearly 5000 computers a day. Casper has won several awards, such as "best local computer manufacturer of the year". It acquires Aidata, which is Turkey's first local PC brand and the first company to start chain stores in the IT sector, in October 2009. Casper has also been producing laptops since 2001.

1992 SCHOOLS OF PRESS AND BROADCASTING BECOME FACULTIES OF COMMUNICATION

With Law no. 3837 enacted in 1992 by the Grand National Assembly of Turkey, schools of press and broadcasting are turned into faculties of communication. While the number of faculties of communication in public universities increases, undergraduate programs on communication in fine arts faculties again in public universities; communications, public relations, radio and TV broadcasting, and photography departments in vocational schools; and establishments providing special education in communication also enter the stage.

1992 TELEVISION AUDIENCE RESEARCH COMMITTEE (TİAK) IS ESTABLISHED

Television Audience Research Committee (TİAK) aims at organizing and monitoring the television audience research in Turkey. After the launch of Turkey's first private channel Interstar in 1990, the measurement of ratings becomes an important subject for advertisers. The establishment of TİAK in 1992 is a result of the need for an intermediary enterprise independent from the advertisers and the media. TİAK delegates the TV audience measurement work by contract to AGB Anadolu the Turkey branch of AGB Nielsen Media Research Company (AGB). The purpose is to determine "the sample size, included cities, the statistical population, main variables to be used in the panel composition, and reporting criteria". The committee is AGB's employer; it organizes the research, oversees its execution, and distributes the results to the establishments that finance the committee.

1992 ADVERTISERS' ASSOCIATION OF TURKEY IS ESTABLISHED

The Advertisers' Association of Turkey is founded by seven members in 1992. Its mission is to promote and increase the importance, effectiveness, efficiency and awareness of advertising, and protect the rights of the advertisers in all advertising processes. The association seeks not only to reshape and strengthen the functioning of the advertiser-media-advertising agency triangle; but also to bring novel solutions to the problems in the advertising sector to foster necessary changes, and take effective steps for the healthy progress of systems and processes. In order to spearhead the healthy operation and advancement of the advertising sector, the Advertisers' Association aims at focusing on branding and the problems of the market, devising solutions by bringing the sector magnates together, and keeping advertisers updated about the developments in the sector.

1993 THE PUBLIC MONOPOLY ON RADIO AND TELEVISION IS LIFTED

With the amendment of Article 133 of the Constitution in 1993, private radio and television broadcasts become legalized. The autonomy of TRT is reinstated. TRT serves today as a public service broadcaster on radio, television and other media organs, the autonomy and neutrality of which is enshrined by the Constitution.

1993 MEDIACAT

MediaCat, the marketing communications journal of Turkey, begins to be published in 1993. Having started out as a journal, *MediaCat* today has turned into a vast information platform creating sectorial content in marketing communications through several means, from supplements to books, conferences to competitions and awards, graduate and certificate programs to periodic corporate educations, websites to social media.

1994 RADIO AND TELEVISION SUPREME COUNCIL IS ESTABLISHED

With the re-enactment of the repealed Law no. 3984 on the Establishment of Radio and Television Enterprises and their Broadcasts regulating the broadcasts of private radios and televisions, the Radio and Television Supreme Council (RTÜK) is established. RTÜK is an autonomous and neutral public entity responsible for regulating and monitoring the operation of radio and television, whose members are selected by the General Assembly of the Parliament (TBMM) as per Article 133 of the Constitution. The Supreme Council comprises nine members elected by TBMM. RTÜK is the authority in Turkey to grant licenses and broadcasting permission to enterprises looking to broadcast over terrestrial or digital stations, satellites, cable and IPTV (internet protocol television). Currently, there are a total of 251 license applications for terrestrial broadcasting television enterprises and 1078 for radio enterprises in the Supreme Council broadcasters register. There are 148 TV and 53 radio satellite broadcasting enterprises and 78 cable broadcasting TV enterprises. In addition, two satellite platform operators and one IPTV platform operator have been granted licenses. Radio and TV broadcasts are being monitored from the headquarters through the Digital Storage, Archive and Analysis System (SKAAS), and on-site through representative agencies. SKAAS is a national project jointly created with the Scientific and Technological Research Council of Turkey (TÜBİTAK), using the latest computer technologies. The system runs 24/7, and it is ensured that the broadcasts are recorded and archived continuously by authorized personnel.

1994 MOBILE PHONES GO INTO SERVICE

A tender is opened on March 30, 1993 for the establishment and service of GSM in Turkey. The winner of the tender is the TELSİM Consortium consisting of Detecon, Alcatel-Sel, Siemens AG, Teletaş and Simko, and the TURKCELL Consortium including Ericsson, Telekom Finland, Çukurova

Group, Kavala Group and Penta Tekstil Inc. The contracts include the line “to be later changed as a license through legal amendments”, and state the term of the contract as 15 years. It is also secured under contract that until the number of GSM subscribers in Turkey reaches 400,000, license transfer would be exclusive to these two firms; i.e., no other company would be granted license. The number of GSM system subscribers, by the time of drafting the revenue sharing contracts, reaches 81,968 in 1994; 332,716 in 1995; and 691,000 in 1996.

1994 TURKEY’S FIRST SATELLITE TÜRKSAT IS LAUNCHED INTO SPACE

1995 TÜRK TELEKOMÜNİKASYON AŞ (TURKISH TELECOMMUNICATIONS, INC.) IS ESTABLISHED WITH THE SEPARATION OF PTT’S TELECOMMUNICATIONS AND MAIL SERVICES

1996 THE FIRST THEMATIC NEWS CHANNEL NTV IS LAUNCHED

1997 TURKISH NATIONAL RESEARCH AND EDUCATION NETWORK (ULAKNET), CONNECTING ALL UNIVERSITIES IN TURKEY OVER THE TURPAK NETWORK, IS LAUNCHED

1997 THE FIRST (?) CELLPHONE PRODUCED IN TURKEY: ASELSAN 1919 IS ON THE MARKET

1997 FACULTIES OF COMMUNICATION IN PRIVATE UNIVERSITIES

While their numbers keep increasing in public universities, faculties of communication also begin to be opened under private universities as of 1997.

1998 AYDIN DOĞAN YOUNG COMMUNICATORS COMPETITION

Launched in 1998 by the Aydın Doğan Foundation, the Young Communicators Competition is held in the categories of Written, Visual, and Auditory Communication; Advertisement; Public Relations; and Internet Publishing. Thousands of students from faculties of communication have participated in the competition over the years.

1998 THE FOUNDATION OF ADVERTISING IS ESTABLISHED

The Foundation of Advertising is established in the end of 1998 by the members of the Turkish Association of Advertising Agencies. The establishment of the Foundation was driven by two factors: first, the magnitude of the advertising industry and its level of development; second, the restrictions in the Associations Law. With the establishment of the Foundation of Advertising, the needs of the advertising industry start to be met by these two organically linked organizations: the Turkish Association of Advertising Agencies and the Foundation of Advertising. The aim is to safeguard the reputation of the advertising profession in every area of societal life, contribute to its advancement, and facilitate the development of the foundation through fundraising in this process.

1999 DIGITURK IS ESTABLISHED THROUGH A DIGITAL TV AGREEMENT

1999 TELEVISION BROADCASTERS ASSOCIATION (TVYD)

It is an association founded by TV channels holding 95% of the total ratings share in Turkey. Bringing together almost all prominent channels with the right to broadcast nationally, and local and satellite channels, the Television Broadcasters Association (TVYD) is established on November 24, 1999.

2000s

THE MEDIA SECTOR

The banking crisis of 2000-2011 does not spare the media sector, which also receives a heavy blow. Some media moguls whose banks go out of business face massive bankruptcies, which are followed by a substantial wave of unemployment in the media sector. Due to the related failed banks, some media companies are confiscated by the Savings Deposit Insurance Fund of Turkey (TMSF), and with that, a new era in media ownership begins. Capital groups operating in diverse sectors, with no prior involvement in the media industry, as well as foreign parties enabled through new legal amendments, turn to the media industry. With new entrepreneurs, the ownership structure in the Turkish media begins to be reshaped.

2003 THE COMMUNICATION COUNCIL CONVENES IN ANKARA

The Communication Council convened in Ankara aims to bring fundamental fields of communication such as the press, radio and television broadcasting, and Internet on the table for discussion on a democratic, scientific platform.

2004 PRESS LAW NO. 5187

The first article of the Press Law no. 5187 enacted on June 9, 2004 states that the aim of the Press Law is to regulate freedom of the press and the implementation of this freedom. Nevertheless, later amendments in the Criminal Code result in the restriction of freedoms.

2005 DIRECT MARKETING COMMUNICATIONS ASSOCIATION (DPİD)

DPİD is founded in September 2005 to create a vision for the marketing industry, ensure its healthy growth, establish relationships among industry actors, raise the level of the service, and fight against unfair competition.

2005 KIRMIZI (RED) AWARDS

Kırmızı Awards is an annual awards ceremony organized by the magazine *Kırmızı* owned by the publishing group of *Hürriyet* daily. The Awards aim to encourage further creativity in press advertising, and document and reward the achievements of advertising agencies, their employees, and advertisers.

2007 INTERACTIVE ADVERTISING BUREAU - IAB TURKEY

Founded as an organizing initiative with 23 participants in October 2007, and becoming an association in July 2011, IAB is a vocational organization representing the advertiser-agency-media trio under the same umbrella. It is established with the goal of supporting the healthy development of the industry as a whole. In line with its goals, it operates in several areas, from education to measurement, from the setting of the industrial standards to competitions.

2008 INFORMATION AND COMMUNICATION TECHNOLOGIES AUTHORITY

The Telecommunications Authority is established as per Law no. 4502 enacted on January 27, 2000 amending the Wireless Law no. 2813, with the purpose of delegating the function

of organizing and monitoring the telecommunications industry to an independent administrative authority. With a new amendment on November 10, 2008 with Electronic Communications Law no. 5809, its name is changed as the Information and Communication Technologies Authority (BTK). Wireless Law no. 2813 is amended as the Law on the Establishment of the Information and Communication Technologies Authority.

BTK is an independent institution responsible for the regulation of the internet and mobile communications, and a special budgeted public entity with administrative and financial autonomy.

2008 THE TRANSITION TO DIGITAL CABLECASTING

The transition to digital cablecasting begins with the digital broadcast initiated by Türksat in 2008 in 17 cities on 8 channels, primarily the TRT channels. This digital platform named Teledünya, which does not require a satellite dish and uses the substructure of Kablo TV (Cable TV), currently includes 127 TV channels, 12 of them HD and 115 SD.

2008 TURKEY'S FIRST AND ONLY LOCAL CHILDREN'S CHANNEL

TRT Çocuk (TRT Kids) is launched on November 1, 2008 as the first and only local channel for children in Turkey.

2009 TRT 6 STARTS BROADCASTING IN KURDISH

The first channel in Turkey broadcasting in different languages and dialects, TRT 6, starts broadcasting in Kurdish on January 1, 2009. The name of the channel is changed in 2015 as TRT Kurdî.

2010s

THE ELECTRONICS INDUSTRY

As the consumer electronics sector constitutes the center of dynamism and development of the electronics industry in Turkey, the products in this sector hold a privileged position in the industry. The sector, showing steady advancement particularly after 1990, is seen as a candidate for being Europe's TV base camp with the high level of technology it has achieved; while production in electronic sound and audio device factories in Turkey is also done with cutting edge technologies and modern equipment. Turkish companies currently control 25% of the Europe

color television market. This stage, reached step-by-step in over a decade, brings significant competitive advantages at an age when consumer electronics and IT sectors are changing shape and drawn together at full speed. The first advantage is that the Turkish electronics industry has become recognized and reputable in all markets. Secondly, it has created a strong client network from all sales channels, ranging from OEM (original equipment manufacturers) to distributors, chain stores to catalogue firms and multinational centralized purchasing companies. While televisions were previously only supplied through import, black & white TVs start to be manufactured as of 1968, and color TV and video players as of 1982. The number of TVs manufactured rise from 1532 in 1968 to 15,278,718 in 2003. Moreover, TV manufacturing welcomes 2004 with a record high, and by the end of January, shows an increase exceeding numbers in January 2003 by 40%, reaching the highest number of the past three years with 1.4 million devices. While the majority of the export is to EU countries; Turkic Republics, Russia and Eastern Bloc countries constitute other important markets. The exporting companies in the sector are: Vestel, Beko, Profilo-Telra, İmper, İES, Telesan. Color TV manufacturing companies (and corresponding TV brands) are: Beko (Arçelik Beko), Vestel Group (Vestel), Turkish Philips (Philips), Profilo-Telra (Saba, Telefunken, Profilo, Telestar), Samsung, foreign brands and unregistered production (Beon, Imperial, Fujtec, Roadstar, Funia, Sunnuuy, Spectra, Akai, Grundig, Yu-Ma-Tu, Show, Contec, JVC, Panasonic).

According to data retrieved from the *2012 Electronics Sector Almanac* of the Turkish Electronics Industrialists' Association, the current state of the electronics industry in Turkey can be summarized as follows: the electronics sector in Turkey has reached a production volume of 12 billion USD in 2011. The export volume of 6.5 billion dollars in 2010 comprises an important part of sector sales. The import volume the same year was 16.7 billion dollars. In 2011, the export shares by sub-sectors were 31% for consumer electronics; 15% for components; 39% for telecommunications devices; 14.5% for professional and industrial devices; and 1.8% for computer devices. As for the import volume in 2011, 35.3% was professional and industrial devices; 25% telecommunications devices; 17.7% computer devices; 10.7% consumer electronics; and 10.6% components. The companies in the industry employ approximately 45,000 people. The number of people employed in the areas of engineering and services is cited as approximately 100,000.

THE MEDIA SECTOR

Currently, the pacesetter corporations in the media sector in Turkey are also the leading capital groups in the country. Media groups in Turkey and abroad establish partnerships with foreign media companies. With that, foreign companies get ownership of media organs in Turkey. For instance, News Corp. acquires TGRT jointly with Atlantic Records, and continues broadcasting under the name Fox TV. With the Law no. 6112 on the Establishment of Radio and Television Enterprises and their Media Services enacted in 2011, the maximum percentage of shares that can be owned by foreign capital investors in a private media outlet is increased to 50%. As a result, the Qatar media conglomerate Al-Jazeera and the Chinese GB Times start investing in Turkey in the areas of television, radio, and internet broadcasting.

There is a total of 463 TV channels broadcasting in Turkey today, among them 20 public channels, and over 400 private channels including 30 national, 32 news, 38 documentary, 101 film and TV series, 53 sports, 42 music, 18 kids, 1 travel, 2 hunting, 1 youth, 6 fashion, 3 health, 6 agriculture and livestock, 1 cultural, 5 food and cooking, 8 woman-lifestyle, 20 religious, 19 satellite and shopping, 7 erotic, 35 local, and 15 diaspora channels.

Currently there are 331 newspapers in Turkey: 39 national, 3 sports, 15 in other languages, and 274 local. The newspaper with the highest circulation with up to 1,178,851 copies a day is *Zaman* (which holds an Islamic democratic and liberal stance).

INTERNET MEDIA

As everywhere else in the world, the internet has a deep impact on the media sector also in Turkey. The increase in internet use and the fast innovation in broadcasting technologies also transform the classical understanding of broadcasting. Web and mobile broadcasting undergoes rapid advancement. According to September 2012 data of the Information and Communication Technologies Authority, there are almost 37 million internet subscribers, 19.3 million of them using broadband internet. The number of readers Turkey's most popular national newspapers reach through the web can be as much as ten times the daily sale at newsstands. Recognizing this trend, media companies increase their web-based investments every day. Two online daily newspapers from Turkey are listed among the top five internet news portals in Europe with the highest number of readers. As per the April 2012 data of the Turkish Statistical Institute (TÜİK), 72.5% of the internet users in Turkey read

online newspapers and magazines. The result of an August 2012 research by comScore reveals that the rate of watching TV online is also on the increase, having risen from 25% in August 2011 to 32% in August 2012.

SOCIAL MEDIA

With its far-reaching and advanced online network and widespread mobile communication, the evolution of social media in Turkey goes hand in hand with the rest of the world. Turkey surpasses several other countries with its number of active users on social networks such as Facebook and Twitter. According to the October 2012 data provided by comScore, an independent global media measurement and analytics company, Turkey ranks seventh in Facebook use in the world with over 32 million users and 11th in Twitter use with eight million users. In addition, Istanbul is listed as 12th among the 20 cities that tweet the most. This interest in social media prompts several digital agencies to take action, and traditional media also begins to focus on this area.

MOBILE BROADCASTING

The newest sector of media yet, mobile broadcasting starts in the 2000s with phone operators sending information/news through SMS, and it grows through collaborations with media groups. Following a 3G license tender in 2009, internet access in mobile broadcasting rapidly spreads, becoming an important source of revenue for the sector. As of September 2012, 40,300,000 out of the total 67,160,000 mobile subscribers in Turkey use 3G. Also, in the framework of the decision of the International Telecommunications Union following the transition to terrestrial digital broadcasting, a certain frequency band is allocated to 4th generation GSM services. Thus, higher quality GSM services can also be provided in Turkey along with other countries over the allocated spectrum.

EDUCATION

There are 52 faculties of communication offering education on media in Turkey. Faculties of communication are the primary source of qualified workforce for the media sector. On average, 6000 students graduate from these schools annually.

2010 TURKEY'S FIRST AND ONLY IPTV PLATFORM IS LAUNCHED

Endeavors for internet protocol television (IPTV) start in Turkey in 2008, and after a trial period of about one and a half years, Türk Telekom's internet company TNET releases Turkey's first and only IPTV platform in September 2010 in three big cities with the trademark IPTivibu.

2010 ARÇELİK PRODUCES THE FIRST 3D LED TELEVISION

2011 ARVAK OUTDOOR ADVERTISING FOUNDATION

The outdoor medium, steadily growing and developing in Turkey since the 1990s, elicits, as a natural result of this development, significant investments by local and international outdoor advertising companies in Turkey, and the emergence of networks called "organized outdoors". These assume a legal entity with the establishment of the Outdoor Advertising Foundation (ARVAK) on July 23, 2011.

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BIOGRAPHIES

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After graduating from the Theater Department of Ankara University's Faculty of Languages, History and Geography, Gökhan Akçura began working as a faculty member. He left academia in 1980 to work in advertisement, scriptwriting, publishing, editing and dramaturgy. He is the published author of more than 30 books on subjects including cinema, theater and history of everyday life. In 1998 he became the editorial director of the monthly visual culture and history magazine *Albüm*. He also contributed in the production of many documentary films and exhibitions. Currently he works as an independent researcher and writer.

PELİN DERVİŞ

Architect, independent editor and curator Pelin Derviş graduated from Istanbul Technical University and completed her MA at the History of Architecture Program. In the past 12 years she focused on the cultural production aspect of architecture. The documentation of modern architectural production in Turkey, and the contemporary urban issues of Istanbul are her research fields of interest.

