RESEARCHES ON MULTIDISIPLINARY APPROACHES

Editorial Board

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Digital Applications to Reduce the Time Passengers Spend at the Airport and Recommendations on the Issue

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Abstract

When considered specifically for passengers, airports need to improve themselves and meet expectations more practically and quickly, in line with the increasing number of passengers and their increasing expectations. One of the most challenging issues for airports is the inability to manage heavy passenger traffic in a healthy manner. For this reason, in recent years, efforts have been made to make intensive use of the elements provided by technology in order to effectively manage passenger traffic within the airport. At this point, the main goal is to direct passengers to technology-integrated tools for the necessary procedures in order to reduce the congestion of airports, thus completing their procedures more quickly and reducing the time they spend for their procedures at the airport. This situation is not only a necessity caused by passenger crowds; it is also a key element in understanding the management quality of an airport and being able to compete with other airports. In recent years, airport managements have attached great importance to digital elements and the presence of authorized personnel in the airport for the management of these elements. This study examines the effects of using technology at airports on minimizing the time passengers spend on their transactions at airports, and various system and application suggestions are presented on the issue.

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Introduction

Although airlines are seen as the primary and most valuable actors in the civil aviation sector, the growth experienced in the sector has shown that all actors in the sector are equally valuable and important. In addition to helping airlines carry out qualified operations, these actors also provide convenience in order to increase the value of sectoral operations and do not help to increase the quality of the airline transportation sector.

When the importance of the value of all the actors in the sector is considered, the value of airports in the sectoral sense is extremely remarkable. The features of airports, which are used not only for routine flight activities of airline companies and passengers but also for many different activities, are important for passengers and all other users.

When the airports are handled in the general perception, there is a view that they are places that only have a meaning for flight operations, but when it is considered in the commercial point that the sector has reached in general, it is understood that airports have an increasing value in commercial terms. Now, airports have reached a structure that has the potential and space to provide services in terms of activities other than flight operations such as sales, marketing, rest, accommodation, etc.

Considering all development processes, it is understood that the development of airports with the latest elements of technology in the current period is important. Airports, which have now become an extremely valuable area in commercial and institutional terms, are increasing their value with the benefits of the digital world. Therefore, it is not possible to think of the quality and functionality of airports without the development of technology and the increasing power of digitalization. The digitalization process is both a necessity for airports and a contributing factor for the competition of the sector.

Literature Review

Airports Digitalizing with Technology

In the current process, the technologies preferred in airports to make the processes progress faster are mostly beneficial in reducing the workload of airport administrations, increasing the time saving level of passengers and thus allowing them to use the airports more efficiently. In particular, technologies developed to easily meet the individual needs of passengers, visitors and users are valuable in increasing the effectiveness of airports (Kiliç, Ucler & Martin-Domingo, 2021).

In general, although the digitalization of airports seems to be technically important and beneficial for the parties that manage the airport's system, flight processes, etc., it is actually also important for passengers, visitors, and users. Although the digitalization of the airport can be considered as the ability of these segments to carry out their own transactions, the digitalization of airports provides great convenience in terms of the realization of many different applications, services and transactions within the airport. At this point, it is possible to say that digital airports are designed to shorten the processes for individuals, facilitate transactions and provide convenience to many people at the same time (Frost & Sullivan, 2018).

The "aerotropolis" approach, which is based on the idea of building airports with a city concept, has an importance in the technological development of airports. According to the aerotropolis approach, airports must be designed to meet the expectations of everyone who uses them, as a result of the increasing density of use. However, in order to meet these needs in a qualified manner, the technological infrastructure of the airports must be extremely strong and effective. For this reason, in airports based on the aerotropolis approach, all technological elements that can be used are designed to suit the interests of everyone who benefits from the airports (Rogerson, 2018).

Again, in terms of the use of technology at airports, the concept of the "smart airport" is seen to be very much highlighted. Applications that will facilitate the use of passengers from the time they enter an airport to the time they reach the plane are the basic functions of such airports. In addition, with smart airports, an area is created where the circles that use the airport technically will interact with each other faster and more actively, especially in terms of communication. When considered in line with the needs of the people who actually use the airport, within the smart airport concept, technology, in a sense, is designed with a digital approach for almost all of the services offered by the airport and offered to the people who will use them (Rajapaksha & Jayasuriya, 2020).

Kováčiková et al. (2022) have determined in their research that the Covid-19 pandemic is a very important triggering factor in the digital transformation process and speed of airports. According to the researchers' general assessment, efforts to minimize the contact element in particular have increased the use of digital elements in airports. In this way, new applications, new tools and new rules have been developed to reduce passenger-employee interaction and contact. Therefore, it is possible to say that the Covid-19 process is the main factor in the digital transformation process at airports to occur perhaps 5-6 years earlier.

Digitalization of Passenger Activities at Airports

Considering the time lost by most passengers for their transactions at the airport and the stress they experience, it is highly probable that the developed digital applications will positively affect the activities of many people working at the airport and airline companies by starting with the passengers. At the same time, an important step has been taken to eliminate the financial losses experienced by airline companies due to flight delays (Poulaki et al., 2021).
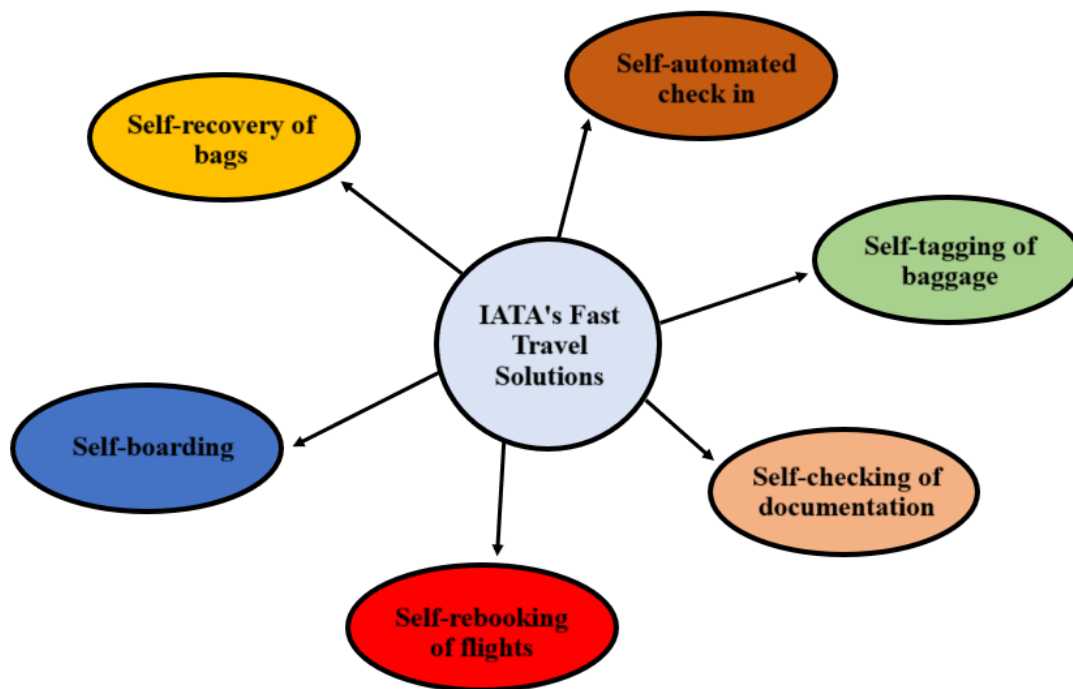
Figure 1. Digital applications within the Fast Travel Solutions system developed by IATA for passengers (image created by the author) (IATA, 2016)

The digital elements of the program called "Fast Travel Solutions", which is shown in Figure 1 above and belongs to IATA (International Air Transport Association), are designed to enable passengers to carry out their transactions effectively and quickly, in line with the digital transformation identity of airports. This program, which is built entirely on passengers' acting and making decisions on their

own, envisages passengers performing all or most of their transactions digitally, from the moment they enter the airport until the moment their journey begins.

In recent years, the most important technology applications that have been actively and intensively used in airports are as follows (Mohamed, Gomaa & El-Sherif, 2018):

- E-Gates: Used both at the airport entrance and during the flight, after security, passengers pass through these gates by scanning their tickets, passports, etc. with electronic devices. The aim in the process is to speed up the passage as much as possible and reduce the use of staff.

- Self-Check-In: These are systems that allow passengers to check their tickets and passports on their own, without waiting for a staff member, through vending machines and by scanning barcodes. The aim in the process is to speed up document transactions as much as possible and reduce the use of staff.

- Airport mobile application: Focuses on sharing information such as the general status of the airport, its density, map, flight times, etc. with passengers while they are inside or outside the airport.

When the existence of these basic applications is examined, it is seen that extremely useful steps are taken in order to reduce the congestion at the airports and to inform the passengers about the general situation regarding the airport in advance. These applications are important in order for the passengers to get the most out of the process, to save time and to be affected by the congestion at the airport to a minimum level.

The quality of digital elements at airports has great importance for passengers. The quality and sustainability of the technological elements that passengers benefit from positively affect all users of the airport, especially the airlines, as well as the passengers. Especially in terms of time management, the technological development, change and transformation of airports provide many important benefits in terms of the operation of the system. Perhaps the most important of these is the reduction of time and budget costs, as well as the prevention of large crowds waiting and occupying large areas for their transactions by making profit from the use of space (Kapila, Chatterjee & Mishra, 2020).

The technological applications developed for passengers at airports have largely adopted a logic called "self-service", as stated by IATA, based on passengers handling their own transactions. The elements of the general and technical features of this technological infrastructure designed as self-service are as follows (Bogicevic et al., 2017):

- It helps to carry out many internal and external flight transactions without being dependent on airport staff.

- It allows the purchase of additional services ranging from travel planning to car rental.

- Sufficient technical and software equipment is provided for passengers to carry out many bureaucratic transactions as well as the transactions at the airport.

- It contains a wide data set containing passport, identity, flight and baggage information of passengers.

- It guides passengers to carry out their transactions audibly and visually without the need for any intensive and effective technical knowledge.

- Instead of written outputs, it can inform passengers instantly and quickly via smartphones, tablets, personal computers, e-mail or message.

- Guidance can be provided with various videos on how any transaction will work.

- Since the system cannot be personalized, passenger information is secured through one-time transactions.

When listed applications are considered, it is seen that technological developments and applications at airports contain extremely positive and helpful elements for all types of passengers. Although these technological applications have been developed for passengers, it is possible to say that these technological applications also have indirect advantages for the staff at the airport.

This smart structure at airports basically focuses on passengers performing their own transactions, very quickly and without waiting in any queues. Thus, even if they want to spend time at the airport, all the time is left to the passengers after the transactions in question are carried out through various vending machines and on-board computers. These vending machines and on-board computers are capable of performing all transactions of passengers, whether they enter their own information directly into the system, scan their documents (tickets, passports, etc.) into the reader system, or present themselves to face or finger reader systems. Therefore, digitalization at airports can meet the demands of passengers to a large extent and eliminate problems such as loss of time and stress that they may experience in terms of airport use (Otieno & Govender, 2016).

Plško & Remencová (2022) see encouraging passengers to use digital elements at airports as an extremely important move. According to the findings of the researchers, as a result of passengers interacting with digital elements much more, a significant time saving opportunity is achieved for both the passengers themselves and the airport employees. However, a digitally enabled airport will make it possible for passengers to engage airport staff much less often, which researchers believe is a demand from passengers as well.

Heiets et al. (2022) think that digital applications and tools within the airport enable communication between passengers and airport management and between passengers and airlines to be more effective and faster in terms of the functioning of the process. The researchers' determination is that it is possible to act quickly to solve the instant problems experienced by passengers, especially in booking processes, with the digital elements available at the airport, social media, mobile applications, etc. In this way, it is made more possible for passengers to encounter the least amount of problems for their transactions at the airport.

Generally speaking, one of the issues that causes the most time loss for almost all passengers at airports is the baggage claim process. During the process, airline employees also face a great risk of losing time. However, in digitalized airports, self-service baggage claim areas help passengers easily and quickly deliver their luggage to airline baggage areas. For these transactions carried out through a digital system, it is important to allocate the required width of space and to design an electronic mechanism that works at the expected speed (Kovynyov & Mikut, 2019).

System and Application Recommendations

In the current process, it is seen that there is a standard procedural structure worldwide regarding the digitalization of airports. In fact, many airports implement similar applications. The number of these applications increases and their content expands every day. However, it is essential to present various suggestions regarding some overlooked issues both in terms of practical application and the development of literature. Based on this, the suggestions presented can be listed as follows.

Elimination of quantity and quality problems

Although there are automatic systems in airports that assist passengers with ticketing, baggage delivery, seat selection, etc., their small number and the fact that the software and hardware systems within them are still not fast enough make the use of these systems dysfunctional. For this reason, both airline companies and airport managements must take new steps to increase the number of these automated systems and to increase their technical capacity. With the increasing passenger capacity every day, the investments of airports in this regard will be an indicator of their technological development.

Quantitative reduction of security procedures

Passengers have to communicate with police or equivalent authorities for a long time while passing through security checks, which brings with it a huge time loss problem. Therefore, it is necessary to integrate tools and systems into the process that allow passengers to easily pass through passport control, identity recognition, ticket control, etc. stages with various vending machines or their own smart digital devices. Applications such as thermal imaging, facial recognition, etc. may still remain in effect, but the use of innovative digital applications may be beneficial in order to speed up the process without ignoring security aspects. In this way, the work of the police and equivalent security forces will be made easier so that they can fully ensure security at the airport.

Increasing information opportunities regarding flight characteristics

Many passengers frequently ask questions to airline employees at the airport about the details of their flights. The vast majority of these questions are about the aircraft on which the flight will be carried out, the facilities to be offered during the flight, the refreshments to be provided during the flight, the operation of the transfer processes, etc. Airlines provide passengers with a certain amount of information on these issues through mobile applications and websites. However, passengers, who need details want to get answers to these questions from airline employees at the airport. Therefore, providing the details of the above-mentioned information to the passengers through vending machines, digital information and information systems, airport-specific mobile applications and robot assistants within the airport would be a qualified service.

Providing support for using airport facilities

It is observed that passengers are more hasty in accessing some airport facilities during periods when the time they will spend at the airport is short. The most important example of this is the difficulty of passengers finding an opportunity to eat during the short time at the airport. Therefore, joint action by airport managements and restaurants and other commercial areas at the airport will help passengers to save time. Ordering and preparing a meal before arriving at the airport, obtaining information about the status of a gift item to be purchased, accessing figures regarding foreign exchange transactions, obtaining information about the stock status of a needed medicine, etc. can be carried out quickly through one or more different applications. Some commercial areas providing service at the airport do not have their own websites or mobile applications, making it necessary for airport managements to provide support to their passengers in this regard.

Providing health and accessibility support

Individuals, who will use the airport but have health or physical disabilities are in strong need of the transportation and access support that will be provided to them at the airport. Although these individuals have the chance to find this support through airport employees after reaching the airport, it is not easy to find this support during some busy periods. Therefore, individuals with health or physical disabilities can report their condition early, through a mobile application, through digital channels, before arriving at the airport, and inform airport authorities so that this support can be provided to them quickly at the airport entrance, which will eliminate the problem of loss of time as well as various disabilities, injuries, etc. With such an application, it is important to employ a sufficient number of employees and provide the vehicle.

Sharing information about airport congestion

The density of airport usage is an important issue for passengers and visitors. Passengers, in particular, want to learn about the density of these areas of the airport for their actions such as resting, eating,

shopping, etc. while waiting for their flights. Although it is not possible to present the density inside airports to passengers in a digital environment with cameras for security reasons, an application or platform that will inform passengers about the density of these areas using digitalized images or videos with different methods will meet with a positive reaction from passengers.

Increasing the number of technical staff to solve problems

Assuming that digital systems and digital applications directly or indirectly connected to the airport are actively used, the employment of knowledgeable employees who will use these systems and applications quickly and effectively is of critical importance. Considering that airports are very busy areas, frequent use of digital channels will inevitably bring with it various technological problems. In order for these technological problems not to disrupt the flow within the existing airport, it is of critical value to employ employees who are competent in problem solving and to provide them with a sustainable technical training service.

Conclusion

The technological development and service provision of airports is important for the management of airports and represents an important example of the change in the quality of airports, especially for passengers. While the applications in question in the current process increase the usage value of airports, the importance of the benefits to be obtained from technological elements also increases as a result of the increasing needs of the passengers almost every day. Passengers, who live more closely with technology every day, want to interact more with technological elements when they arrive at airports in order to save time and to avoid the stress that airport procedures create/will create. For this reason, airport managements need to make investments in this direction by taking into account the benefits provided by technological elements.

The most striking element throughout the process is that the current technological elements at airports allow passengers to save a significant amount of time spent at the airport, while their perception of service improves and shapes their views on choosing an airport. In other words, an airport designed and operated with quality and technological elements becomes the primary choice for passengers. The fact that this situation is becoming increasingly obvious around the world shows that it is imperative for airport managers and technology developers to establish more frequent relationships. The highest level of benefit that passengers will receive regarding their transactions at airports will provide significant advantages and savings not only for themselves but also for the parties providing them with services.

Ultimately, meeting the technological expectations of passengers at airports is also of critical importance. Passengers will be eager to benefit more from airports, especially with the mobile communication tools they use frequently. Although the services in the current process meet the needs of the passengers to a great extent, steps will need to be taken to make the highly functional technological elements even more functional in order to reduce the transaction density despite the growing capacity of the airports. Therefore, both the suggestions put forward in this study and the opinions collected from the passengers themselves regarding their expectations will help shape the rest of the process and increase the technology-based service quality of airports.

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A Selected Modern American Play in the Frame of Ecocriticism and (Un)Sustainability:

Death of a Salesman by Arthur Miller

Nurcan Bekil Çakmak [1]

Abstract

Death of a Salesman (1949) by Arthur Miller is a play presenting the complicated interaction between humans and nature. In this complicated relation, Willy Loman is a character trapped in society's fixation with financial good fortune and consumption-oriented attitudes. His dilemma between the financial securities of his family and his own psychology rejects not just personal mistakes but also society's wild and lavish use of nature and its disregard for the environment. Willy's visions and illusions are sustainable in the Modern age society. Yet, except for Willy's wishes, everything in the work is unsustainable.

Intersections between domestic issues and interpersonal connections as environmental conservation are the main themes in the play. While Miller challenges the relationship between inner conflicts and environmental conservation, he also discloses the harmful impacts of the human system on individuals from the ecological perspective. He defines the disparities between human dreams and reality deeply, as well as the effects of a huge gap by nature.

Willy and his life story is a little bit of an example of anyone who has a sense of the future. His struggle with nature cannot catch up with the fast-changing rhythm of social life. He cannot sustain his fight against the big monster, nature. In this study, it is aimed at highlighting the significance of natural issues within the frame of qualitative research in a literary dimension. Willy Loman is a man of each contemporary who presents ecological unsustainability within the frame of familial issues as a specific issue from specific to the general.

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Introduction

Miller had a vision into human nature and the threads that make us all one species—not literally, biologically, but as thinking, feeling creatures pursuing meaning. He tapped that so deeply and profoundly that audiences/readers respond often viscerally when encountering his works. That is the magic of Miller (*Why Arthur Miller is important*, 2015, p.88).

American playwright Arthur Miller (1915-2005), is a modern-age person describing the individual's nature by analysing the outer nature and making a connection between them. The effects of complex nature are seen in the characters of the playwright as social, psychological and economic dimensions. All three reflections are given through realist characters in his plays. *The Death of A Salesman* (1949) is one of those plays presenting the reflection of nature onto the psychological and economic situations. Its results on specific characters of the century such as Willy the hardworking father and his irresponsible sons, Biff and Happy, are not pleasant.

In the contemporary literary period, Arthur Miller, is handled as Modern and Postmodern with his style and the eras. In the play, Sustainability is one of the management objectives that focuses on reducing negative environmental consequences of the Modern era. The term itself means and aspires to offer a healthy, clean, fair and prosperous life for current and future generations. Indeed, it especially occurred in the 18th century when the nature started to spoil because of industrialization and the growing population caused by. It tries to find a way to create well-being in the limited circumstances of nature (Kuhlman & Farrington, 2010). It is primarily concerned with the economic and environmental aspects of a location, phrase, or situation. It alludes to future fears and creating healthy conditions by eliminating those anxieties as scientific, economic, and technological sustainability are the most popular issues of the current era in terms of living a more comfortable life in the future and it ensures that resources are used efficiently and responsibly. They promote innovation that reduce environmental impact, and foster social equity to create a balanced ecosystem in which both people and nature are able to prosper.

The fast rising population, culture, and ecology are in a hurry, in a state of confusion, and even have a heritage that cannot be passed down to future generations due to a detachment from history. Correspondingly, in the work *Death of a Salesman* (1949) by Arthur Miller, a family of four living in a modest house surrounded by tall and massive structures foreshadows the difficulties and it is seen at the beginning of the play: A scene at which the growing individuals are settled not side by side, but high up in such huge structures. The Lomans can only see the sky from their small modest flat in those buildings. In fact, it could be said that this introduction serves as an outline for the entire research. The reason for this search is the limited reproduction of natural things such as soil, water, clean air and food. The growing population of the world makes the circumstances less qualified and it shows that these natural sources are endangered. As well as natural sources, it brings hazardous limitations to ecology and culture. Miller's tragedy *Death of a Salesman* (1949) is an example of monitor all these issues to the reader in the frame of ecology, economy, technology and reproduction through literature and its dramatic dimension.

Literature Review

The Compound Frame of Sustainability and Ecocriticism

Gerald Farca mentions in his article *Ecology in the Postapocalypse: Regenerative Play in the Metro Series and the Critical Dystopia (2024)* that the future of humans is almost to turn into a dystopic land or a wasteland that includes a damaged discourse in terms of environmental analysis. Anything on the earth is about to go extinct and regenerating is almost impossible, and that picture can be named as an unsustainable system. It means that there is an ecological force following human beings as a frightening future. The game *Metro 2033,* in Farca's article, is presented as the possible end of the future with dystopic elements such as wearing gas masks, dark weather, and tunnels. In addition,

when a bridge is built between *Death of a Salesman* as a literary server and today's conditions, the play can be shown as the first implications of an unsustainable world. In the work, the ecological mismanagement is implied, and the planet has been suffering from catastrophic ecological surroundings such as displanting, building, and inorganic consumption.

When it comes to the origin of the idea sustainability and the word's meaning, "The meaning of sustainability is usually conceived of as survival which is widely used for living systems, and sometimes as long-term viability, health or integrity" (Panagiotakopoulos, 2005, p.59). Sustainability is to maintain the conditions of living in nature in a better way and provide better natural sources and conditions to the next generations. It aims to provide an ecological circle endurably. The survival segment of the system is the first; viability and health follow it in terms of completing a biological, ecological, technological, economic, and social atmosphere for the society. And, when it comes to the literary dimension of sustainability; literature is a vital field to take attention to environmental issues, as human and their relation with nature are presented through specific works; and the characters' perception of a (n) (un)sustainable nature and future leads a way to find solutions in social and economic lives of them by presenting us. Literature is a reflective dimension where the reader can evaluate some specific issues and integrate them into their lives socially, economically and psychologically.

The theory of Ecocriticism is the literary dimension of an ecological or 'sustainable' approach to human and nature relation. In literary works, nature is like a specific character, which affects the work and directs it negatively or positively. Especially, the concern about is much and the work does not have a pleasant rotation. It evokes an anxiety in the reader and leaves a responsibility about future. Nature and its effects of it are like a pastoral work, presenting the one in literature. While pastoral works deal with real nature such as mountains, rivers or fields, ecocritical works present the nature of the individual as the surrounding atmosphere. Glen A. Love (1992) explains that the term pastoral has existed since the age of Theocritus and Virgil as a concern of relationship between human and nature and it is the source of today's pollution, despoliation and diminishment. Ecocriticism is a kind of analytical depiction of pastoral perspective that aims to show the relationship between the physical nature and literary works in the frame of literature (Schliephake et al., 2018, p.1). The basic approach of criticism especially shows the social issues and nature's interaction in a literary work such as a novel, poem, short story, and play.

Methodology

This study adopts a qualitative approach to explore and explain the correlation between literature and nature in the frame of ecocriticism and sustainability. The study focuses on the connections of the terms with literature and reflects a specific literary work written in the Modern Age to present how literature concerns human nature and reflects it to the reader on the stage. The effects of nature in the function of a literary tool and as a qualitative research method, the content analysis, thematic approach, and critical reading are searched and conveyed into literary narration. The results aim to provide readers with a deep understanding of the place of literature in the theory of sustainability and its potential in making calls for the future of nature protection.

Data Collection

The data will be collected from specific articles, books and literary works related to the subject of this study. They are from different fields' journal, books and specific works to support the approach in the frame of literary study.

Analysis

In this study, the correlation between ecocriticism and sustainability is criticised through a literary work *Death of a Salesman* to reflect an issue through a small picture literature as a contemporary

issue still has its validate. It means that literary dimension of an issue has its various effects on social, economic, health, and psychological studies. Multidimensional assessment of a literary work provides that the reader could find the sources of some specific subjects.

Willy Loman is a man of his century, representing non-recyclable situations in the environment. The character represents the results of the 20th century's capitalist system, in fact. Yet, one of the various effects of the system is to promote an ecological and sustainable life for the people in their harsh conditions. Willy, the protagonist, is facing the economic and ecological reality of the surroundings. Thus, he struggles with those realities in his family by not being enough to be a real image of a father and husband figure.

Willy is a bridge between literature and the environment, as he is the reflection exploring identity, success, and sustainability in this context. The father figure of his cannot reach an ideal dimension for his future generations. Therefore, this unsuccessful pursuit leads him and the people around him to downfall. The industrial race does not let human power take over, and ecological balance or circulation does not improve, nor does Willy Loman. He is just caught in a circulation of debts and uneasy dreams. His ecocritical discourse has no meaning in the destroyed surroundings.

The worsening issue is Willy and his family are becoming a part of the consuming culture and economy. Hence, it makes them a kind of people who are fond of materialism and just think about their own selfish lives. In fact, the anxiety of Willy is for the future of all people in this century, as there would be a struggle for a sustainable perception in any field of society. This negative idea has already spread over the relations of people in terms of finding a welfare just for themselves, and this creates that selfish perception more than a totalitarian type of living. The disconnected relations make the people separated from each other and their own previous genes and roots. Thus, an alienated generation means an alienated future for the descendants. Willy is aware of the seriousness of the issue, and his anxiety is about this subject. The anxiety of the father figure Willy makes him obsessed with having something in life in terms of success at work and at home. This obsession destroys his mental health in terms of focusing on the issue of pastoral life while being disconnected with it as well.

Willy is us, in fact; he presents us to us. The ambitious seconds of our minds cost the lives of ours and the people around us. The obsessed attitudes of ours make it so that we are in a world that converts us into machines pursuing something unsustainable. While being in that divergence, we become alienated from our genes, roots, and ancestors that are really unsustainable perceptions. "The position of Willy Loman desperately believing in the idea that he is 'well liked' secures his place in the society because this is the only way out that he can be accepted as an individual having some value" (Erkan, 2021, p. 105). While being in that divergence, or just focusing on being liked, we become alienated from our children genes, roots and ancestors mentally that are really unsustainable perceptions. Also, his ignored identity in social life drives him to be a successful mind and to be 'the example' for his descendants. Yet, the dreams of his are not achieved. Thus, he cannot be a real figure for the people around him. In conclusion, the obsession of Willy, the salesman, creates troubles for him, and everything in his life turns into catastrophes or unsustainable issues. These issues alienate him from his family, social life, and even his work.

Procedure

In this study, various books, journals, and literary works will be used as primary data. As the field of study has a qualitative approach, the sources that are given will be enough to provide literary samples to enlarge, explain, and support the study.

Findings

As a literary work, the play *Death of a Salesman* (1949) by Arthur Miller, is being handled in the Ecocritical frame within sustainable approach and it presents the modern age anxieties because of nature and its human-made bringing. Willy Loman's dream or anxiety of being admired and idealised person while he is alive and of being buried with a crowded funeral even after his death shows to him and his family that he is dreaming in vain. Because it is impossible for him to live as he used to because of his current social, economic and environmental conditions. Without accepting these, it causes psychological discomfort to the family in the small house among high buildings, which is no longer suitable even for growing plants. Because Willy himself doubts the sustainability of the current situation and tries to compete with nature. This fight is won by the undefeatable nature, and Willy cannot bear to accept it, and in his last battle, while he thinks that he has withdrawn himself from nature, he leaves it again to nature, that is, to the soil. Moreover, he dies like a seed falling into the soil.

When sustainability deals with any field of life in the frame of reproducing something not to risk the future of the coming generation, Ecocriticism deals with literary dimension of sustainability. It is the combination of the term ecology and criticism; the relationship between living organisms and their interactions with their natural or developed environment are handled in the context of a literary work. The characters of those works are especially people and their surroundings such as forests, seas, rivers and developed environments such as buildings, gardens, parks, pools and schools. There is a negative or positive relationship between human and his environments which affects physically and psychologically. This relationship is like a circle as human affects nature as well as nature affects human.

Simply put, ecocriticism is the study of the relationship between literature and the physical environment. Just as feminist criticism examines language and literature from a gender-conscious perspective and Marxist criticism brings an awareness of modes of production and economic class to its reading of texts, ecocriticism takes an earth-centered approach to literary studies (Glotfelty & Fromm, 1996).

Sustainability and Ecocriticism have a direct effect on society and the quality of the individual in that society. On the condition that the individual finds welfare, the possibility of reproduction can find a platform for the future of general social conditions. "I don't know what the future is. I don't know-what I'm supposed to want (Miller, 1949, p.12)". Willy tries to produce something by working yet, as a new generation of individuals, Biff and Happy do not contribute to that sustainability. Their emotional unsustainability with their father, disrupts their value system, does not provide a generational learning and creates conflicts in terms of family collaboration among family members.

When sustainability is asked for its meaning, in *A Culture of Sustainability*, Felix Wagner and Marcus Andreas (2012) bring a cultural explanation for it as it is a way of finding new ways to live in a life or a society, which is the cause and result of social values and provides a productive circulation in that group of people. When its nutritional dimension is handled, María García Maldonado, Rosario García Meza, and Emily Yates-Doerr (2020) explain as the concern of future in terms of climate change, improving health and, the most significant, harvesting for mothers and their babies feeding. Yet, there is a sustainable globalization ad unsustainable nutrition resulted from it. Because of this relationship, there is a great wall between human and nature. In the article, *Urban Sustainability* (2020), which completes the play *Death of A Salesman* as the third element and the issue of city planning and causing an unplanned urbanization referring to ecocritical frame is defined as:

Our analysis [below]covers contemporary concepts and terms related to urban climate mitigation, climate adaptation and resilience, environmental justice, and equitable development. It also relies on a synthesis of the academic, policy, and practice literature that spans sustainability and legacy cities covering (Schilling, & Velasco,p.13,2020).

It serves as a reminder of the strong relationship between personal sustainability and the environment. The statement argues that an evaluation of our society's structures and aspirations, along with a shift toward more equitable and sustainable approaches to urban development and personal development. However, Willy does not really search for the urbanization aspect because it progressively reminds him of being separated from nature. It is also a means of improving the economy at the expense of health. Thus, it creates a desire for nature and natural life as a result of population in country life. Willy rejects this way of life by having social and individual despair. He tries to sustain anything in his life against modern life and its issues. In the end, it only becomes as an individual tragedy as he cannot keep pace with a rapidly changing world.

WILLY: The street is lined with cars. There's not a breath of fresh air in the neighborhood. The grass don't grow any more, you can't raise a carrot in the back yard. They should've had a law against apartment houses. Remember those two beautiful elm trees out there? When I and Biff hung the swing between them? […] There's more people! That's what's ruining this country! Population is getting out of control. The competition is maddening! Smell the stink from that apartment house! And another one on the other side... […] (Miller, 1949, p.8-9).

Willy wants to live in a better future as they were in the olds days. Although the doors of their house are open, they cannot breathe easily. The modern age's high and crowded construction does not let people even inhale clean air. Missing olds days as well as looking for beautiful days in the future are together. The sustainability of construction is not a possible circle. Ecology's balance is ruined by it. To gain something in life in Will's days is more and more difficult. To earn his life, he has to visit different places to get money and he is dissatisfied with the present, in which urbanization and industrialisation have displaced the natural beauty he formerly valued. It emphasises the play's themes of disillusionment and the desire for identity in a changing world. The Cultural and ecological unsustainability of the character Willy does not let social sustainability occur in the play. There is a circulation between his job and home yet it is not sustainable as in a healthy way. It makes Willy tired and makes him lose his motivation day by day.

At the beginning of this study, it is said that there is a mutual relationship between humans and nature. Both sides may affect each other positively and negatively. As Willy's neighbourhood affects nature negatively by constructing massive buildings around; nature takes its revenge by not letting fresh air and sun through the houses. Even carrots do not grow in his garden. Nature effects them negatively. Unfortunately, Willy is aware of that issue. Yet, he cannot do anything and he gets angry and thinks that they should have had a law against apartment buildings. It has a chained situation with people and it is a vicious circle. BIFF: […] And always to have to get ahead of the next fella. And still — that's how you build a future (Miller, 1949, p.12). Biff is missing the nature and natural atmosphere, which he had in different states before. He cannot breathe now. He thinks there may be a sustainability of that life if he goes back and if he marries. Because he will have children and this will be his familial sustainability, unlike his relationship with his father, Willy.

The play is a piece of drama and his dramatic life is general picture of the Modern and the Post-modern century. In addition, some absurd elements are seen through the scenes and there cannot be sustainability of logical reading such as the scene between Ben, Willy, Charley, Linda, Biff and Happy). Willy never hears Linda, Biff, and Happy's sentences. His logical unsustainability occurs at that time. Although the characters try to sustain the familial relations, it does not occur and a tight cannot be created through the family members. The only character is his wife Linda, yet, it is not enough to keep everyone together.

Discussion

Ecocriticism and sustainability themes handle relations of the individuals with nature and the effects of these relations on social structures deeply in *Death of a Salesman.* In *Death of a Salesman*, the

themes of ecocriticism and sustainability, the relationship of individuals to nature and the effects of this relationship on social structures are explored in depth. Through the lives and choices of the characters, the work emphasises the damage caused to nature by the consumer society and how individual ambitions and economic systems exploit nature. For example, Willy Loman's failures and disappointments are not only a personal tragedy, but also symbolise the unhealthy relationship between modern man and nature. In this context, while the concept of sustainability refers to the efforts of individuals and societies to live in harmony with nature, ecocriticism questions how these efforts are expressed through art and literature. By revealing man's dependence on nature and the responsibilities brought about by this dependence, the work tells readers about the importance of protecting nature and adopting a sustainable lifestyle. In conclusion, Death of a Salesman can be read from an ecocritical perspective as a text that aims to create ecological awareness at the individual and social level.

In *Death of a Salesman*, the themes of ecocriticism and sustainability are explored through the relationship between individuals and nature and the effects of this relationship on social structures. Through the lives and choices of the characters, the work emphasises the damage caused to nature by the consumer society and how individual ambitions and economic systems exploit nature. For example, Willy Loman's failures and disappointments are not only a personal tragedy but also symbolise the unhealthy relationship between modern man and nature. In this context, while the concept of sustainability refers to the efforts of individuals and societies to live in harmony with nature, ecocriticism questions how these efforts are expressed through art and literature.

Willy's dreams, as a reflection of the American dream, are based on individual success and material gain. However, while pursuing these dreams, how he consumes the resources of nature and his insensitivity to his environment constitute one of the main conflicts of the work. Also, it is revealed that the bonds between the financial problems of Loman family, the exploitation of nature and individual and social crises cannot find resolutions. The dependence of human on nature and the responsibilities brought about explains the importance of protecting nature and adopting a sustainable lifestyle.

In terms of ecocritical approach, the play presents the challenge between the nature and human life while also questioning man's responsibilities towards nature. The nature is always the active side as it circulates its normal process. Yet, human takes it as a challenge and fights against life. In this context, his inner conflicts and social pressures depict how the changes necessary for a sustainable future have become imperative. *Death of a Salesman* is allows the reader to read it from an ecocritical perspective as a text that aims to create ecological awareness at the individual and social circumstances. By arguing that both individuals and societies need to re-evaluate their relationship with nature, the play encourages the reader to think about the levels that need to be taken for a sustainable future.

Conclusion

Willy cannot find a sustainable point after his 60s; he cannot sustain his job, he cannot sustain happiness for his children, and his children cannot sustain their father's success as a father of a family. He cannot succeed in his life; he cannot sustain a real relationship with society, and he cannot sustain a green circle in his nature, as he cannot grow his vegetables in his garden. There is no sustainability as he dies, and nothing can find any sustainable process. Neither ecology nor economy can find a circulation in a positive way.

There are many "will"s and "going"s in their sentences. They are adapted to the future and nature. Yet, it is a question whether nature and the future "WILL" let them achieve their goals. Willy is on the side of the ones who cannot be successful in that regard because he cannot adapt himself to the world as he lives in the past in his mind. The name of the salesman is "Will-y," referring to the future.

Will-y Lo-man turns into a "No-man," having no 'will's about the future overnight. Although American lands are young places compared to the other continents, this motherland cannot let him find a nest in her backyard.

Willy and his fight against nature, the economy, society, buildings in that society, his sons, his friends, and his job, etc. are all his ecological circumstances that have a dominance over him. Thus, nature and Willy's relationship is negative, and it is not on behalf of Willy. During his fight, the only human next to him is Linda, and she loses everything towards life.

Towards the end of the play, Biff and Happy ask Linda where Willy is. She says that he was in the backyard. He was trying to do gardening, such as digging for carrots. Yet, it can be said that after all the stressful and bad news about a new job dream. He drops dealing with life and tries to dig a cemetery for himself. He couldn't get any fertility from the soil. Thus, he will put himself into nature, and all trouble will be gone. He dreams about his funeral and the crowd after him. When he visits his friend's son's office, he mentions even the beauty of the previous times. Willy desires to be connected with nature; nature is not as optimistic as much as Willy dreams. His schizophrenic dreams draw him to go into that jungle 'full of diamonds.'. After his several tries for a car crash, in the end he achieves it. His wife, Linda, says that she paid their last payment for the house, and they are free now. Willy and his family could move on with their lives to live anywhere. Yet, they could not.

The death of Willy is not like a hero's in the nature who fights against monsters, animals, villains, or the nature. He dies in his room silently, and no one comes to his funeral except for his family. Because even the death of a person is left alone by the industrialized atmosphere, unlike his dream for a crowded funeral. He lost against his unsustainable life. To grow something, the seeds must be put into the soil, and they must die in the soil to become new trees. It is the only thing that Willy would love to see one day. Willy is the seed who is buried, and new trees may (not) grow because of the unsustainability of his era's nature. This is the only way he can help sustainability with his body.

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The Relationship Between Art and Mimesis in Plato's "*The Republic*" Dialogue

Bahar Maraba[1]

Abstract

According to the ideology of the ancient philosopher Plato, the universe in which we exist is comprised of two distinct areas: the area of the senses and the area of ideas. True and constant knowledge is the knowledge of the ideas. The realm of the senses is considered a reflection of the ideas. Plato is the first philosopher in the history of thought to define art as an activity of mimesis (representation).

In *The Republic* dialogue, within the framework of rules that define the boundaries of the ideal state, a conception of art is also discussed. In the ideal state, art is regarded as a mimesis activity. However, it is also emphasized that as long as art does not deviate from the ideas, it can make significant contributions to the development of society. Although there are thoughts that Plato was opposed to art, literature reviews reveal that these views are inaccurate. The study aims to examine the relationship between art and mimesis, based on the idea that, according to Plato, art remains significant in human education and the ideal state as long as it adheres to the realm of ideas.

Thus, by addressing the connection between Plato's theory of ideas and his conception of art, the study analyzes his philosophical approach to art in light of the discussions on art and mimesis in *The Republic* dialogue.

Keywords: Plato, The Republic, Art, Mimesis, Ideas.

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Introduction

Art has been considered as one of the earliest and most impactful forms of expression throughout human history, from prehistory to the present day. According to Plato's understanding, the place and value of this mean of expression in human life has become one of the fundamental problems in philosophical thought. Plato, one of the first philosophers to systematically discuss this issue in the history of thought, examined the nature of art and its social effects within the framework of the theory of ideas. Plato's conception of art is not merely an aesthetic phenomenon but is deeply interconnected with epistemology, ethics, and politics. In his philosophy, art is regarded less as a part of the search for knowledge and more as a difficult area due to its distance from the realm of ideas.

According to Plato, the universe in which we live consists of two distinct dimensions: the realm of the senses and the realm of ideas. The realm of the senses contains transient beings that are in a constant state of change and becoming, while the realm of ideas is the basis of unalterable and universal knowledge. This distinction is the essential element that determines Plato's approach to the concepts of art and mimesis (representation). Artworks, as imitations of objects in the realm of the senses, present a reality that is doubly distant from the realm of ideas. This situation forms the basis of Plato's critiques of art.

In *The Republic dialogue*, Plato examines the limits of the ideal state while thoroughly considering the impact of art on society. According to him, the primary goal of art should be to contribute to the development of individuals and society. However, art is often seen as a factor that appeals to emotions and hinders access to the knowledge of truth. In this context, Plato's philosophy defines art as a tool that shapes both individual and societal moral and intellectual development.

The aim of this study is to investigate the relationship between art and mimesis in Plato's philosophy and to reveal the role and importance of this relationship in his concept of the ideal state. The study addresses the connection between Plato's theory of ideas and his conception of art, explaining his philosophical approach to art in the context of the discussions of art and mimesis in *The Republic* dialogue. This approach remains relevant not only for ancient philosophy but also for contemporary theories of art and aesthetics. The research is structured under three main headings: "Plato's Philosophy and Art", "Mimesis in Plato's Philosophy", and "Art in Plato's Ideal State", with analyses conducted in accordance with these topical frameworks.

Literature Review

Plato's Philosophy and Art

Throughout the history of thought, Plato, who recognized, studied, and addressed problems that would later shape the foundations of modern philosophy, was born in 427 in Athens to a aristocratic family. His early years and youth were spent with individuals interested in literature and philosophy. His birth name was Aristocles, after his grandfather, but he was subsequently given the nickname 'Plato'. In his teenage years, Plato wrote theatrical and poetic works, but after encountering Socrates, he wrote all of his works. The events surrounding Socrates considerably impacted Plato's intellectual development and philosophical orientation (Plato, 2010). The execution of Socrates by poisoning deeply affected Plato, especially as it revealed the contradiction between societal concepts and the world of ideas. This led Plato to begin articulating his thoughts, starting with writing Socrates' defense (Gaarder, 2019).

The injustices in Athens' political governance and the disruptions caused by the disordered way of life led Plato to create his vision of the ideal state. According to Plato, the order within a state can be achieved through ethics and cause. Although such a state did not exist at the time, Plato viewed it as an 'idea' and referred to it as the 'ideal state' in his philosophy. In Plato's vision of the ideal state, the concept of a 'state governed by laws' is emphasized. In this ideal state, justice is prioritized, and no

power outside of morality and reason will dominate. Citizens of the society within the state should possess ethical and intellectual qualities that they acquire through education (Tunalı, 2008).

Plato's theory of knowledge forms the foundation of his philosophy of art. Plato believed that the soul has its own essence and that the soul is immortal. According to him, the body consists of the four basic elements -water, fire, earth, and air- while the soul consists of three parts: perception, opinion, and nous (the immortal intellect) (Demiralp, 2015).

In Plato's philosophical system, the concepts of forms and ideas hold great significance. The concept of ideas pertains to essence. The essence of things, which can be perceived through the senses, is an idea, perfect, and eternal form. Unlike other thinkers, Plato advocated for the existence of an independent, unchanging reality, which is separate from human existence. In addition to the sensory-perceived universe, Plato argued for the existence of an unchanging world of forms, which can be understood through intellectual contemplation. For Plato, the true essence of reality is found in the realm of forms. Things perceived through the senses (such as people, trees, stars etc.) are mere reflections and imitations of their original forms. True knowledge, for Plato, is the knowledge of the unchanging ideas. The concept of ideas shows humans the truth. This is why artists such as poets and painters, by reflecting mere images of things, cause people to stray further from the truth. In fact, sometimes works produced by artists without any original source are representation of imitations, pushing individuals even farther away from reality. According to Plato, humanity's goal should be to reach the truths behind the shadows. In *The Republic* dialogue, Plato's stance on artists and art is due to the fact that arts such as poetry and painting do not reflect reality in their essence. For example, literary works, by appealing to people's emotions, lead them further away from the realm of ideas (Çil, n.d.).

Plato takes reality as the concept of ideas, asserting that reality exists in the world of ideas and that all things in the universe are merely shadows or reflections of these ideas. Consequently, according to Plato, artworks are copies of the ideas (Demiralp, 2015). All entities and objects in the world are formed from images (eidola) of ideas. According to Plato, the universe perceived through the senses is not truly real, and mimesis works reflect a secondary imitation of reality. Plato illustrates this with the example of a table and a chair (Ünlü, 2018). In this example, a chair is an idea. The person who paints the chair has made a copy of the image, thus creating a secondary copy (Demiralp, 2015). In fact, if the carpenter had not made the chair idea, the painter could not have imitated it. Here, the carpenter has realized the chair idea in his mind, and the painter has imitated this idea, thus creating 'the representation of the imitation' or mimesis (Plato, 2019).

Plato's critical approach to the concept of art offers solutions to relational issues between reality and art in his philosophical theory. In Plato's philosophy, art is expressed as mimesis, or representation. Art has the ability to reflect reality from the external world in different dimensions. It has the power to detach people from their real experiences and make them perceive things in another dimension. Therefore, art is the shadow of a shadow, diverting people from true life. According to the theory of illusion, art is a mimesis of the natural beings in nature (Yurderi, 2015). Plato, in considering art as mimesis, maintains that works of art are the shadow of the shadow, or secondary representation. Therefore, art should imitate things that guide people toward the good rather than the bad (Ünlü, 2018).

According to the theory of ideas, everything that exists in the universe is made up of mimesis. In addition to things grasped through sensory perception, there is also the realm of ideas that can be grasped through the mind. Everything perceived through the senses is a reflection of forms grasped through reason, and fundamentally, only the world of ideas is real. For this reason, the works produced by artists are only imitations (Turan, 2015). Plato strives to attain true knowledge and ideas in his philosophical theory. According to him, the sensory world is always changing and can only be grasped through the senses. Therefore, he rejects the sensory world and accepts the existence of the realm of

ideas, which can be grasped through reason. Since the world perceived through the senses is only mimesis and does not contain any real truth, Plato argues that only the world of ideas holds real knowledge, which is immutable (Moran, 2018).

Plato analyzes artistic poiesis (creation) in three parts: craft, poiesis, and mimesis. Artistic poiesis is the mimesis of appearance. In this case, a third-degree representation of the real is made. Plato notes that people who achieve the third-degree distance from something are not true imitators, and he argues that this type of mimesis is not properly aligned with ethics or art. This is because third-degree mimesis distances the imitator from the world of ideas (Ülger, 2013).

Mimesis in Plato's Philosophy

The concept of mimesis has many forms of expression, but it is commonly understood as 'representation' (Mutlu, 2017). The origin of the concept of mimesis dates back to ancient times, and it is observed that during this period, philosophers tried to reach the knowledge of truth as they encountered problems in defining the external world. This process has played a significant role in the emergence of the philosophical views that have lasted from that period to the present day (Demir, 2018).

The first usage of the word 'mimesis' is related to dance and is known as 'mimos.' The term 'mimeisthai' expressed that dancers communicated their emotions through bodily movements, and later, this term began to be used within the context of general culture. According to Hofmann, there is a connection between the word 'mimos' and the Sanskrit word 'maia,' and the concept of mimesis emerged after this derivation. The roots of the words such as 'mai, mi' in Sanskrit mean 'delusion, illusion, deceit.' The literal meaning of the word Maia is defined as 'deceptive vision.' Mimesis is generally defined as reflection or imitation. The meaning of 'delusion' in mimesis is found in Plato's *The Republic* dialogue (Ülger, 2013).

Plato approaches the concept of mimesis in two separate realms: the real world and the world of sensory perception. According to Plato, the sensory world consists solely of imitations of images. The sensory world leads humans away from the ideas, bringing confusion, disorder, and evil into human life. In order for human life to be good and progress in an orderly manner, it must remain connected to the world of truths (Mutlu, 2017). Part of the sensory world is created by humans, while another part is created by God. In God's universe, there are not only natural things, but also their reflections. For example, the shadow of a tree on the water's surface is also mimesis. Although the reality of these things is somewhat diminished, Plato refers to them as *eidola* (images). The sensory world is the mimesis of ideas, and eidola is the representation of the imitation of the ideas (Moran, 2018).

Plato explains the concept of mimesis through the reflection theory, using the example of a mirror. The concept defined as mimesis reflects everything, just like the images falling into a mirror. The key point here is that the reflections should be recognized as distant from the concept of reality. This example suggests that the image world, reflected in mirrors, imitates and lacks real substance. Therefore, it is argued that it is impossible for artists to create truly original works (Ülger, 2013). The artist reflects nature, human beings, and life in their art, which is compared to a mirror held up to the universe. The metaphors made by painters and poets are explained in the same way.

Plato viewed tragedies and theatrical works as dangerous because these types of works often imitate not exemplary figures, but those who should not be role models (slaves, drunks, cowards, and madmen). According to Plato, people who imitate such characters and make it a habit of doing so move further away from the ideas. Literature in the arts appeals to the sensory side of society. It influences the senses of people and may mislead their emotions, thus disturbing their balance. In Plato's philosophy, literature negatively influences society, leading it to become disorderly and uneasy. Poets and writers often create works far from the knowledge of truth, distancing society from the ideas, which are the true knowledge. On the other hand, these artworks imitate people who are

not role models, undermine gods and heroes, and stimulate the sensory world, thus poisoning society. In *The Republic* dialogue, Plato investigates the role of art and artists in the ideal state and education. Artworks that praise gods, heroes, and the good are welcomed in the ideal state, while those that do the opposite are excluded. Plato allows art in his ideal state only as long as it does not distract people from the ideas. In Plato's ideal state, artists are constantly monitored to ensure that their work does not move people away from the ideas (Moran, 2018).

Art in Plato's Ideal State

The concept of art is frequently discussed in Plato's dialogues. In fact, nearly all of his dialogues contain thoughts and interpretations regarding art (Demiralp, 2015). Plato is the first philosopher to address the concept of art in the history of thought. His dialogue *The Republic*, in which he places art within a broader scope, continues his philosophical thought, which has remained significant in the periods following his life. Plato's understanding of art has influenced many areas, including Roman, Greek, Medieval, Islamic, Renaissance, Enlightenment, and even Marxist aesthetics (Ülger, 2013). According to Plato's view of art, the beauty of art is expressed as a reflection of forms. The beauty seen in the universe and in works of art consists entirely of reflections of the idea of beauty (Çil, n.d.).

In Plato's ideal state, art is considered a mimetic activity because it is related to illusion. Since the ideal state is linked to reason, there will be no room for illusion in this state (Tunalı, 2008). According to Plato, works of art are mimetic and do not closely relate to the concept of reality. An artwork may resemble the thing it depicts, but it has no relationship with the truth of that thing. Therefore, works produced as art are mimetic representations of things. In Plato's ideal state, art, which is done unconsciously and is a copy of a copy, is not seen as valuable. It is considered to lead society away from ideas because it does not carry true knowledge. According to Plato, artworks should not have a place in society unless they are studied and pass certain criteria. Artists influence the weak and worthless emotions of society through their works, negatively affecting and harming people (Karaca, 2009).

People who engage in art are considered imitators in Plato's state because they use the method of mimesis. The things in the world of images are copies of ideas, and what the artist creates is a copy of a copy. This is why the person involved in art is defined as an imitator. Through this behavior, the artist is essentially reworking things that are unknown (Atahan ve Aşkın, 2017). According to Plato's philosophy of art, the artist is merely someone who is knowledgeable about the image and is not familiar with the true knowledge or the doxa of the things they imitate. All forms of art are mimetic, with tragedy being the art form that primarily uses mimesis (Karaca, 2009). According to Plato, literature also takes society further from the ideas because poets produce works based on mimetic knowledge, and this knowledge is not a reflection of reality. Plato holds philosophy to be superior to literature. While philosophers use the methods of reason to find true knowledge, artists approach reality through the senses. Therefore, literature is not helpful because it affects the sensory aspects of society and triggers their delicate points. On the other hand, philosophers can suppress their sensory aspects because they use reason. Thus, Plato includes philosophers in the ideal state, but he does not accept people engaged in art, as they may disturb the order of the ideal state (Turan, 2015).

According to Plato's understanding of art, the works of painters and poets are far from reality. Without understanding the knowledge of reality, they create works beyond reality, engaging in third-degree imitation. Therefore, in Plato's realm of ideas, there is no place for mimesis (Mutlu, 2017).

Plato critiques mimetic art actions based on inconsistencies between the relationship of real-world art and truth. In this context, it is argued that artists should not only grasp the fundamental principles of the creative process but also possess mastery over all knowledge that can be obtained through imitation or copying. However, this knowledge, although necessary for artistic creation, is not sufficient. For instance, the knowledge required to produce a table or a sofa is not the same as the

knowledge needed to depict these objects. According to Plato, if artists had all the knowledge needed to create something, they would have reached a position similar to that of God. The ability to create true entities belongs only to God. In Plato's thought, truth represents a higher level and cannot be attained through an individual's knowledge and ability. Therefore, artistic activity is seen as a misleading act that does not reflect the essence of truth (Atahan ve Aşkın, 2017).

Plato addresses the concept of mimesis across various art forms (painting, poetry, sculpture, tragedy etc.) and considers all forms of art as instances of mimesis. These art forms are criticized by Plato because they fail to represent the world of ideas. In the world of Plato's ideas, art is a copy of truth and provides reflections of things. Therefore, art does not present the real, but an image of the real. Since the things in the external world are imitations of the ideas, the work produced by the artist is a third-degree mimesis. In short, the artwork is a copy of a copy. Rather than bringing people closer to the ideas, works of art move them further away from the truth (Yurderi, 2015). For example, rivers, trees, and other entities in the sensory world are imitations of the real. However, the reflection of the tree in the water is a second-degree mimesis. The tree's reflection in the water is a copy of a copy. The artist's actions are likened to this. The artwork, like the reflection of the tree in the water, performs a second-degree mimesis of nature, which already exists as a reflection. According to Plato's philosophy of art, the artist imitates the sensory world, which is already a mimesis, with the artwork. Therefore, the artwork is considered a second-degree imitation, a mimesis of a representation, and is not seen as something of great importance (Çil, n.d.). Plato does not place mimesis within his understanding of art (Turan, 2015). The concept of mimesis is negatively expressed in Plato's ideal state because it is a copy of a copy (Karaca, 2009).

As long as art remains in the world of ideas, Plato supports its place in the state. In his state, the artists he does not include are those who, despite not reaching the essence of things, reflect them to society as knowledge of ideas, thereby corrupting society. In Plato's ideal state, art that focuses on true knowledge, beauty, and ethics, and analyzes right and wrong, is welcomed. Art that reaches the knowledge of the ideas plays an important role in the education of the youth in society (Turan, 2015). Therefore, Plato includes arts that can be beneficial to the state in his ideal society. For example, poetry that praises gods and conveys true knowledge about them, and portrays virtuous individuals who serve as role models for society, is considered useful (Karaca, 2009). Art is seen as a concept that affects the sensory world of humans and, when it does not include true knowledge, poisons society (Özçınar, 1999).

Plato is not against art, but he does not accept harmful art forms in the ideal state. If art involves reality and aligns with the ideas, it has an important place in the education of people (Tunalı, 2008).

Art and Mimesis in The Republic Dialogue

In *The Republic* dialogue, Plato addresses the issues of how social order should be organized and what kinds of behaviors individuals should exhibit. According to this thought, it is argued that human communities should live together in a collective way, constantly interacting with each other. People are naturally successful in different tasks, and as long as everyone is focused on their own work, everything will be more orderly and better. Those who excel in different jobs should therefore live together and maintain the continuation of social order. The idea that individuals should focus on their own tasks and not interfere in others' processes gave rise to the concept of justice (Çıvgın, 2018).

The Republic dialogue explains Plato's ideal state structure and consists of ten books. In these books, dialogues are held between Socrates, Polemarchus, Thrasymachus, Adeimantus, and Glaucon. In the first book, the dialogue on art is presented between Thrasymachus and Socrates (Demiralp, 2015).

In the second book, dialogues on art between Socrates, Glaucon, and Adeimantus are discussed. The topic of whether an artist should focus on one form of art or engage in multiple forms of artistic

creation is debated. The conclusion is reached that focusing on a single art form leads to better results (Demiralp, 2015).

In the third book of the work, the concept of mimesis is addressed technically and defined as a form of representation. In this context, when a poet relays the words of others, where and how they were spoken, this is merely a quotation. However, when the poet adopts the persona of someone else, attempting to imitate their words and actions, this becomes a process of imitation. Plato notes that in this case, the poet's goal is to closely align with the personality and expression of the other. Someone trying to adjust their voice and actions to match another person is engaging in direct imitation. This interpretation illustrates how the concept of mimesis is situated as a form of representation and mimesis in Plato's philosophy (Tunalı, 2008).

In the third book, Plato presents the dialogue between Socrates and Glaucon. Within this dialogue, the characteristics of the education that the youth should receive in the ideal state are explained, alongside discussions of art and artistic education (Demiralp, 2015). The dialogue on myths and words continues with the topics of music, its pitch, and melody. The importance of music education, the types of prohibitions to impose on music for the development of youth, and how music should be structured are discussed. While the lyrics must conform to rules, melody is expressed in terms of pitch, mode, and rhythm. The appropriate mode for the state should be one that matches the courageous attitude of a man, capable of defying any adversity he encounters in life or battle. According to Plato, literary art, by affecting people's sensory world, negatively influences the education of the youth. Plato here speaks of the functional problems of art. Artworks that address the sensory world are dangerous and harmful to societies because they touch upon people's weak and worthless sides, poisoning them. Literary art distances people from the ideas, thus disrupting the ongoing order in society. In Plato's ideal state, people must reach the ideas using the methods brought by reason (Kavuran ve Dede, 2013).

In the seventh book of his work, the allegory of the cave fully reflects the perspective and thought Plato has on imitation in art (Ünlü, 2018). Plato's allegory of the cave in the dialogue of *The Republic* is one of the best examples to explain the theory of ideas. Inside a cave, people are bound by chains, unable to move, facing away from the entrance. A large fire burns near the entrance, and the shadows of people passing by with objects in hand are cast onto the wall in front of the prisoners. Since they cannot move, they can only see the shadows on the wall and believe them to be real. When they are freed from their chains, they will be able to move and, after seeing the fire at the cave's entrance, realize that the shadows were mere reflections and not the truth. Once outside the cave, they will see the true source of light, the sun, and the real physical objects. The cave represents the sensory world in Plato's philosophy, while the world outside the cave symbolizes Plato's theory of ideas (Turan, 2015). Through this allegory, Plato indicates that the true ideas exist beyond appearances (Gaarder, 2019).

In the tenth book, Plato explains art as a copy of a copy and addresses whether or not it should have a place in the realm of ideas. The creations of poets are not the real thing but merely shadows of reality. Humans do not have the power to create the essence of anything. A good poet must understand both the good and bad sides of humanity and know everything about the gods. To create a likeness, one must know the original very well. Mimetic poets can be likened to painters, as both create things that are far removed from reality and have no intrinsic value. They appeal to people's lower sides and thus do not have a place in the state. By nourishing the bad sides of humans and corrupting reason, they are not appropriate in the ideal state. Mimetic poets expose the negative aspects of humanity and disrupt order. According to Plato, poetry is a reckless art. To act in accordance with reason, it is best to remove poetry from the state. On the other hand, if a poet proves that they have a place in a well-ordered state, they will be accepted. Poets are listened to carefully and speak pleasant words that

appeal to people's emotions. Poetry, if aligned with goodness and truth, will have a place in the state; otherwise, it will not.

Conclusion

This study was conducted to examine how the concepts of art and mimesis are addressed in Plato's *The Republic* dialogue and to explore the role of art in the ideal state. The fundamental element shaping Plato's approach to art is his theory of ideas. In his context, the research addresses the question of how art is positioned within Plato's epistemology and ontology and analyzes the function of the concept of mimesis within his philosophical system.

The methodology of the research is shaped around the question of whether Plato's criticisms of art are merely aesthetic judgments or whether these criticisms are based on a philosophical necessity rooted in his understanding of knowledge and reality. Plato's view of works of art as reflections of ideas, his consideration of the artist as an imitator without knowledge of the truth, and his treatment of art as a potential threat to societal order are examined in detail within the scope of this study.

As a result, Plato's conception of art offers not only an aesthetic evaluation but also a philosophical framework that facilitates individuals' pursuit of truth through reason and virtue. The role of art in the ideal state is understood to contribute to individuals' approach to true knowledge, provided it is aligned with the theory of ideas, shaping both social morality and individual development. In this regard, the relationship between art and mimesis in Plato's *The Republic* dialogue is considered an important means for leading a virtuous life, not only on an individual level but also in the societal discourse.

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Investigation of Communication Languages of Global Brands Specific to Erg Theory:
The Case of McDonald's

Onur Konya[1]

Abstract

The world has seen many different technologies in the historical process and has undergone great transformations in the continuation of these technologies and has taken its current form with a cumulative structure. Especially in the last century, the frequency and diversity of innovations, which have remained silent and unchanging for most of human history, has increased. This has made every point of the world accessible and has expanded the target audience and target market scale of brands and institutions. Brands that eliminate physical borders with transportation have also solved the limits of communication with the advantages provided by technology. The global brand phenomenon is a phenomenon that has emerged as a result of these and similar processes. However, even if we can address every market in the world, it is not possible to address all of them in the same way. Factors such as culture, social life, economy, etc. change and affect this. In this study, the differences in the communication languages of global brands were examined by using content analysis specific to the ERG Theory, which was developed by Clayton Alderfer as a critical approach to Maslow's hierarchy of needs. In this context, the five most watched videos on the global and Turkey Youtube pages of the McDonald's brand were examined with the content analysis method, and the effects of cultural differences on the communication language were tried to be determined.

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Introduction

Technology is a concept that is constantly confused with digital and computer-based structures among society, and it is wrong. Although there are many different definitions of technology, both technical and philosophical, it can be defined as all kinds of tools and equipment that make human life easier (Çelikçapa, 1992). In this direction, due to the fact that human beings are both a social being and their desire to express themselves, they have constantly changed their ways and forms of communication in the historical process and gained new features.

In the field of communication, the discovery of colors and the invention of the alphabet can be shown as examples of the first technological breakthroughs. Here, the discovery of paint in the primitive sense took the forms of communication from a verbal structure and made them non-verbal and permanent (Atik, 2019).

After that, people have constantly changed their communication styles in parallel with technology with the effect of daily life dynamics. The transition to daily life has brought the concepts of ownership and belonging to the communication process, and new communication concepts and forms have emerged with new technologies. In the historical process, the interaction of technology and communication progressed in a static way until Jonas Gutenberg invented the printing press. (Erdoğan, 2005)

The interaction between technology and communication styles has continued to gain momentum in every process since this date. In 1890, radio was discovered by Guiglielmo Marconi, and in 1923, with the work of Viladimir Zworkyn, the first example of the mass communication tool called television in the modern sense emerged. (İspir, 2013)

It has not only been the forms of communication that the phenomenon of technology has changed. In this process, it has also constantly changed the forms and processes of production, which are an important element of human life today. The effect of the changing production processes, which is important here, is not limited to the understanding of production, but has also changed the most important factors of society such as consumption habits, culture and economy (Mokyr, 1999).

With the realization of the first industrial revolution in the 1800s, production began to become massive, and inaccessible parts of the world became accessible. In this way, the foundations of the global world structure were laid (History, 2019). After the second industrial revolution.

Along with mass production, there has been a need for mass consumption, brands have emerged in the primitive sense, and new forms of communication have been created under the umbrella of public relations to create this consumption demand. Although the third and fourth industrial revolutions differ technologically, they are similar in terms of social impact (Waghorn, 2011).

Today, as a result of all these processes, the world has become a global structure and global brands have emerged with the advantages of both communication and transportation technologies. The necessity of these brands to appeal to people from every culture and society, both locally and globally, has become a phenomenon that exists as a condition of the globalizing world (Toros, 2016). The aim of this study is; To analyze the communication styles of global brands that vary from region to region in the context of Alderfer's ERG Theory and to make inferences about whether there is any truth to the inferences about the change of the concept of need defended in this theory by being affected by environmental factors.

In order to realize these inferences, the relationship between persuasion and communication, motivation and need phenomena will be explained, and in this context, Maslow's hierarchy of needs and Alderfer's ERG theory will be mentioned. At the end of the study, it will be tried to determine the effect of the concepts of need and environment on the reasons for the differences between the discourses of a global brand in different regions.

Literature Review

The Relationship between Persuasion and Communication

The concept of persuasion has a great importance in human history. The effect of persuasion can be seen at the basis of many of the great human events. Living things are constantly interacting in order to meet both their emotional satisfaction and physiological needs. With the existence of the communication process, persuasion also has a great effect on the realization of behaviors in a way that serves the emotions and wishes conveyed by communication (Bahar, 2020).

Although there are different definitions of persuasion in the literature, it is actually shaped by a few basic emphases that are emphasized and given importance in terms of content. To define persuasion; To change the perceptions, attitudes, beliefs or behaviors of the person or persons who are in the position of receiver by the person or persons in the position of source in the desired way, or it is a comprehensive set of communication and actions carried out to direct it to the desired side (Elcil, 2012).

The most important emphasis on persuasion is not the change in behavior, attitude, thought or belief, but rather the fact that this change takes place at the end of the communication processes carried out by taking into account the needs of the people who are in the position of receivers, not by force, pressure or manipulation. The phenomenon of consent in persuasion is the factor that distinguishes manipulation from persuasion. As a result, persuasion is not a secretive process, but rather a process that must be carried out transparently and reliably (Seki, 2017).

In the historical process, persuasion has been used for different purposes in many different fields in different disciplines and continues to be used today. As a result of many studies carried out in different disciplines, the concepts that are the basis of persuasion and persuasion have become a field of study in itself.

Since persuasion can be interpreted and applied, it has been the basis of communication and has been used in the functioning of the social structure. It has been used by the church in the historical process, and persuasion has been used to increase the effectiveness of the religious call. As a supporter of propaganda activities in World War 2, a lot of research has been carried out on how persuasion takes place. (Deneçli and Deneçli, 2014).

In the early 1900s, several different important historical events occurred that caused the phenomenon of persuasion to gain importance. The first of these are the industrial revolutions. With the industrial revolutions, humanity can now produce more than it needs. For this reason, a presidential discipline that needs the application of persuasion outside the scientific and political sphere has also been economics. Until that day, it served to persuade people who had only made need-based purchases to consume more than they needed (Nas, 2013).

Edward Bernays, who is considered the founder of public relations, carried out studies to direct, mobilize and persuade the masses to consume at that time. During this period, Bernays and his colleagues had to convince the society of many things. In this context, Bernays took the first steps to persuade a mass that buys only as much as they need to become a consumer society by basing his studies on the foundations of psychology and sociology and was quite successful (Peltekoğlu, 2007).

There are many factors in the success of persuasion. Success is not just about what the discourses are in the messages produced for persuasion purposes. The psychological and physical state of the target can also have a great impact on the realization of persuasion. On the other hand, it is essential to manage a successful communication process.

Table 1: 4 Key Factors in Effective Persuasion

Source
If the purpose of the messages sent in the communication process is to persuade, the credibility of the source is among the factors that increase the effectiveness of the message. On the other hand, the source must be reliable as well as credible, as well as being considered an expert in the field or knowledgeable about what he says for the purpose of persuasion. These elements are important elements of persuasive communication as well as correct communication.
Reliability of the Message
In the persuasion process, the reliability of the message is not that it is based on scientific data or that it is semantically provable. What is meant by reliability is basically the perception of the messages sent by the person or people who are trying to be persuaded. The receiver must receive the message, perceive it, and be able to make sense of it. In a process that fails at these stages, the recipient will not trust the message and persuasion will not occur.
Environmental Factors
Processes that disrupt communication may not only be related to the source and message. In the communication process, unexpected external factors can often be the source of failure at the time of persuasion. Absolute control over environmental factors cannot always be achieved. The source should try to keep noise and similar elements to a minimum as much as possible so that the messages to be transmitted to the other party are not disrupted due to both semantic and technical reasons.
Buyer
The last of the elements that affect each other in persuasive communication is the recipient of the message that is planned to be persuaded. The message must be accepted by the recipient. If the recipient does not have sufficient information about their physical condition, psychological condition, beliefs and values and if there are no messages that are appropriate for these, persuasion will not be possible. The more information is known about the recipient in persuasive communication, the higher the probability of being persuaded.

Source: (Berger, 2002)

Need and Motivation Concept

In order to talk about motivation, first of all, we need to talk about the existence of some needs and concepts in the individual. At the beginning of these phenomena is the concept of «need», the most basic structure that must exist for the realization of motivation is the effort to eliminate the discomfort caused by a deficiency (Ergül, 2005)

As long as the needs are not met, there is a situation of tension, and motives must come into play to eliminate the tension. Motives are the basic structures that direct the individual to behavior. In the motivation process, it forms the main part of the mobilization to be motivated (Antalyalı and Bolat, 2017).

Motivation comes from the Latin word «motus». The Turkish word is words such as motive, motive, reason and justification. It is defined as a whole of all the elements that activate the person and covers all concepts such as desire, desire, need, impulse, and motive related to human beings (Öner, 2021).

It's not just physical deficiencies that elicit motivation. Psychological and sociological deficiencies are also a source of motivation, and in some cases, physiological deficiencies may also have an effect on them. Many different motivational approaches have been produced regarding the prioritization of these imbalance situations (Alan, 2006)

These theories are grouped into two groups as scope theories and process theories. Scope theories
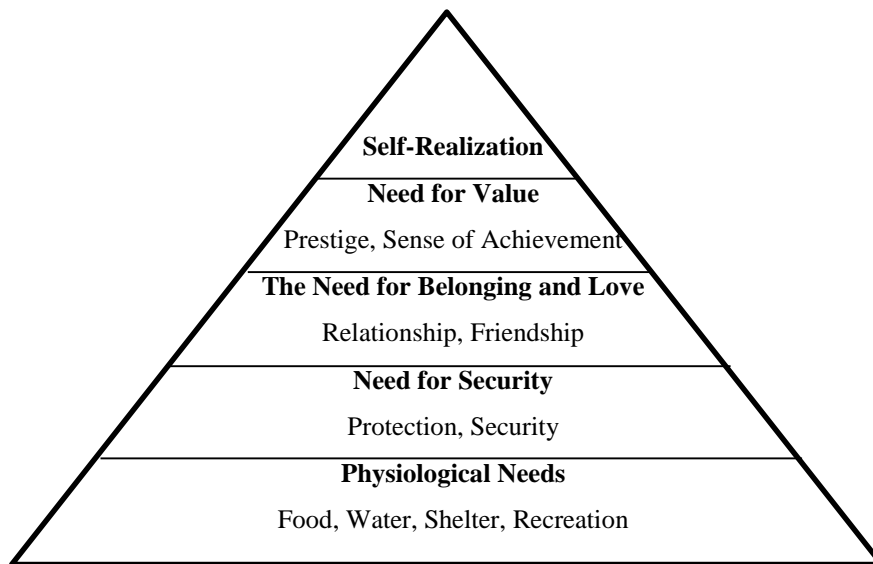
focus more on what motivates the individual and make their explanations based on the sequence of these factors. Process theories, on the other hand, examine the processes from beginning to end by saying why and why. Individual differences are important for these approaches (Tekin and Görgülü, 2018).

Maslow's Hierarchy of Needs Theory

Among the theories of needs, the most popular and most famous is Maslow's hierarchy of needs. The theory is also the origin of Aldfer's ERG (UG) theory. It is necessary to look at Maslow's needs model to understand the ERG theory. There are two approaches in the Maslow model; First, the reason for every behavior is need-based. Second, these needs have a hierarchical structure.

As can be seen in the figure below, Maslow's model is shaped like a triangle. The main emphasis in the transfer of the model in this structure is to represent the order that shows that there is a hierarchical structure between needs (Karadoğan Doruk, 2015).

Figure 1: Maslow's Hierarchy of Needs

Self-Realization

Need for Value

Prestige, Sense of Achievement

The Need for Belonging and Love

Relationship, Friendship

Need for Security

Protection, Security

Physiological Needs

Food, Water, Shelter, Recreation

Source: Öner, 2021

Maslow argues that one cannot move to the next level without meeting the need in a lower level. It also makes its ranking accordingly. On the other hand, another detail that appears in the table

There is also a ranking of physical, psychological or sociological causes of the concept of «need». Maslow says that psychological needs such as love and belonging cannot be met without meeting physiological needs such as food, shelter, etc. (Taşdemir, 2013)

Alderfer's Erg Theory

The theory was developed by Clayton Alderfer in 1969 based on Maslow's hierarchy of needs. The theory takes its name from the concepts of Existence, Relatedness and Growth.

Although Alderfer started directly from Maslow's model, the ERG theory is simpler. The needs, which consist of five stages in Maslow's model, are grouped under three headings in the ERG theory. Alderfer developed his own model after obtaining the conclusion that Maslow's model was incompatible with real life (Karadoğan Doruk, 2015)

Table 2: ERG Needs Classification

The Need for Existence
They are the needs at the most basic level. They are mostly material and physiological-based, physiological needs necessary for human survival and requirements such as shelter and security. In Maslow's model, it corresponds to the physiological and safety need.
The Need for Relationship
It is a need to improve relationships between people. The individual establishes a relational bond with other individuals so that he can share his feelings and thoughts and obtain feelings of love, respect and belonging. In Maslow's model, it corresponds to the need for belonging and love.
The need for development
In Maslow's model, it coincides with the stage of self-realization. The individual is more advanced. He wants to reach levels and use the abilities he has.

In addition to being a model used in the examination of employee motivations in business areas in general, it is also used in psychological and organizational structure examinations. In this context, it tries to see what motivates employees (Tekin and Görgülü, 2018).

In Alderfer's approach, there is no rigid hierarchical structure as in Maslow's. Sometimes two different needs may arise at the same time. Both the need for relationship building and development can be met at the same time. In Alderfer's approach, contrary to the structure in Maslow's model, there can sometimes be a reverse flow in the case of upward progress as a need is satisfied. As long as development does not meet the needs, the individual feels pressure on himself and becomes withdrawn. Afterwards, he can return to the bottom step and try to be satisfied by meeting his relationship needs. Mentioned here in the motivation process. Even if the deficiencies are not eliminated, they are tried to be replaced with a structure that will replace them (Taşdemir, 2013).

In Alderfer's approach, the cultural structure that is not in Maslow's and the effect of environmental situations in the process of determining and prioritizing the need are conveyed. In the ERG theory, the severity of the existence and relational needs in the first two stages decreases as they are met, while the need for development becomes more severe as it is satisfied. Due to these distinguishing features, the model has an important place in motivation studies (Tekin and Görgülü).

Methodology

One of the most important features of today's society today is that they have a consumption-based structure. Changing social structure and production forms in parallel with technology also have an important effect on achieving today's dynamics, which are called consumer society.

In the process divided into the Fordist period and the post-Fordist period in terms of economic and production, the content of the communication as well as the meanings created have changed. Individuals, who were initially tried to be mobilized based on rational purchases, are now tried to be motivated through emotional propositions. Thanks to new media technologies that provide a significant advantage for brands in the process of targeting and recognizing the target audience, global brands can carry out communication studies in terms of individual or regional characteristics.

Within the scope of the study, video content ads published on the Youtube page of the McDonald's brand will be examined. In this review, Alderfer; An analysis will be carried out on the idea that the needs may not be in the same order and level for everyone, and that the external environment and cultural factors also have an effect on the process. For this, some restrictions have been determined regarding the selected video content.

In order to perform a comparative analysis, the selected videos were taken from both the global Youtube page of the McDonald's brand and the Turkey page. The number of videos to be analyzed is limited to 5, and the criteria for determining the selected videos are that the videos have the highest viewing rate on the relevant pages. In this way The element of "liking" did not have to be limited according to time and subject, and a meaningful choice was made.

Related videos were examined in terms of existence-relationship-development needs within Afderfer's ERG Theory, and visual and auditory elements were interpreted in terms of cultural and environmental differences. The content analysis method was determined as the method to be used in the research, and it was seen as more appropriate to carry out a qualitative research since the aim was not to obtain numerical values.

Investigation of Communication Languages of Global Brands in Context of ERG Theory: The Case of McDonald's

Aldefer's biggest criticism of Maslow's theory of needs has been for the hierarchical structure between needs. Although the needs are satisfied, it is not necessarily necessary to move on to the next stage. Similarly, these needs are not the same for everyone. While the needs are formed, they are affected by the environment and culture and are shaped accordingly. For this reason, the global discourses of the brand cannot be the same as the regional discourses.

In the research design, the images on the left are positioned as the cover design and name of the video published on McDonald's global Youtube account, and the images on the right are positioned as the cover design and name of the advertisement published on the Turkey Youtube page. For the sake of clarity and convenience in the process, global page ads are coded as G1, G2, G3, G4 and G5 in order of expression, while Turkey ads are coded as T1, T2, T3, T4 and T5.

Advertising Analysis

McNugget® Sauce Portfolio | McDonald's

Enfes soslarıyla yeni Sossal Burger McDonald's'ta!

The first ads are the ones with the most views on both pages. In ad number G1, the discourse and focus is focused on the naïve product, which has a place in American culture and is identified with McDonald's. In addition, the variety of sauces and sauces that will be needed for pleasure and emotional satisfaction rather than rational benefit in the consumption process is emphasized. In this advertisement, there is an emphasis on the emotional meaning of the product rather than its functional features. Persuasion is tried to be carried out through emotional satisfaction, not through needs such as price, satiety, etc. Advertising contains visual and auditory elements to satisfy the development needs in the ERG Theory.

In the second ad, T1, the emphasis is clear and precise. First of all, it is not a continuous and traditional product that has penetrated into the culture. Here, the discourses are rationally oriented. It has been reported that it is new and served with new sauces. The most important emphasis in the advertisement is that it is carried out as an announcement activity focused directly on price.

Advertising is a communication effort that does not contain any personal or symbolic elements and is aimed at meeting physiological needs based on price. It certainly does not make emotional promises

to consumers. Persuasion is tried to be carried out with communication messages that appeal to the mind, focusing on price and content. Advertising contains visual and auditory elements aimed at satisfying the needs of existence in the ERG Theory.

Advertising Analysis
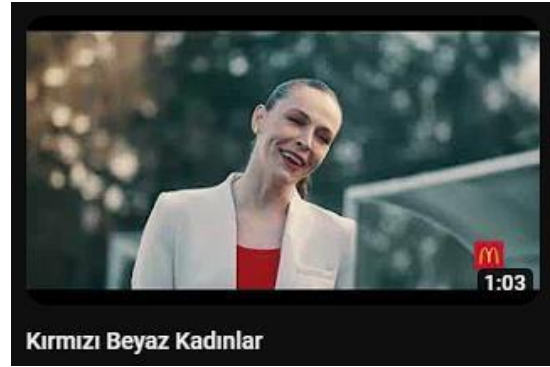
In the advertisement made under the name food at home on G2, the content focuses on emotional messages, as in the first advertisement. It is an advertisement in American culture that supports the brand image through the ritual of eating dinner at McDonald's or similar fast food restaurants, and although it talks about content, the purpose is to create emotions and emotional satisfaction.

Here, too, there is no mention of any specific product. Only items such as pickles, onions, etc. in hamburger menus are mentioned between the house and McDonald's establishes a semantic connection. The child, who is the only person in the ad, smiles when he sees the McDonald's logo, showing a sign of happiness. Advertising contains visual and auditory elements to satisfy the development needs in the ERG Theory.

T2, on the other hand, has a non-standard content. This ad is a special day ad. For this reason, emotional messages are conveyed instead of rational discourses. Eda Erdem, the captain of the Volleyball A National Team, which was successful in Turkey at that time, was determined as the main element in the advertisement. The persuasive elements have changed according to both national feelings and periodical characteristics. Advertising contains visual and auditory elements to satisfy relationship needs in ERG Theory.

Advertising Analysis

The G3 Ad is a road story. It is organized into a similar concept as the strategy followed in the G2 video. America is a country suitable for this type of travel concept in terms of surface area. At the same time, the ritual of making long journeys with friends is also a habit that exists in America in general. The music, visual tone and discourse used are the same as the previous advertisement. This shows that this concept is very successful in terms of attractiveness. The focus is again on emotional messages and emotional fulfillment. Advertising contains visual and auditory elements to satisfy the development needs in the ERG Theory.

T3 Advertisement, on the other hand, is designed with rational content that contains sharp and clear messages. With the most watched price-oriented advertisement, the same verbal and visual language was used as the concept and design of this advertisement. Persuasion messages are sent to meet physiological needs. Similarly, they are persuaded by rational messages and nothing emotional is said. Advertising contains visual and auditory elements aimed at satisfying the needs of existence in the ERG Theory.

Advertising Analysis

G4 Advertising is a process that has an ethnic problem in America on the global page. This ad is not a product advertisement. It is the only ad that focuses on environmental elements within the global page and does not directly focus on brand products. It contains social discourses on Latin culture and their media coverage. It is a communication study focused on American culture in itself. The purpose of this communication study can be evaluated within the scope of the social responsibility activities of the brand. Advertising contains visual and auditory elements to satisfy relationship needs in ERG Theory.

In T4 Advertising, the basic strategy and discourses are on rational features and price. However, unlike the previous price-oriented advertisement, the message here is constructed in a more memorable way with an element of humor. Auditory messages that express the brand's appreciation of its consumer are included here, compared to previous advertisements that convey only rational emphases. But basically, the focus is not on persuading the consumer with emotional discourses, but on capturing them through rational features. Therefore, in this advertisement, the focus is not on emotional satisfaction or friendship, but on physiological satisfaction. Advertising contains visual and auditory elements aimed at satisfying the needs of existence in the ERG Theory.

Advertising Analysis

G5 Ad is the last ad to be addressed on a global level. Among the ads evaluated on a global page-specific basis, this ad is the only one that includes the price element. Although the advertisement is price-oriented, the discourses aimed at persuasion are carried out through emotional emphases. The Turkish translation of the advertising slogan focuses on showing that you love you without saying I

love you. Although it directs purchasing through a rational element, the way it constructs and creates the message is not rational. Using romantic emotions, the emphasis here is again on emotional fulfillment. Advertising contains visual and auditory elements to satisfy relationship needs in ERG Theory.

The T5 Ad is the last ad to be evaluated in the local context. As with all the advertisements analyzed, this ad focuses on rational discourse. Here, again, sales development studies were carried out in order to convince the price-sensitive consumer and the campaign made through this advertisement was announced to the target audience. Since it is a pandemic advertisement, it is emphasized that there are elements such as rational information about the product and contactless payment. According to Maslow's hierarchy of needs, it contains messages for both physiological and security needs. Advertising contains visual and auditory elements aimed at satisfying the needs of existence in the ERG Theory.

Conclusion

As Aldermer mentions in his ERG theory, people's needs and the importance they attach to their needs vary. On the basis of this change, besides individual characteristics, culture, economic environment, education, beliefs and attitudes in the external environment are affected. Looking at both pages of the brand, these differences can be clearly seen.

In the G1 advertisement, there are discourses that will support and satisfy the discourses of a habit and attitude through the product called nagit, which has become a cultural element. Here, the nagite product is not rationally introduced in a way that satisfies a physiological need, but is positioned as an element that meets the needs of development. In the T1 advertisement, even if the brand and product scale are the same, the most popular content is the advertisement with price-oriented and rational messages. This shows that people's needs are affected by external factors.

Although T2 Ad is the 2nd most watched ad on the McDonald's Turkey page, it has a variety of messages that almost never include product-oriented discourses.

Although the emphasis on national success and unity is not included in the most popular advertisements in the world, it is at the top of the Turkey page. This situation tells us that even the content of the persuasion message used in the process of satisfying the needs varies from culture to culture.

Although G3 Ad and T2 Ad are structures arranged to meet similar needs, the designs of the messages are different. This example can be presented as a proof that Alderfer's criticisms of Maslow's Hierarchy of Needs Theory are correct.

Another difference is that the content has been identified specifically for the G5 Advertisement. While 4 out of 5 of the content on the Turkey page are conveyed through price-oriented and rational discourses, only 1 out of 5 advertisements on the Global page contains the phrase price. Although the G5 Ad is an advertisement with a single price element, it focuses its persuasive messages on emotional satisfaction and is aimed at satisfying the need for a relationship.

As a result, among the 5 global pages examined and a total of 10 advertisements on the 5 Turkey pages, the needs that are intended to be satisfied with the messages of the advertisements on the global page are relationship and development needs, while the needs of the Turkey page are predominantly physiological needs. If interpreted in the context of these results, Alderfer's criticisms of the ERG Theory and Maslow's Hierarchy of Needs Theory are valid.

When evaluated in terms of brands, although we are talking about a global world structure and market diversity, it is not possible to address every region and person with the same messages. Such a strategy would cause confusion about what needs would be satisfied. In today's world, with digitalization, brands are now realizing their targets more successfully, going beyond mass thinking and making individual discourses. In this way, communication messages can be created for the needs of each individual in the target audience. Today, it is aware that every institution that exists as a global brand

should act with this idea.

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Comparison of Participation Banks and Traditional Banks with Regards to the Industry Data and Services Provided

Emre Turğut[1] and Gizem Mızrak[2]

Abstract

Traditional banking services have been provided by public and private banks for many years both in global markets and in our country. Thanks to these services, the savings of savers are collected and transferred to the economy by financing various private and public projects. However, the lack of desire of savers with interest sensitivity to direct their savings to banks leads to the situation that a large resource cannot be brought to the economy. Participation banks undertake this task by collecting the savings of savers with interest sensitivity within the framework of Islamic rules and transfer resources to the economy. In this study, a comparison between traditional banks and participation banks was made in regards of the services offered, their operating methods and industry data. In this context, industry data for the period of 2019-2023 for both banking types were used. The results obtained show that the fund collection and resource allocation methods of both banking types are different from each other, but there are similarities in various issues such as legal regulation and the guarantee of savings by the SDIF. As a result of the comparison of industry data, it is seen that although there is a significant increase in the participation banking industry data, it is not yet comparable to the traditional banking one. However, it is considered that the participation banking industry is more aggressive in terms of branching and the number of branches getting closer the number of deposit banks and other data such as asset size and profitability will increase significantly in the coming years as the instruments offered are diversified.

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Introduction

When examining the banking system of our country, it is evident that regulatory and accounting infrastructure reforms, along with technological innovations that facilitate and accelerate banking transactions, have significantly advanced the sector. Due to the differences between participation banking and traditional banking, diverse perspectives have emerged within certain segments of society (Özulucan & Deran, 2014).

Participation banks have played a crucial role in transforming the prevailing lack of trust in this sector into a more positive perception (Canbaz, 2022). From the perspective of traditional banking, the share of revenue generated from banking services is considerably higher compared to participation banks. The Banking Law, in line with the financial structure of the country, has provided legal and financial support for participation banks to establish their own regulatory framework and compete with traditional banks (Tabaş, 2022).

Conceptual Framework

Participation Banking

The concept of participation banking is globally recognized as Islamic banking. Banks authorized to collect funds of a participatory nature are defined as participation banks. In Turkey, participation banking services were first introduced in 1985 under the designation of "Special Finance Institutions." Following amendments to the Banking Law in 2005, these institutions continued their operations under the name "Participation Banks" (Türkmen & Üçay, 2023).

Organizations that collect funds without providing a predetermined profit guarantee are generally referred to as "Financial Institutions" or "Islamic Financial Institutions" (Tunç & Odası, 2010). One of the most distinguishing features of this banking system is the use of profit-sharing instead of interest (Hazıroğlu, 2016). The objective of this system is to integrate the savings of depositors who seek to avoid interest-based earnings into the economy, thereby stimulating economic activity. Participation banks aim to channel the savings of individuals who, due to religious beliefs, refrain from engaging with interest-based banking, thereby contributing to the economy (Özulucan & Deran, 2014).

Participation banks hold the status of banks, are generally regarded as institutions of trust within society, operate their banking transactions based on interest-free banking principles, and function as intermediary institutions. Since these banks adhere to the principle of avoiding interest in their transactions, they invest the collected savings in economic ventures. Due to the inherent risks involved, these funds should be allocated to commercial enterprises to enhance efficiency. The prohibition of interest distinguishes participation banks from conventional banks. Given the capital-linked nature of banking transactions, participation banking operates on a profit-and-loss sharing model. In this process, the distribution of profits and losses is determined in advance, yet the exact amount is not guaranteed (Omar, Abdel-Haq, Al-Omar & Abdel-Haq, 1996).

Participation banks aim to channel economic resources that, for various reasons, remain unutilized into the economy through interest-free banking principles (Rodoplu, 1997). Since Turkey has a predominantly Muslim population, certain segments of society refrain from engaging in interest-

based transactions due to religious beliefs. Additionally, past interventions by the Savings Deposit Insurance Fund in the resources of some traditional banks have eroded public trust in conventional banking, leading to a shift toward participation banks. Participation banks have implemented an interest-free banking system that aligns with Islamic principles by eliminating interest-based transactions and instead adopting a profit-sharing model based on shared principles (Özulucan & Deran, 2014).

Traditional Banking

Traditional banking practices have evolved across different historical periods in the Ottoman Empire, Turkey, and globally. In the Ottoman Empire, no banking activities were recorded until the 19th century, and financial needs were primarily met by money changers. These money changers played a significant role in laying the foundations of modern banking (Şimşek, 2019).

The first bank established in the Ottoman Empire was the "Istanbul Bank," which operated with foreign capital. The first bank with domestic capital was "Ziraat Bank," founded in Istanbul in 1863 (Kodra, 2018).

In Turkey, the development of traditional banking can be divided into two periods: pre-Republic Ottoman banking and the banking sector of the Republican era.

Globally, the foundations of traditional banking can be traced back to the Middle Ages when monetary transactions first emerged. The classical interest-based banking model has multiple definitions depending on different perspectives. From an economic standpoint, it is associated with savings, waiting periods, and time value. Additionally, it is considered to be linked to employment analysis. Many scholars view the classical interest concept within the framework of the "distribution theory." In economic terms, income is classified into wages, rent, interest, and profit (Conard, 2023). According to Adam Smith, lending money between two parties involves applying interest, allowing the lender to generate profit from the money provided (Kazgan, 1969).

In this banking system, interest rates are determined by banks and applied accordingly, which is one of the key factors distinguishing traditional banking from participation banking. In participation banking, interest is replaced by a profit-sharing model. The primary objective of traditional banking is to collect and allocate funds, with interest serving as the fundamental mechanism for these transactions. This indicates that traditional banking inherently operates within a monetary trade system.

Literature Review

In this study, national and international literature has been examined. As a result of our review, the perspectives of existing customers of participation banks and deposit banks regarding these banking systems have been analyzed in different ways. The literature review conducted in this field reveals that similar findings have been observed across multiple studies.

Studies in Turkey Comparing Participation Banks and Deposit Banks

Işıl and Özkan (2015) analyzed the variables affecting liquidity risk in four banks operating in Turkey during the period 2006–2014 using Seemingly Unrelated Regression analysis with quarterly data.

Their findings indicate that an increase in past credit expansion in participation banks has led to a rise in liquidity risk. As participation banks expand in Turkey, they are more exposed to liquidity risk.

Doğan (2013) conducted a study measuring the financial adequacy of participation banks and deposit banks between 2005 and 2011. The study analyzed the return ratios, liquidity statements, risk analyses, debt repayment statements, and capital adequacy of four participation banks and four deposit banks using a t-test. The results showed no significant difference in return ratios between the banks; however, deposit banks exhibited higher liquidity, debt repayment capacity, and capital adequacy ratios.

Sakınç and Poyraz (2018) examined the reasons why individuals prefer to keep their savings in participation banks. Their study surveyed 100 customers of a participation bank using a questionnaire, and the data were analyzed through frequency analysis. The findings indicate that customers are aware of why they choose participation banks, with a primary reason being their adherence to Islamic principles. Customers also perceive the services they receive as reliable and believe that the range of products and services offered is broader compared to other banks. Another significant factor influencing customer preference is the lower transaction costs in participation banks compared to conventional banks.

Tekin (2019) conducted a study involving 195 students at Çankırı Karatekin University to measure their perceptions of participation banks. The research employed a survey method and applied Exploratory Factor Analysis, t-tests, ANOVA, and Tukey tests. The findings revealed that students do not prefer these banks due to the use of Arabic terminology in their communication, which they find difficult to understand. Among the participants, 30% preferred participation banking, while 15% believed these banks processed transactions faster. Additionally, 22% considered participation banks more reliable than conventional banks, and 19.5% evaluated their service quality positively. It was also found that students majoring in Banking and Finance had more knowledge about participation banking than students from other academic disciplines.

Balkanlı and Yardımcıoğlu (2020) examined employees working in participation banks to assess their awareness of the principles of Islamic economics. The study employed Internal Consistency Analysis and Exploratory Factor Analysis. The findings suggest that employees in participation banks act in accordance with Islamic financial principles and recognize the necessity of sensitivity regarding interest-free banking. However, despite these findings, some participants still indicated that they did not prefer participation banks in certain aspects.

Pilatin (2022) investigated participation bank customers across Turkey's geographical regions to determine the reasons for their banking preferences through an online survey. The study utilized ANOVA, Reliability Analysis, Exploratory Factor Analysis, t-tests, and Post Hoc tests. The results indicated that the primary reason for choosing participation banks was their interest-free banking operations, followed by lower or non-existent transaction costs. Another key finding of the study was that residents of the Eastern Anatolia region preferred participation banking services more than those in other regions.

Foreign Studies Comparing Participation Banks and Deposit Banks

The following foreign studies have been examined in the comparison of participation banks and conventional banks:

Meero (2015) conducted a study comparing eight participation banks and eight conventional banks operating in Gulf countries between 2005 and 2014 based on various financial indicators. The study evaluated the return on equity, return on assets, and total liabilities-to-equity ratio using a t-test. The findings indicated that the banks were similar in terms of capital structure. Additionally, it was observed that return on assets had a negative impact in terms of financial leverage, whereas the equity-to-assets ratio had a positive effect across all banks.

Milhem and Istaiteyeh (2015) analyzed 13 conventional banks and 13 participation banks in Jordan between 2009 and 2013. Using a t-test, they compared the banks' profitability levels, liquidity positions, risk ratios, solvency, and efficiency through 13 financial ratios. The study concluded that, compared to conventional banks, participation banks exhibited lower profitability, higher liquidity, and lower risk and efficiency. However, the difference in profitability was not found to be statistically significant.

Aman, Sharif, and Arif (2015) examined the performance of five participation banks and 15 conventional banks operating in Pakistan between 2008 and 2013 using t-tests and simple regression analysis. The study found that participation banks exhibited lower performance than conventional banks in terms of business models and operational efficiency. However, participation banks outperformed conventional banks in terms of asset quality and stock price financing.

Bitar, Hassan, Pukthuanthong, and Walker (2016) investigated the impact of different capital structures on the profitability of participation and conventional banks. The study analyzed the annual financial statements of approximately 656 banks, including 116 participation banks from 33 countries, covering the period between 1999 and 2013 through regression analysis. The findings suggested that stronger capital structures had a positive effect on profitability, and this effect was more pronounced in participation banks compared to conventional banks.

Uddin, Ahsan, and Haque (2017) compared five participation banks and five conventional banks operating in Bangladesh between 2010 and 2014, focusing on capital adequacy, asset and management quality, earnings levels, and liquidity positions using a t-test. The results indicated no significant differences between the two banking models, except in terms of management quality.

Comparison of Participation Banking and Conventional Banking

Comparison in Terms of Provided Services

When analyzing the similarities and differences between participation banks and conventional banks, the findings indicate that there are no extreme differences in fundamental operations and business activities. Instead, the various banking transactions are executed differently depending on the type of banking model. Therefore, this study aims to highlight both the distinguishing aspects and the common grounds of these banking models.

Participation banks implement the profit-and-loss-sharing model while offering banking services similar to conventional banks. Consequently, they operate under an interest-free banking system. Institutions that conduct banking activities without any interest-based transactions serve as alternatives to conventional banks, essentially carrying out similar financial operations but under different principles, thereby contributing to the financial sector (Takan, 2020).

Although the comparison between participation banking and conventional banking initially brings their differences to mind, outlining their similarities first will provide a better understanding of their distinctions. From a broad perspective, despite the variations in execution methods, both banking models ultimately perform the same fundamental functions.

In terms of financial statements, both banking models are subject to the provisions of the Banking Law No. 5411, which was enacted on November 1, 2005. According to Article 37 of this law, "banks must apply a uniform accounting system in accordance with the procedures and principles determined by the Board, taking into account international standards and considering the opinions of the founding associations and the Turkish Accounting Standards Board. They must record all transactions in accordance with their true nature and prepare financial reports that are clear, reliable, comparable, and suitable for auditing, analysis, and interpretation, ensuring that they meet informational needs accurately and in a timely manner."

Participation banking and conventional banking can be compared across various dimensions. To better illustrate these differences, the distinctions between the two systems will be presented in the following table (Özulucan & Deran, 2014).

Table 1: Comparison of Participation Banking and Traditional Banking

Feature	Participation Banks	Traditional Banks
General Purposes	In terms of economy, it aims to maximize equity capital through the implementation of transactions that are in line with religious rules. It aims to correct new financial situations that are in line with Sharia rules in order to improve deposits. In terms of society, it aims to purify interest transactions in the banking sector and achieve social development.	The difference between the interest rate received from loans and the interest rate given to deposits is the bank's profit. The bank tries to balance risk and profitability and aims to maximize its equity through the profit it earns.
Working Order	Participation Banks and their customers share in profits and losses. There is no interest in banking transactions. It is not considered as an intermediary with a commercial return on money. There are fund collection and use practices in these banks.	In traditional banks, transactions are made according to interest. Therefore, money is seen as a commercial tool in traditional banks.
Use of Money	Money is not a tool in buying and selling transactions in participation banks. Therefore, bank customers make transactions with profit and loss sharing in line with the opportunities offered to them by the bank.	In traditional banks, buying and selling activities are carried out based on the value of money. For this reason, money provides profit as a commercial tool.
Functions of Money	In this system, money is not treated as a commercial commodity in purchase and sale transactions. Therefore, when participation banks collect funds, they conduct transactions based on profit-and-loss (P/L) partnerships with customers. Similarly, when providing funds, they	In this system, money is used as a commercial product, bought and sold in exchange for a specific amount. Therefore, the function of money operates differently within this system compared to participation banks. In

	utilize mechanisms such as forward sales, leasing, and P/L partnerships. Participation banks engage in trade involving tangible goods alongside offering various banking services.	addition to banking services, banks also engage in the trade of money.
Fundraising Procedures	Customers who wish to use funds are provided with resources through special current accounts and participation accounts. In this type of bank, partnerships are formed based on profit and loss accounts. Participation banks do not use the LIBOR system; however, they can meet their funding needs from abroad.	In traditional banks, funds are raised through interest. Therefore, there is no partnership relationship between the customer and the bank. When the customer uses funds from the bank, they become the debtor, and the bank becomes the creditor. In traditional banking practices, the LIBOR system may be used when needed.
Fund Usage Transactions	In participation banks, the provision of funds is not in the form of cash loans. Instead, the profitability ratio that the project will generate is of primary importance. Participation banks typically offer long-term maturities.	In traditional banks, investment in commodities other than money or gold is not possible. The bank provides loans to customers with interest. When customers apply for a loan, the value of the collateral they offer is of significant importance. Short-term loan repayments can be found at traditional banks.
Risks Assumed by Customers	In participation banks, customers accept to share the profits and losses from the very beginning, thereby assuming the risk from the outset. As a result, the banking system is based on trust. What matters most is the fundamental nature of the projects financed by the bank.	The structure of traditional banks is based on interest, and therefore, they have accepted returns based on interest rates.
Cost of Fund to Clients	In participation banking, since there is no interest, the amount to be repaid at the end of the term is predetermined.	In traditional banks, however, due to fluctuations in index rates, there may be variations in loan repayments.
Legal Audit	Participation banks are subject to regular audits.	Conventional banks are also subject to regular audits.
Return status to the customer	In participation accounts, the profit generated from the accumulated funds is generally distributed 80% to the account holders. Of course, if there is a loss, the system is structured in such a way that the fund holders will bear the loss in proportion to their contributions.	The profit of the account holder is predetermined proportionally according to the system.
Financial Instruments Used	Participation banks use the funds they collect through methods such as murabaha, musharaka, sukuk, takaful, and tawarruq.	Traditional banks, on the other hand, engage in transactions through interest, which is the process of making money from money by providing cash loans. The instruments they use include short-term

		instruments such as repurchase agreements (repos), interbank markets, and treasury bonds, in which banks also invest.
Assurance of Funds Collected	The funds collected by participation banks are under the guarantee of the Savings Deposit Insurance Fund (SDIF).	Traditional banks, like participation banks, are also under the guarantee of the Savings Deposit Insurance Fund (SDIF).
Risk Assumed	In participation banks, the utilization of collected funds in the real economy is fundamental, and since there is an investment partnership between the participation banks and the fund holders, risk is always present.	In traditional banks, interest is charged at predetermined rates. Therefore, there is no risk in the traditional banking system.
The status of distributed profits in relation to the Income Tax Law (GVK)	The profit shares distributed by participation banks are considered as securities income according to Article 75/12 of the Income Tax Law No. 193 and are subject to income tax.	Similarly, deposit interest is also considered as securities income according to Article 193 of the Income Tax Law and is subject to income tax.
Return Distribution	There is no legal limitation in participation banks.	There are limitations on deposit interest rates.
Professional Association to Which They Belong	It is mandatory to be a member of the Banks Association of Turkey.	It is mandatory to be a member of the Participation Banks Association of Turkey.

Comparison in Terms of Sectoral Data

As of 2024, there are 33 deposit banks and 9 participation banks in the banking system in Turkey. In this section, Participation and Deposit Banks will be compared based on criteria such as "branch number, total assets, total deposits, total loans, capital adequacy ratio, profit/loss, and non-performing loans."

Table 2: Participation Banks Statistics for the Years 2019-2023

Years	Number of Branches (Domestic)	Total Assets (Billion TRY)	Total Deposits (Billion TRY)	Total Loans (Billion TRY)	CAR	Profit/Loss (Billion TL)	Non-Performing Loans (Billion TL)
2019	1176	284.459	215.456	136.202	18	2.438	7.763
2020	1251	437.146	321.405	222.349	18	3.717	8.713
2021	1307	717.338	556.418	335.912	19	5.468	11.225
2022	1375	1.187.615	891.066	578.679	21	29.699	9.114
2023	1455	2.040.850	1.516.367	905.721	21	53.250	9.855

Source: Banking Regulation and Supervision Agency (BDDK)

Table 3: Deposit Banks Statistics for the Years 2019-2023

Years	Number of Branches (Domestic)	Total Assets (Billion TRY)	Total Deposits (Billion TRY)	Total Loans (Billion TRY)	CAR	Profit/Loss (Billion TL)	Non-Performing Loans (Billion TL)
2019	10063	3.904.022	2.351.289	2.307.033	18	40.986	140.631
2020	9802	5.281.462	3.133.673	3.089.297	18	48.688	140.843
2021	9651	7.882.809	4.746.356	4.149.398	18	77.608	144.622
2022	9515	12.340.649	7.970.075	6.513.823	19	380.040	149.852
2023	9347	20.166.457	12.703.999	9.670.580	18	450.573	160.827

Source: Banking Regulation and Supervision Agency (BDDK)

When the above tables are examined, it can be observed that the number of branches of deposit banks, which was 10,063 in 2019, decreased to 9,347 by 2023, indicating a decline in the number of branches. In contrast, the number of branches of participation banks, which was 1,176 in 2019, increased to 1,455 in 2023, showing a growth in the number of branches over the years. Looking at the total assets, deposit banks had a total of 3.904 trillion TL in assets in 2019, which increased to 20.166 trillion TL by 2023, marking an approximate 5-fold increase in total assets. On the other hand, participation banks had a total of 284.455 billion TL in assets in 2019, which grew to 2.040 trillion TL by 2023, representing an approximate 7-fold increase in total assets over the years.

When total deposits are compared, it can be observed that deposit banks, which had a total of 2.351 trillion TL in deposits in 2019, reached 13.334 trillion TL in total deposits by 2023, reflecting an approximate 5.5-fold increase in total deposits.

In participation banks, the total deposits, which were 215.456 billion TL in 2019, increased to 1.516 trillion TL by 2023, reflecting an approximately 7-fold increase over the years. On the other hand, when examining total loans, deposit banks, which had total loans of 2.307 trillion TL in 2019, reached 9.956 trillion TL in total loans by 2023, showing an approximate 4-fold increase. In participation banks, total loans, which were 136.202 billion TL in 2019, grew to 905.721 billion TL by 2023, indicating an approximate 6.5-fold increase over the years.

In 2019, the capital adequacy ratio of deposit banks was 18. Despite an increase to 19 in 2022, it was observed to return to 18 by 2023. In participation banks, the capital adequacy ratio, which was 18 in 2019, rose to 21 by 2023, indicating a continuous improvement in capital adequacy over the years. On the other hand, deposit banks, which had a total profit of 40.986 trillion TL in 2019, reached a total profit of 526.353 trillion TL by 2023, showing an approximately 13-fold increase. In participation banks, the total profit, which was 2.438 billion TL in 2019, increased to 53.250 billion TL by 2023, reflecting an approximate 22-fold growth over the years.

Lastly, when looking at non-performing loans, it was observed that deposit banks, which had non-performing loans of 140.631 billion TL in 2019, reached 176.063 billion TL in 2023, showing an increase of approximately 15%. In participation banks, non-performing loans, which were 7.763 billion TL in 2019, increased to 10.202 billion TL by 2023, reflecting an approximately 31% growth over the years.

Conclusion

The Turkish banking sector, with the lessons learned from past crises, now ranks among the strongest banking sectors in the world. For a long time, the banking sector primarily operated with deposit banks, and this was seen as a significant gap in terms of attracting the savings of individuals with sensitivity to interest rates. Participation banks, which focus on managing savings according to Islamic principles for those who are sensitive to interest, have effectively established their presence in global markets and have eventually started operating in our country as well. This has filled a significant gap in the banking sector in our country.

As of 2024, there are 9 participation banks, including 2 digital ones, and 33 deposit banks in our country. By offering various instruments, these banks contribute the savings of individuals back into the economy, providing financing for both private sector and government projects. In our study, we first compared the banking services offered by participation banks and traditional banks. The results indicate that while the general goal in both types of banking is to generate profit, participation banking aims to achieve this profit in accordance with Islamic principles and practices.

In terms of operational structure, traditional banks carry out transactions based on interest, while participation banks operate through profit-and-loss sharing methods. Regarding the use of money, in participation banks, money is not used as a tool for buying and selling, whereas in traditional banking, money serves as the primary tool for such transactions. When it comes to fund collection, participation banks establish partnership relationships with their customers through the Special Current Account and Participation Account, while traditional banks do not engage in such partnership relations, instead offering interest in exchange for the funds they collect from customers. In terms of fund distribution methods, participation banks do not provide funds in cash, while traditional banks mostly distribute credit in cash. Regarding the risks undertaken by customers, in participation banking, profit-and-loss sharing means that customers face the possibility of not making a profit or incurring a loss, while in traditional banking, the interest a customer will receive is predetermined, so under normal circumstances, there is no risk of loss. In terms of legal supervision, both types of banks are regularly audited by the relevant government authorities.

When considering the financial instruments used, participation banks provide funds they collect through methods such as murabaha, musharaka, sukuk, takaful, and tawarruq. On the other hand, traditional banks operate through interest-based transactions, which involve earning money from money by providing cash loans. The instruments they typically use include short-term instruments such as repos, interbank market transactions, and treasury bills. Regarding the security of the collected funds, in both types of banking, the funds are insured by the Savings Deposit Insurance Fund up to a certain limit. Lastly, in terms of the banking unions they belong to, participation banks are required to be members of the Participation Banks Association of Turkey (TKBB), while traditional banks must be members of the Banks Association of Turkey (TBB).

On the other hand, when comparing sectoral data, it is observed that while the number of branches of deposit banks has decreased from 2019 to 2023, the number of branches in participation banks has increased. Similarly, when looking at the total assets, it is observed that the total assets of deposit banks have increased approximately fivefold by 2023. In participation banks, however, there has been

an increase of about sevenfold. When comparing total deposits, it is observed that deposit banks' total deposits have increased approximately 5.5 times by 2023. In participation banks, the total deposits have increased by about seven times.

When examining total loans, it is observed that the total loans of deposit banks have increased approximately fourfold by 2023, while in participation banks, there has been an increase of about 6.5 times. Looking at the capital adequacy ratios, it is observed that the ratio of deposit banks is 18, whereas in participation banks, this ratio is higher, at 21. When evaluating total profit, deposit banks have experienced an increase of approximately 13 times in their profits, while participation banks have seen an increase of about 22 times. Finally, regarding non-performing loans, it is observed that the non-performing loans of deposit banks have increased by approximately 15% by 2023. In participation banks, non-performing loans have increased by about 31%.

In conclusion, both deposit and participation banking continue to grow in Turkey. However, while the country has not yet gained a sufficient share of the global participation banking sector's size, it is observed that the participation banking sector is more aggressive in terms of branch expansion. As the number of branches approaches that of deposit banks, it is expected that other metrics such as active size and profitability will significantly increase in the coming years.

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