

A Comparative Review of Bela and Elele Digital Magazines in Terms of Content

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Abstract

The media industry is being rapidly digitalized in line with the technological advances. Particularly, the magazines are being digitalized to present a more interactive content and to reduce the costs. The digitalized magazines get rid of the printing costs and are issued with a greater volume by overcoming the problem of page limitation. The digital magazines can take more advertisements and place greater number of photograph and news. The women's magazines, which use photographs extensively and try to offer a richer content, try to meet the readers both with printed and digital versions. The women's magazines have greater popularity as they have accessibility and affordability or mostly free availability. The reader, who does not want to buy the printed version, can access the digital magazines from their mobile phone or tablet online or offline after downloading. The choice of Bela which is monthly published in Bulgaria as well as Elele published in Turkey in this study titled "A Comparative Review of Bela and Elele Digital Magazines in terms of Content", are also due to their online accessibility. 11 of the year 2013 issues of the two magazines are analyzed both qualitatively and quantitatively with a content analysis. Since both journals did not published the January issue of the year 2013, 11 issues of them are examined. Since the latest digital version of the Bela magazine is the 2014 March issue, the year 2013 is chosen as the closest date to today. The type and number of news, photo usage rates, the distribution of advertisements constitute the main elements of the study. The examination show that the contents are heavily similar to each other although the countries and cultures are different. The news on fashion, beauty, personal care, health and sexuality are among the indispensable news of both magazines.

Keywords: Bela Magazine, Elele Magazine, Digital Magazines, Woman's Magazines, Turkish Magazines, Bulgarian Magazines

Introduction

Women's magazines are periodically published magazines whose target audiences are women and who has content based on the interest of women. The women's magazines publish similar content in almost every country in the world despite the changes through the local codes. Fashion, beauty, personal care and astrology are among the indispensable subjects of all women's magazines. The content, target audience and reading rates of the magazines vary depending on parameters of the country in which they are published, such as population, education, income and women's employment. These parameters in Bulgaria and Turkey, which constitute the focus of our work, are important.

Socio-culturally, women's habit of reading books in Bulgaria are directly proportional to their habit of reading magazines and newspapers. While the women living and working in cities focus mostly on fashion and decoration magazines, women living in villages prefer tailoring and embroidery magazines. However, with the transformation of the country into a capitalist form the young female population between the ages of 25-45 improved their connection with the outside world and inclined towards fashion and tabloid news and the magazines with such content.

While the women who live and work in the city spend more time in reading newspapers, magazines and books, the women living in the village and mainly earning their lives by farming cannot spend time for reading as the amount the urban women do. In addition to amount of time spent, when

we add the level of income to this assessment, while the urban women have the opportunity to buy newspapers and magazines, the rural women can only find this opportunity once a month.

According to the year 2014 data, the monthly income of urban women between the ages of 20 to 40 who are employed in the jobs like cashier service, secretariat or sales-marketing have a monthly income of 480-530 leva, while the rural farmer women earn monthly income of 200-300 leva (annual product sales vary between 2000 to 4000 leva) by selling the products they grew (<http://www.nsi.bg/bg/content/4050/възраст>, E.T. 20.10.2017). As a result, women who can barely earn their living behave frugally when spending on their areas of interest. Although there are some variations in these figures among the years, the general trend remains almost at the same level.

The total working population in Bulgaria is 3,016,800 in 2016. While the rate of working women is 44.3% in total, 53.8% of them live in urban areas and 37.1% live in rural areas. As to the age range by the total working population ratio, it is 69.9% in the range of 23 to 34 and 79.9% in the range of 35 and 44. The proportion of those who have received higher education is 71.3% and the rate of those who have received secondary education is 55.6% (<http://www.nsi.bg/bg/content/4009/заети-лица-и-коефициенти-на-заетост-национално-ниво-статистически-райони-области>, E.T.20.10.2017). When the level of education is high in the country, the economic development and income level are inversely proportional with the education, when the studies made are compared.

While reading rates are high in the country, book reading habits have been culturally more developed. In Bulgaria, which have big libraries in even the villages, people have had the opportunity to access books. When the total population ratio is assessed in Bulgaria, the rate of those having higher (university graduation) education is 89.8% according to the 2016 data. On the gender basis, it is 45.1% for males and 61.2% for females. The reading rate of those aged between 24 and 34 is 47% while it is 45.4% in the age interval of 35 to 54 (<http://www.nsi.bg/bg/content/3691/население-според-четене-на-книги-по-пол-възраст-образование-статус-в-заетостта-и>) In Turkey, where the population ratios differ greatly in comparison with Bulgaria, the situation is more striking in terms of population-reading ratios.

Although the newspaper circulation in Turkey is inadequate when compared with population ratios, these ratios are even lower in magazines. The majority of monthly magazines do not see the figure of five thousand. This is also valid for women's magazines. Even though there are many more women's magazines in comparison with Bulgaria, their circulation is very low. Considering the population, education, literacy and female employment rates in general, it is expected that the magazines will have higher levels of circulation and content quality.

According to 2016 figures of Turkey, the male population has reached to 40.043.650 with a rate of 50.2% and the female population has reached to 39.771.221 with a rate of 49.8%. In 2015, the population percentage of illiterates aged 25 and over was 5.4%, which was 1.8% for men and 9% for women. The population percentage of high or equivalent school graduates aged 25 over was 19.5%, which was 23.5% for males and 15.6% for females. The population percentage of college or university graduates was 15.5%, which was 17.9% for males and 13.1% for females. According to the results of the household labor force survey, in 2015, the employment rate among the population aged 15 and over was 46% in Turkey, which was 65% for men and 27.5% for women. Among the population aged 15 years and over, the labor force participation rate was 51.3%, which was 71.6% for males and 31.5% for females. When the labor force participation rate is examined in accordance with the education level, it is seen that as the level of education increases, the women participate more in the workforce. The labor participation rate of illiterate females is 16.1%, while it is 26.6% for pre-high school-graduate females, 32.7% for high school-graduate females, 40.8% for vocational or technical high school-graduate females, and 71.6% for higher education graduate females. According to the results of income and living conditions survey, annual average prime job income of females having higher education was 29.238 TL, which was 16.124 TL for females having high school education the date of 2015. The annual average prime job income of females who have not completed any level of education was 8.528 TL (www.tuik.gov.tr/PdfGetir.do?id=24643). While the figures prove a great potential, they do not reflect to the magazine readership.

The target audience is large, as well as the number of magazines to address it. Many national and foreign magazines like Elele, Elle, Enda, Cosmopolitan, Aysha, Burda, Kadın and New Beauty are meeting with the readers. The content of the magazines mainly appeals to the

urban population. Among the urban population, it appeals to upper income level in terms of income and social status. While the magazines are prepared in a way to attract the attention of almost every woman, the women from lower levels in terms of status and income cannot afford them. However, they can access to the digital issues of most of these magazines.

In Bulgaria, the digital magazines covering the women's health and fashion are Rozali, Eva, Jenata, Blasik and Bela. The digital subscription of global fashion and health magazines like Cosmopolitan, Elle, Glamour are also present in the country. Among them, the Bela magazine was chosen because it is a national magazine, is conceptually more professional when compared to other national magazines and is having a wider woman target audience.

A Review on Bela Magazine

Bela, a women's magazine in Bulgaria, has begun the publishing on 19 February 1998 as a women's magazine managed by men and "without sales anxiety" in their words (<http://bela.bg/%D0%B7%D0%B0-%D0%BD% D0% B0% D1% 81% />). The magazine, which is published with the slogan of "for women who know and do not know what they want" has been digitalized and shared its pages in pdf format in its web page since 2007. The magazine is published monthly but there are also issues covering two months as this period is sometimes not followed. The first issue was published from 3.75 leva, while price of the 192nd issue which has become available in the web site in 2014, was 4.30 leva. The magazine does not have a standard number of pages while the first issue on the web (<http://bela.bg/archive/2007/01-2007/bela-nov-broi.pdf>) has 148 pages. The 192nd issue (<http://bela.bg/archive/2014/03-2014/bela-nov-broi.pdf>) which is the last issue uploaded to the web site was published in 100 pages.

The Last issue to be share online (<http://bela.bg/>) is the 192nd issue, in 2014. As of 2017, Bela, who has transformed from the magazine character to the web journalism, continues to be published in Sofia via <http://bela.bg/> in categories such as Fashion, Beauty, Health, Life Style, Celebrities, He and Me, Bela House and Destination.

The main element of the magazine's content is the astrological news. When all the issues of the magazine are examined, it is seen that nearly 10 pages -and even more in some issues- are dedicated to astrology in in almost all the issues. Especially news about the lunar calendar is among the indispensable news within the category of astrology. In the magazine, the topics of fashion, make-up, beauty, health and personal development are prioritized. In the magazine where special attention is paid to the health articles, the articles on sexuality were mainly included in the scope of sexual health and within the frame of giving information.

The use of photographs in the magazine is not as high as it is in the Turkish magazines. There is no standard in terms of the quality of the photographs. The photograph quality is not in adequate levels. While the quality of the photographs is low, the photographs used in the articles on sexuality are extremely daring ones (Bela, 2008/125:125). Covering sexuality related articles and photographs since the first issue (Bela, 2008/125:85-86 / 107-108), the summer issues have been particularly remarkable. When all the numbers of the magazine (<http://bela.bg/%D0%B0%D1%80%D1%85%D0%80%D1%85%D0%B8%D0%B2/>) are examined, it is seen that sexuality-related articles and photographs are increasing particular in the June, July and August issues. The other point that distinguishes the magazine from its Turkish counterparts is the fact that most of the articles are given as a sex article (Bela, 2014/192:64-66).

When the rate of placing advertisements in the magazine is considered, cosmetic product advertisements comes first. Clinical advertisements, doctoral advertisements, beauty center advertisements constitute other prominent advertising areas. While advertisements are dominated by the domestic brands, these brands are usually the same ones with limited numbers. The advertisements are tried to be placed in line with the article content, but this is not valid for each case. When the image and graphic quality of the advertisements are considered, it is seen that the magazine could not achieve a standard quality (<http://bela.bg/archive/2007/01-2007/bela-nov-broi.pdf>). Some advertisements have high level of graphical quality while some just looks like advertisements in the local press.

Some of the advertisement photographs, as it is in the article content, use photographs appealing eroticism or sexuality (<http://bela.bg/archive/2007/01-2007/bela-nov-broi.pdf>).

A contextual transformation is seen in the magazine which we have examined 11 of its issues starting from January in 2013. Four to five issues of the magazine are somewhat distinct in terms of content, advertisement and photography. The magazine has almost been transformed into a photographic encyclopedia which firstly aims to inform the intellectual reader. It was tried to remain away from photos and articles with sexual content and to use less number of photographs. Shortly after this transformation, the magazine continued to follow a line closer to the former one, and adopted an even daring publication policy in certain issues. Especially the increase in articles on sex and the prioritizing of the nudity element in the photographs are important indication of this.

179th Issue

A photograph a local model was used at the cover of the 179th issue which was published as 100 pages. It was published as a special astrology issue with 14 articles, 20 photographs and 12 advertisements. The introduction of the magazine is on the meaning of Moon and special analysis made on the details of each cycle of the moon. The main content of the magazine consists of relationship between the Moon and astrology and the mystical meanings of relevant symbols and signs, The Moon calendar by months, astrological health information, Chinese astrology and monthly horoscope comments for 2013. (Bela, 2013/179).

A comprehensive and graphical study was made which includes grabbing the moment of the Moon (Bela, 2013/179:4), Moon Calendar (Bela, 2013/179:30-53) and the changes in the lives of individuals according to the Moon's condition. The photographs and shapes used to support the articles are small, looking like a book format, but are instructive. A great part of the images used in the magazine are astrology-related photographs showing Space, Moon and constellation of planets.

Although the photographs used in the magazine targets women perception, a healthier appearance and marketing for life is at the forefront. For example, in cosmetics advertisements, a skin image in the form of porcelain (Bela, 2013/179:4), (Bela, 2013/179:11) was used. In health-related advertisements, child photography is used to instigate maternal instinct (Bela, 2013/179:67).

The magazine has a low profile in terms of advertisement which placed 4 cosmetic advertisements (skin and hair care products), 2 educational advertisements (foreign language education and private school), 2 clinics advertisements, 2 natural tea advertisements, 1 furniture decoration advertisement.

The number of advertisements is quite small compared to Elele and the quality of the advertising graphics is also quite low (Bela, 2013/179: 3). Most of the products advertised are brands of herbal products (Bela, 2013/179:11), (Bela, 2013/179:17).

180th Issue

In the issue, published as 84 pages, the subject of "meditation techniques for a better life" was dealt. In the cover of the magazine, a photograph of the local female model was used again. The issue places 28 articles and 72 photographs. There are a lot of articles like "Mercury's lightness", "begonias will blossom", "the excitement of the month, a diet for quitting smoking", "limitless shopping", "the proposal of fashion designers", "the color choices in clothing fashion", "cosmetic secrets at home", "everything you want to know about blood" (Bela, 2013/180). The magazine also covers sexuality related articles which give the headline of "do not think, do touch" which questions as to why the sexual relationship among women and men does not rely on trust (Bela, 2013/180:56-57). The emphasize is placed on healthy sexual life mostly by using fewer number of photographs in sexuality-related articles.

Although it is aimed to attract the attention of women in the photographs, there is an advertisement-based focus with recommendations for healthy appearances and a healthy life in this framework. (Bela, 2013/180:32-33). Particularly in the health articles, a consumption culture was tried to be instilled while the contents were supported by pictures of children and elderly people (Bela, 2013/180: 43-44). In this respect, "do limitless shopping" article made just before "the fashion trends" article is remarkable (Bela, 2013/180: 5). The issue mainly deals with the subject of healthy live (Bela, 2013/180: 43-44). While the expert opinions are given in these articles, the photographs of the health clinics with clearly visible names at the end of or next to the articles are attention-grabbing (Bela, 2013/180: 45). The photographs used in the magazine are often informative and in small dimensions, having the form of photographs used in books (Bela, 2013/180:67).

There are 30 advertisements in the magazine which include 7 cosmetics advertisements (skin and hair care products), 3 educational advertisements, 3 radio advertisements. Other advertisements include cargo, casino, clinics, concert, furniture.

The first pages devoted to women's fashion trends target the consumption habits (Bela, 2013/180:6-11). In Bela magazine, as well as in Elele, the brands are advertised by presenting the products with their brands. For example, in the article of “your color choice”, in the 10th page of 180th issue, product advertorials are made based on the colors determined in the concept. The brands of the products are given along with their designers (Bela, 2013/180: 10-11). Besides, while dealing with the subject of the societal role of women is considered as a positive information sharing, the advertisements given through the article worth thinking.

The article of the “Skin Care in Spring”, in the health and beauty section of the magazine, gives information on the skin care. This information giving have advertisement purpose, but it also touches on home made products. In the question-answer section on page 17, while there are questions about skin care, an advertisement of beauty center named "Magama" is just next to the article. On the 18th page news about skin care is on going. In the article of “Self-cosmetic”, in other words “beauty expert of your own”, home-made skin care masks are touched on. The next page is devoted to a full-page advertisement of a cosmetics brand (Bela, 2013/180:16-19).

There are usually the advertisements of same brands in the magazine. For example, the German-origin M. Asam, a skin care brand, has an advertisement in almost every brand (Bela, 2013/180:19).

181th issue

The cover topic of the magazine which was published in 84 pages is “family and mentors” (Bela, 2013/181: 40-43) while the cover photograph is that of a local model.

There are 29 articles in the issue including “Say Hello to the Spring”, “New Cuts in the Fashion”, “Heights, Colors and Combinations”, “Stile File”, “April Choice of the Magazine”, “Preparation to the Beach Season”, “Say Good Bye to Smoking”, “Our Body is not a machine”, “Fastest Body Exercises”, “Make-up recommendations, Colors Enrich the Eyelash” and “Truths and Falsehood on Menstruation Periods”.

Sexuality is covered in this issue as it is in almost every issue. “Perception and Sex” and “Non-standard Libido” (Bela, 2013/181:54-55) are sexuality articles of this issue. Cloth presentations and suggestions, a standard of the first 7-8 issues are also included in this issue. Season's dressing suggestions are made without mentioning brands (Bela, 2013/181: 6-9). The 181th issue includes, in detail and widely, the articles related to skin care, skin health and health in general. There are advertisements of the clinics of the doctors at the end of the pages who are guests of these pages (Bela, 2013/181: 31-38).

It is also noteworthy that the number of pages dedicated to astrology is quite large (Bela, 2013/181: 65-79). Even though most article headlines do not use the imperative mode, they evoke the feeling of “I must do it, I must be like that” in the reader. In the article about the make-up suggestions in page 26, small photographs are used to create charm and desire (Bela, 2013/181:26-27).

There are 101 photographs in the issue. Most of the photographs are nature-like woman photographs (16) reflecting natural life, albeit using make-ups. This is followed by 15 food and meal photograph as well as diet and recipe photographs.

Although the advertisement pictures added after and before each of the articles seem to be the supportive of the articles, in fact, it gives the impression that the articles are supported by the advertised brand (Bela, 2013/181:31-38).

There are 32 advertisements in the issue and cosmetics industry comes first with 7 advertisements, followed by 4 radio advertisements.

All advertisements are not compatible with the content of the articles on the page they are included with the articles. For example, on page 181, there is a coffee machine advertisement alongside the sexuality-related article (Bela, 2013/181:55).

182nd Issue

29 articles are used in the 182nd issue. In the magazine where the photograph of a local female model was used at the cover, the cover subject is "I believe in myself, I don't believe in myself! Neurons of spirituality". This issue deals with diversity of beliefs and spirituality, while more emphasis was placed on eating habits and diet. Although there are articles about personal development, it is an issue focusing more on the aesthetic and external image. 12 of the articles are on diet, fashion, beauty and skin care. 7 articles are on spirituality and personal development and one is about child development. This shows that the magazine appeals to conscious woman consumers (Bela, 2013/182:65-79).

Other noticeable articles are the education article titled as "Early beginner kids learn earlier" (Bela, 2013/182: 48:50) and indispensable horoscope comments.

68 photographs were used in the magazine, which is a decrease compared to the previous issue. A photograph of a learning, investigating, well-groomed and modern woman was chosen for the cover. In the photographs used for hair care in cosmetics advertisements used two different female images, one of which is more courageous and self-confident woman while the other is a shy woman. In skin care advertisements and informative articles, smooth skin appearance with clearer beauty is at the forefront. Smaller dimension women model photographs are chosen for fashion and style articles, conceptually product-focused more vivid photographs are preferred. In addition, the photographs used for dietary articles use photos of women who escape from foods with too much calories. In general, informative and healthy live-focused photographs are chosen.

There are 32 advertisements in the magazine: 6 cosmetics advertisements, 3 coffee advertisements, 3 detergent advertisements, 3 radio channel advertisements and 2 private doctor advertisements.

183rd issue

The cover subject of the magazine is the "Woman at the Cashier". There are 29 articles in the issue while the remarkable ones are "Do not only know, but also apply", "Jeans choices", "June choices of the Magazine", "Your wrinkles are the same as your mimics", "The importance of oxygen", "Bronzed skin vs white-skin", "The causes of pigment spot the skins", "Thirstiness or fashion", "Harvests of a stressful life", "Role models for Women", "Freedom is nakedness".

Among the suggestions of the fashion section, which is the classic of each issue, are brands and designers, where only the photographs of the products are given as well as the suggestions of color, model and combination (Bela, 2013/182:6-8). As it is in Elele, without solely telling the name of the brand, the brand is directly introduced and then the pages mention about what the product is for (Bela, 2013/183:11).

55 photographs are used in the magazine while the cover photograph belongs to a local female model. The photo is deliberately connoting sexuality. The dressing of the model is normal as she wears t-shirt and pants, but her underwear is shown above the low-cut pants, which is a deliberate connotation of sexuality (Bela, 2013/183). The same can be seen in the articles about the jeans on the page 6. Here, too, photography is used to make sexual connotations with topless wears over pants (Bela, 2013/183:6). The photographs that make the connotation of sexuality were increasingly used in the magazine. In addition, the quality of the photographs is also increasing compared to the previous issues.

High resolution photographs were used in the articles of "5 suggestions for healthy dancing of your hair" (Bela, 2013/183:24) and "sweetness of salted water" (Bela, 2013/183:40-41).

The photograph and article combinations were mainly based on sexuality. The two photographs used in the article which answers the question of "bronzed or white skin?" are relevant but they reflect the sexuality of woman with emphasis on a single-type woman (Bela, 2013/183/20-21). The usage of woman as a sexual object with a model wearing bikini in the article on the benefits of salted water has no relevance with the subject (Bela, 2013/183/27). Besides, there are very happy women shopping in the photographs related to the cover topic.

The consumption is encouraged in the issue and especially in the articles on cosmetics, the motif is smooth skin and bright vibrant hair (Bela, 2013/182:18). Photos of women having beautiful smooth skin are preferred even for photos of women waiting to pay at the cashier (Bela, 2013/183:40-41).

The consumption culture is reinforced with advertisements on the article pages, or advertisements just before or after the articles.

The magazine transformed from a book to a magazine and found its true identity. The photo quality has increased, and the photographs have become drastically bigger. The increased quality of the photographs is not only in the photographs that appeal sexuality but also in all other matters. For example, even next to the editorial post in the introduction, a large-size colorful relevant photo is used (Bela, 2013/183: 3). The same is seen in the 184th issue of the magazine (Bela, 2013/183:3).

Although the photographs used throughout the issue seem to be consistent with the subjects, they try to influence the women and family life and to trigger consumption, when reviewed carefully.

There are 28 advertisements in the issue while the cosmetics advertisements are at the top again. The mostly advertised areas are listed as 7 cosmetics, 3 radios and 2 coffee advertisements. Education, casino, holiday, clinic and holiday are among the other advertising sectors.

In this issue, the quality of the graphics and brightness has increased, and the sexuality has come to the front stage again (Bela, 2013/183), (Bela, 2013/183:17).

184. issue

The 184th issue was published in 84 pages; whose cover topic is Food Hegemony and Slavery and the cover photo belongs to a local model. The issue has 33 articles while the subjects of family health and women interest are at the front stage. Some important articles are “Cream of the House”, “Iconography”, “Flower-pattern Fashion”, “Choice of July”, “Youngness to A Some Extent”, “Not-Aging Lady Stars”, “Facts about Slimming Creams” and “More Permanent Tanning”.

85 photos were used in the issue. Although the cover photo is related to the main theme of the issue, the exposure of the female model has sexual content. The happy family photo used in the editor's introductory article is associated with healthy nutrition. Icon paintings and mother - child photography reflect the Bulgarian tradition (Bela, 2013/185:3).

The photographs used in the fashion headline are consistent with the information provided and casual clothes are marketed. Portrait photographs of Hollywood actresses have been selected under the title of “Not-Aging Stars”. It is emphasized that everybody can be like these celebrities. The diagram pictures used in the article related to lymph drainage, pulse and varicose vein are informative.

Among the photographs of the articles on sexuality, only one of them shows a couple in dialogue while the other three are in sort to be seen in magazines like playboy (Bela, 2013/184:148-149).

Perception management in the photographs is usually about sensitivity of women on healthy life and the compositions of natural, pure and healthy women. As it known that the regeneration feeling instigates woman, the perception is tried to be directed towards that way.

There are 30 advertisements in the magazine which are as follows: 8 cosmetics advertisements, telephone line advertisement, ironing advertisement, glasses store advertisement, lemonade advertisement, 2 concert advertisement, sports hall advertisement, hairdresser advertisement, 2 coffee advertisement, tourism agency advertisement, language school advertisement, 2 furniture decoration advertisement, DIY store advertisement, 3 radio advertisements, cargo company advertisement, e-magazine advertisement, aesthetic center advertisement and a casino advertisement.

185th issue

The 185th issue with a cover topic of “Body close to Ideal” was published in 84 pages. The cover photograph of the magazine is a photograph of a foreign model with bikini.

There are 31 topics in the issue where the themes reinforcing the perception of “Woman rules” and orientating the woman reader are chosen. The articles which are at the forefront of the issue are “Blue Summer with Fashion”, “Our August Choice”, “Body close to Ideal”, “Naked or Clever”, “Anti-Cellulite”, “Zumba Time”, “Suggestion for Epilation”, “Sweat and Bitter Snacks for Slimming”, “Super Products for Super Ladies”, “Common living Field for Millions of People”, “Transform your Darling into a Good Daddy”.

63 photos are used in the issue. The cover photo suits to the perfect body theme while the created perception is that fit and slim body is a healthy one. This perception was strengthened by the sea and beach theme.

The selected fit and slim model photos for the ideal body prioritize sexuality. From the page 14 to 23, the photographs accompanying the article with the theme of “body like that of a model” are going beyond the connotation of sexuality, but are indeed pure nudity (Bela, 2013/185: 14-23). The photos chosen for the “Naked or Clever” theme do not reflect the model of a clever women, just the nudity is used instead. The graphic is relevant under the title “I have nothing to wear”, but using the motif of a woman without clothes aims to instigate the shopping instinct.

The photographs of the issue are mainly aiming to evoke the feeling of desire to excellence and create a woman perception which are not satisfied with the natural appearance and can't be happy. The woman is placed into the position of ruler in the photographs used for family, health and child life.

The photographs used in health-related articles were chosen appropriately for the subject. But the photograph used for the subject leads to a perception that normalizes degeneration and exhibits an attitude that does not fit the general norms of the society.

There are 32 advertisements in the 185th issue while the mostly advertised areas are cosmetics (5), coffee (2), show (2) and radio (3).

186th issue

1 foreign and 1 local female model is used on the cover of the magazine. There are 32 articles in the issue while the cover topic is “Idle bees do not make honey”.

Some of the remarkable articles are “At 6:00 pm in front of the Gallery”, “the First 5 Rules of Stylish Color Combinations”, “Our September Choice”, “Cloth Choice for Body-Type”, “Woman Beauty does not Resign”, “Emergency Aid for our Skin after the Holiday”, “Healthy, Bright and Soft Hair Models”, “Hearth Pain”, “Endless Insomnia”, “Snacks for Sleeping” and “I want sexy spansks”. The perceptual focus of the articles is mainly on “woman” and “maternity”.

88 photos were used in the issue. In the photographs, the single-type beauty perception is at the front stage, while the photographs in the health articles fit to them.

The photographs used in the articles of sexual information giving are excessively erotic as they include sex positions (Bela, 2013/186: 48). The photos chosen for the fashion section are relevant, but they aim to instigate consumption by evoking the need to renew. Psychological weakness of women was used in the photographs. They are not marketing-focused but are indirectly instigating shopping.

There are 30 advertisements in the issue as follow: 5 cosmetics advertisement, toothpaste advertisement, male shampoo advertisement, shower gel advertisement, book promotion, coffee machine advertisement, smart tablet advertisement, cinema promotion, furniture decoration, 2 show promotions , insurance company presentation, hairdresser advertisement, 3 clinics advertisements, tourism agency advertisement, sports hall advertisement, fair promotion, DIY advertisement, 3 radio channel advertisement, cargo company advertisement, e-magazine advertisement and casino advertisement.

187th Issue

The issue was published in 84 pages with 31 articles and a cover topic of “My nephew is like a fairy tale hero”.

Some remarkable articles are “Fan of Mom”, “11 hits of the September”, “Pastel Colors”, “October Choices”, “The Most Expensive Five Products”, “Basic Steps of Make-up”, “Schizophrenia, Mammography, the future of In Vitro Fertilization, New Types of Complexes, Non-Treatable perfectionists, “Classes for Parents”, “A Series of Frustrations of Love” and “Is Maturity Sexier?”.

The subjects of the articles attract the attention of women who know and seek what they want. There are also guiding articles for women who do not know what to seek.

61 photos were used in 187th issue. In general, photos of female models are preferred. The cover photograph of the magazine belongs to a foreign model. In this issue, mostly marketing and consumption advertisement photos were used. Encouragement is at the forefront of the photographs (Bela, 2013/187: 6-8). In addition, the articles about psychological topics include photographs that use women as sexual objects. On pages 14 and 23, such photos are used.

There are 31 advertisements in the magazine. Main advertisements are 6 cosmetics advertisements, 3 clinics advertisements, 3 radio channel advertisements, 3 furniture advertisements and 2 fair advertisement. Some of the other advertisements are sports hall, e-magazine, tourist agency, cinema, small home appliances advertisements.

188th Issue

The issue includes 33 articles and while the topic of the cover is private life and work life.

The perception of the titles is single women who has interest in novelty and in motherhood. Some of the remarkable articles are “November Rain”, “New Coat Fashion is Here”, “Our November Choice”, “Fast or layered”, “The Skin Looks Like a Clock”, “Antioxidants in cosmetics”, “Useful oils”, “Gluten-Free Diet”, “Drugs for Slimming”, “Private life or Career?”.

40 photographs were used in the magazine. The photo of the cover of the magazine is a photograph of a local female model. Women’s interest in novelty is used in the magazine and their tendency to make novelty has revived the consumption perception.

The sensitivity of women to change using novelty curiosity in the photos revived the perception of consumption.

The photographs in the articles of social life and family in the 58th and 56th pages show a return to the previous intellectual versions of the magazine. Even in the article on sex on page 48, a photograph reminding the old line of the magazine is used.

There are 27 advertisements in the magazine in which cosmetics come first again with 7 advertisements, followed by radio advertisements, as usual. There are 3 radio channel advertisements. Other advertisers are clinics, white appliances, book, coffee machine, beauty salon and telephone line.

189th Issue

90 photographs are used in the issue where the topic of the cover is “new year”. The photo of the cover is a photograph of a local female model.

The magazine, which is composed of 29 articles and is published with the theme of 'New Year', dealt with the topic of Women’s feeling of having the beauty without rival and the topic of motherhood is prioritized.

Some remarkable articles are “Enjoy your new 2014 cloth”, “Real Accessories”, “For You”, “Reinforced, elastic and wet skin”, “The More Correct for the Eye’s around”, “Hot Chocolate Mask”, “Fabulous New Year’s Manicure”, “Men’s Favorite Make-up”, “Looking for an Hair Dresser”, “Happiness During Diet” and “Breath illnesses”.

It is noteworthy that Christmas decorations, clothes, pine trees and ornament products are used as marketing tools, on which are a lot of articles and photographs.

Another noteworthy point regarding the photography in the 189th issue is that the model photographs used even in the beauty contest are small, without detail and sexual connotation (Bela, 2013/189: 43). Although photographs with sexual connotation are used irrelevantly in articles as photograph of the articles, the opposite is chosen in this article. At the forefront of the photographs are efforts to create a perception of governing marketing and consumption habits, covertly dealt for women and children.

Despite the fact that some photographs of the magazine do not seem to be interesting even in the normal photographs that support the articles, the opposite has been made in this report. In the overall picture, efforts to create a perception of managing fine-tuned marketing and consumption habits on women and children are preliminary.

31 advertisements are used in the issue and cosmetics again dominates with 10 advertisements. Clinics still are among the most advertising sector together with radio channels.

A Review on Elele Magazine

It has been published since 1976 and is one of the oldest magazine of Turkey. Elele, a monthly periodical magazine, is published by Elele Doğan Burda Dergi Yayıncılık ve Pazarlama A.Ş. It is published from the perspective of woman with a policy of “each woman will find something from herself, because Elele explains everything in woman’s language”, in their words. It covers many titles from fashion to beauty, technology, automobile, decoration and psychology (<http://www.doganburda.com/yayin-detay/moda-kadin/aylik/elele>). The printed version is sold for 9 TL while it can also be followed online from <https://www.elele.com.tr> with the categories of “Fashion, Beauty, Relationship & Sex, Celebrities, Food, My Baby, Health, Astrology, Elele Tv, Galery Plus+”.

We have examined the 11 issues from February 2013. The content and photograph quality of the magazine is quite high. The photographs are very professional and many of the perceptions are made over the photographs. The photographs, used in the place where the articles and advertisements are given together, are well positioned to influence the consumption culture and make the advertisement of the product. There are a lot of advertisements in the magazine while many of the articles are tabloidized and completely have advertorial purposes. The photographs of the celebrities in the cover are given under the interview, but it can’t yet relieve from the influence of advertisements. Even the dresses of the celebrity in the cover are products of national and global brands.

Along with the facts of advertising and tabloidization in the magazine, sexual content is also quite high. Many sex tests, given under the title of tests, are among the indispensable part of almost all the issues. Another drastic finding is that there is a title on sex in the cover of 10 issues out of the 11 issues we examined. Right under the “E” letter of the “Elele” in the cover exists a title on sex: “What is Good Sex?” (2013/2), “Catch the Happiness in the Bed! Truths about Orgasm (2013/3)”, “Add movement to Sex! Do these exercises” (2013/4), “Working in the Bedroom Killed the Libido” (2013/5), “The Sex Season Stirs up the Sun” (2013/7), “Excellent Sex! We Crack the Password” (2013/8), “Sex at First Sight, The Power of Sexual Compatibility” (2013/9), “The Trendy Sex. Truths making People Sad in the Bed” (2013/10), “Myths of Sex, Mistakes we thought to be Truths” (2013/11), “Test: Are you Cat or Tiger” (2013/12).

Issue 2013/2

The cover topic of the February issue, published in 163 pages, is “True Love”. There are 23 articles in the issue where many subjects are included such as fashion, personal care, celebrities and shopping culture. The focus is “Saint Valentine’s Day” (love, beauty and fashion). Some of the other subjects are sketch, test (learn your sex character), psychology, decoration, food and interview. (2013/2). The perception focus is beauty, fashion, health, psychology and shopping.

There are 100 photographs in the issue the cover photo of which is the photo of Tülin Şahin. The magazine targets the appearance and interest perception of the woman with photographs reflecting stylish and sexy woman images. The photos of the models using such product are creating the impression that “you would look like these models when you use these products”. For example, the cosmetics advertisement uses brightness next to a porcelain-like skin. At the beauty section of the magazine, the statements of “Winter colors are now at the stage for night full of love... Surrender to the colors at this night as never before. Make a surprise and difference!” very well fit to the photograph at the spot part of the article titled “Tracking the Night” (Elele, 2013:62-63). The note that “it is the right

time to use red”, at the upper right corner of the photograph, connotes the lipstick strongly highlighting the lips. The background color is deliberately chosen as black to highlight the photograph. The natural combination of the colors of sun and soil in the eye make-up has shown more natural lenses. A transparent blusher is used in the cheeks, making the porcelain view more highlighted. The lips are taken to fore ground by using velvety lipstick. Bossy but feminine woman photographs were used in the fashion photos of brands.

The make-up of women in the close plan and profile photos heavily used in the following pages aim at increasing the attractiveness of women. For example, there is the following note in the bottom right of the photograph in page 65: “Who can say ‘no’ to the powerful impact of smooth skin and bright maroon lips”. The note very well fits to the photograph. While maroon is used in the lips, a naturel make-up is applied to the face. The photograph, in general, ensures woman’s attractiveness via lips and face by leaving a more naturel form of make-up. This creates the strong and irresistible impact, touched in the note. They are all done for marketing.

In the following pages and throughout the beauty section articles, the articles with content of beauty secrets and the branded cosmetics products (Elele, 2013:60-83) are placed in the same pages. The cosmetics products whose brands and prices are given are taken to the forefront mainly with the photographs of celebrities.

The article “Which lipstick they like?” uses the photographs of Bure Terim, Gül Gölge and Ebru Şallı, in which they openly stated the lipstick brand they use together with their thoughts on lipsticks. Gül Gölge said “I like the matte and velvety red lipsticks. Among the lipsticks I have used for a long time and always kept in my bad is Nars Jungle Red Lipstick” and Buse Terim said “I mostly like fire red. Dior Positive Red is my favorite”. Ebru Şallı said that she preferred the lipstick of Burberry Lip Gloss. right below the celebrities are the photograph and price of the brands of these lipsticks (Elele, 2013:70). This clearly shows how the brands and the articles are intertwined.

What is remarkable in the photographs are perception of beautiful appearance and single-type forms. Particularly, the accompany of the reduced prices with the brands in the photos used alongside the articles aims to increase the consumption.

71 advertisements are used in the issue which cover many fields like home appliances, furniture, footwear and ready-food. 31 of the advertisements are on cosmetics while 8 of them are on ready-to-wear and 4 of them are on magazines, which top the list of the advertisement fields.

Issue 2013/3

The issue is published in 196 pages with a cover topic of “Happiness”. There are 23 articles in the issue which is published as the “Happiness Special Issue”. The remarkable articles are as follows: “Interview with Hülya Avşar on Life”, “Spring-Summer Fashion and the New Season”, “Explore Your Kissing Style”, “Tests on Life and Happiness”, “Fashion Sketches of Dilek Hanif”, “Make your Life Lighter and Achieve Happiness”, “The Man Loosening the Tongue of Women: Ertuğrul Özkök”, “Women Who Adds Other Loves in Their Lives”, “Designs for Spring”, “Spring-Summer Fashion” (2013/03).

The consumption habits are targeted in the pages of woman fashion trends and it was aimed to change the preferences. A photo of a woman with bright hair is used in the article of “Time to Refresh” in page 18, where the emphasize is on the hair. There is an advertisement of Pantene Shampoo right below the note, right of the photo, “How about creating you own spa to relieve from the fatigue of day and to get a refreshed body and soul” (Elele, 2013/03:18). It is tried to create the perception that the freshness can be ensured by using this product.

Although the cover topic is happiness, the supportive photos and interviews are all focused on power, richness, elegance and luxury consumption.

176 photographs were used in the issue while the cover photo belongs to Hülya Avşar. The magazine addresses the world of woman and photographs are relevant to the topics. Along with the photographs used at the articles, the products in the photos are advertised as well (Elele, 2013/03:18). The image perception is targeted, and the advertisement of the product aims to influence on the modern consumer woman.

It is remarkable that women seeming to be strong against the life and happy, which are also famous, are used together with the articles (Elele, 2013/03:76). More striking is that the women in the fashion section reflects masculine characters with pure face impressions. It is required to be criticized that the strength emphasize of the woman is reflected with masculine characters (Elele, 2013/03:120-131), (Elele, 2013/03:111-118). The dress brands accompanying the women photos are given, which provides a perception in subliminal way that the consumption culture should be changed to achieve an appearance of quality and happy. Richness and quality is also at the front stage of the photos in articles on decoration and style.

Another remarkable point with respect to the photographs is that the products are placed by using woman body and beauty although they have no relevance with the entire body. For instance, the perfume advertisement at the rear cover is made over a photograph which prioritize woman body.

78 advertisements are used in the issue with distribution as follows: 19 ready-to-wear advertisements, 2 banking advertisements, 34 cosmetics advertisements, 1 footwear advertisement, 2 alcoholic beverage advertisements, 1 shopping center advertisement, 2 furniture advertisements, 1 home appliances advertisement, 1 accessories advertisement, 3 magazine advertisements, 1 TV serial advertisement, 2 book advertisement, 2 perfume advertisement, 3 esthetics center advertisement, 1 conference advertorial, 1 radio advertisement, 1 fashion esthetics course advertisement and 1 cargo company advertisement.

Issue 2013/4

The issue was published in 216 pages and the cover topic is Color Bang (Spring Trend). The cover photo belongs to Demet Akalın.

There are 20 articles in the issue and the remarkable ones are as follows: “3 Different Fashion Colors of the Spring Summer Season” and question and answer section under the title of “Trend and Style”, interview with Demet Akalın, “Colorful and Noble World of Özlem Süer”, “How Close are you to your Darling?” (test) (Elele, 2013/04).

The perception focus of the articles are summer diet of the women, fashion and woman from men’s eye.

165 photographs were used in the issue. Relevant photographs were chosen for the topic in the magazine which addresses the world of woman. Along with the photographs used at the articles, the products in the photos are advertised as well. The image perception is targeted, and the advertisement of the product aims to influence on the modern consumer woman. It is tried to give the perception that what matters is not having health or knowledge but the impression of having them.

Besides, the usage of cosmetics and the bronze skin color in the photographs under the title of “Hello to the Summer” are remarkable. Although the advertisement pictures added after and before each of the articles seem to be the supportive of the articles, in fact, it gives the impression that the articles are supported by the advertised brand. In particular, the shopping store and the summer school advertisements before and after the article on child development is remarkable.

There are 80 advertisements in the issue. The mostly advertised fields with the distribution is as follows: 16 cosmetics advertisements, 21 ready-to-wear advertisements, 4 footwear and bag advertisements, 7 school advertisements.

Advertisement article relationship is also valid in this issue. The advertisement of a private school just after the “Before the School Ring Bells” in the life page (Elele, 2013/04:136) well proves this.

Issue 2013/5

The issue was published in 196 pages and the cover topic is “Very Sexy”. The cover photo belongs to Eda Taşpınar. There are 21 articles in the issue, while it is remarkable that a woman profile and appearance prevalent in the articles are reflected from the views of particularly famous men.

Some of the remarkable articles are as follows: “Fashion, White Creates the Difference”, “We asked to the Men: Who is an Ideal Woman”, “Sexuality: Who is Perfect in the Bed”, “Sketch: The

Fashion World of Hakan Akkaya”, “Agenda: Keep them in Your Agenda before Spring Ends”, “Travel: Dresden: The Romantic City of Germany”, “Health: Open Your Arms to the Peace of Breath”, “Beauty: Bronze Days, Nail Polish Campaign”.

In the articles, an ideal life is tried to be described with icons. “We asked to the Men: Who is an Ideal Woman” (Elele, 2013/05:46) and the “Color of the Year is Green” (Elele, 2013/04:34) in the previous issue are articles of such sort. The article titled “I am perfect, You are Perfect, We are Perfect” give information on sexuality and tries to describe ideal sexual life (Elele, 2013/05:48-49).

136 photographs were used in the issue. Relevant photographs were chosen for the topic, including the cover photo. Every sort of dressing is considered particularly in the photographs related to the fashion, styles and trends. However, famous and high-career models with high economic status are chosen rather than products more suitable to the overall economic spectrum of the society.

Photographs which aim to infuse the perception of appearance and modernity to the women are used. Besides, the summer holiday and fashion themes of the photographs target the holiday behavior and perception of consumption. In the article titled “Summer is Coming”(Elele,2013/05:214), in the May issue, the beach clothes and accessories are listed one by one and it is emphasized that they make people happy. The photos of beach clothes and accessories are placed in the page and the product of different brands and their prices are included therein. At the left bottoms of that page and in the following pages are articles on Mother’s Day, which reminds the Mother’s Day and tries to push towards consumption. Although the advertisement pictures added after and before each of the articles seem to be the supportive of the articles, in fact, it gives the impression that the articles are supported by the advertised brand.

There are 82 advertisements in the issue. The mostly advertised fields with the distribution is as follows: 19 cosmetics advertisements, 23 ready-to-wear advertisements, 3 food advertisements, 3 furniture advertisements, 4 footwear advertisements, 3 book advertisements and 3 school advertisements.

Issue 2013/6

The issue was published in 196 pages and the cover topic is “Beauty from A to Z”. The cover photo belongs to Özge Ulusoy.

There are 21 articles in the issues while the emphasize is on the how women can understand men and govern the relationship. The fashion trends at the mood of designing woman in every aspect. This situation is also supported by a monthly agenda as to what is required to be done monthly.

In the June issue of the magazine, articles are created that portray an ideal life from sports, nightlife, personal care to shopping lists and used with branded products (Elele, 2013/06:214).

Some of the articles at the fore ground are as follows: “Özge Ulusoy: Novelties in Her Life”, “Fashion: Sea Effect and Beach elegance”, “We Asked to the Men: How Do You Understand That You are in Love” (Elele, 2013/06: 36), “How Many People are There in Your Relationship”, “Agenda: Summer at the Door, Fun in the Street”, “Things to Do in This Summer”, “Questionnaire: Esra Akkaya’s Responses”, “Boutique: Stores Adding Color to the Life”.

There are 155 photographs in the issue where the photos are relevant to the topics. However, they reflect a single-type for women (Elele, 2013/06: 124) like models, weak, tall, etc. It is noteworthy that the photographs are chosen to make an influence on the women to plan, govern and design their lives and trigger consumption. The titles of the “Hakan Akkaya’s suggestions for Summer Dressing”, June’s extra (Elele, 2013/06:197), like “Know Yourself” , (Elele, 2013/06:206), “Make choices for your body-type” (Elele, 2013/06:208), “Sine Qua Non of the Wardrobe” (Elele, 2013/06:216), “Trends of the Season” (Elele, 2013/06:228), “Choosing Bag” (Elele, 2013/06:260) are idealizing the individuals and trying to give shape to the dressing style in accordance with it. This is done by showing the brand.

There are 64 advertisements in the issue. The mostly advertised fields with the distribution is as follows: 19 cosmetic advertisements, 5 ready-to-wear advertisements, 4 furniture advertisements, 3 automobile advertisements, 3 footwear and bag advertisements and 3 food advertisements.

Issue 2013/7

The issue was published in 164 pages and the cover photo 19 news stories belongs to Çağla Şikel. The cover topic is “The Secret of Y Generation”. The perception focus of the articles are women’s motherhood, marital life, relationships and appearances as well as introduction and internalization of fashion and make-up trends.

The main focused areas in the issue are appearance, disconnection and being cheated on, governing the women’s fear and instinct in their psychological world and governing the regeneration perception towards the middle-aged woman.

There are 19 articles in the issue. Some remarkable ones are as follows: “Relationship: They have more than sex in their relationship” (Elele, 2013/07:116), “Agenda: Enjoy July under the Sun”, “Life: A Close View of the Y Generation Which Questions Everything”, “Relationship: Yeşim Varol Şen Looks Closer to the Summer Loves”, “Trend-Style: It is Sunny, the Rising Sun in Your Wardrobe with the Yellow Color”.

The photographs that connotes sexuality are intense (Elele, 2013/07: 78-80). The chosen articles are “Season of Sex” (Elele, 2013/07:50), “The Summer Mood of Love” (Elele, 2013/07:121) while the articles influencing on women are “Iconic Women Changing the Woman” (Elele, 2013/08:56), “How should be the Summer Make-up” (Elele, 2013/08:10) and “We Asked to the Men: The details killing the Attractivity” (Elele, 2013/07:64). In the interviews made with the actors, smartness and appearance are the front plan.

121 photographs are used in the issue while the tendency of photographs is towards the perception of the regeneration feeling in the woman as it is known to be instigating them. Sharing of the fashion photos in a way to cover the famous woman, together with their experiences or suggestions can instigate the consumer who desire to be seen like them.

There are 37 advertisements in the issue. The mostly advertised fields with the distribution is as follows: 8 cosmetics advertisements, 6 ready-to-wear advertisements, 3 book advertisements and 6 magazine advertisements.

Issue 2013/8

The issue was published in 164 pages and the cover topic is “Are These Guys Very Handsome?”. The cover photo belongs to Gülse Birsel.

There are 22 articles in the issue while the remarkable ones are as follows: “Gülse Birsel: Her Agenda, New Season Surprises and Bests”, “Sketch: Fan Up-to-date View of the Fashion World from the Window of Arzu Kaprol”, “We asked to the Men: What is the Most Attractive Job?”, “Sex: What you should know to crack the passwords of Men in Bed?”, “Life: A scent is Never Only a Scent”, “Trend-Style: Travel Time to France”.

122 photos were used in the issue. Although the chosen photographs are relevant to the topic, they prioritize natural-looking men and women as a sexual object (Elele, 2013/08: 53-57). Sexual attraction is the front plan.

In the photographs used in the interview-form articles on celebrities, the brands and the prices of the clothes worn by the celebrities are clearly shown. During the interview with Çağla Şikel Altuğ in the July issue of the magazine (Elele, 2013/07: 38), in each of Şikel's photographs, taken in special format, separate brands are worn. In the photographs used in the interview with Gülse Birsel in the August issue of the magazine, the products worn by Birsel are branded and the prices are given as well (Elele, 2013/08: 42-46). Almost all interviews use advertising-focused products. The same is valid for men as well. Also in the article titled “Handsome Men” of the August issue, the products of certain brands were used in the photographs used in the interviews with Furkan Palali, Berk Atan, Seçkin Özdemir and Ekin Mert Daymaz. Another detail that draws attention to photographs is the use of photographs in a way to display male bodies (Elele, 2013/08: 53-57).

There are 56 advertisements in the issue. The mostly advertised fields with the distribution is as follows: 13 cosmetics advertisements, 3 furniture advertisements, 5 magazine advertisements, 3 accessory advertisements, 6 ready-to-wear advertisements, 3 footwear advertisements, 6 school advertisements and 3 food advertisements.

Issue 2013/9

The issue was published in 180 pages and the cover topic is “Do Before Age 40!”. The cover photo belongs to Bade İççil Sualp.

There are 115 photographs in the issue. They are relevant to the article topics but the interview photographs are unnatural and have exaggerations (Elele, 2013/09: 103-106). Towards the woman of autumn, the woman photographs which prioritize the theme of romantic yet powerful woman with sexuality (Elele, 2013/09:118-126) are in majority.

There are 51 advertisements in the issue while the contents by the topics are as follows: 13 ready-to-wear clothing advertisements, 1 footwear and bag advertisement, 1 detergent advertisement, 1 jewelry advertisement, 11 cosmetics advertisement, 1 shopping center advertisement, 3 furniture advertisements, 1 home appliances advertisement, 1 school advertisement, 3 magazine advertisements, 1 personal care product advertisement, 2 e-commerce site advertisements, 3 perfume advertisements, 2 book advertisements, 1 beverage advertisement, 1 construction-real estate advertisement, 1 baby product advertisement, 1 restaurant advertisement, 1 automobile advertisement, 1 smart devices advertisement and 1 TV channel advertisement.

Issue 2013/10

The issue was published in 214 pages and the cover photo belongs to Ayşe Arman. There are 21 articles in the issue and focus is on fashion and beauty trends, psychology of women having career and experts views on other health issues.

The remarkable articles of the issue are “Trend-style: The Most Powerful of the Khaki Postal and Arms Season; The pink resistance; The power of Red is Burning and Striking; Womanly Games”, “Style: A Princess Fairy Tale”, “Fashion: Beyond time”, “Beauty: New Musical Notes, New Perfumes”; “Purple Violet Energy”, “Follow-up: New Places, Movies, Exhibitions” and “Sketch: New Season and Style Rules.

181 photographs were used in the magazine while they are chosen relevant to the topics. The foreground is strong, healthy, modern, striking image of women (Elele, 2013/10: 102-106), (Elele, 2013/10: 119-129). The health news photos (Elele, 2013/08:192-199) were taken in a way to strengthen the perception of awareness.

There are 73 advertisements in the magazine. The mostly advertised fields with the distribution is as follows: 13 ready-to-wear advertisements, 11 footwear advertisements, 11 cosmetics advertisements, 3 jewelry advertisements, 3 automobile advertisements, 3 magazine advertisements, 3 perfume advertisements and 4 TV series advertisements.

Issue 2013/11

The issue was published in 213 pages and the cover topic is “No Autumn Depression”. The cover photo belongs to Hande Doğandemir.

There are 22 articles in the issue while the rivalry of woman to be seen attractive and well is triggered together with the analysis of woman-man relationship from the eyes of men. Some of the remarkable articles are “Trend-style: The Power of Black, the Easiest Way to be Stylish without Taking Risk; The Harmony of the Last Palace-Resident Dore and Black; The Art Product Bags Promise an Assertive Winter; Get Support from Gold to Add Brightness to your Golden Life”, “Style: Power Show; The Urban Lady can show her assertiveness via Purple in this Season”, “Fashion: Rapid Result; The Winner of Autumn, We Determined the Trends with Photo-Finish”.

193 photographs were used in the issue while the focus is on woman in the world of men and on the image of urban woman who is always at the forefront with an attractive appearance. The photographs reflecting this female identity were made with branded products, aiming at urging towards these brands for shopping (Elele, 2013/11: 18-34).

There are 65 advertisements in the issue as follows: 7 footwear advertisements, 10 ready-to-wear advertisements, 1 shopping center advertisement, 1 jewelry brand advertisement, 3 perfume advertisements, 3 furniture advertisements, 3 boots brands advertisements, 1 home textile advertisement, 1 technology market advertisement, 11 cosmetics advertisements, 1 wristwatch advertisement, 1 home appliance advertisement, 1 socks brand advertisement, 1 toothbrush advertisement, 2 clinics advertisements, 2 book advertisements, 2 detergent advertisements, 1 automobile advertisement, 1 scarf brand advertisement, 1 NGO promotion, 1 cleaning supplies advertisement, 3 radio channel advertisements, 1 cargo company advertisement, 6 magazine advertisements.

Issue 2013/12

The issue was published in 212 pages and the cover topic is “The Bests of the Season”. The cover photo belongs to Aslı Enver.

There are 22 articles in the issue, drawing a profile of regenerating, consuming, healthy, attractive, daring and modern woman who cares herself and attaches importance to her appearance (Elele, 2013/12: 121-130). There is practical information particularly in the beauty section like “Color Palette- Eye Shadow Palettes are Waiting You for Great Eye Make-Ups” (Elele, 2013/12:78), “Shine, Build-Up Your Courage and Add Brightness to Your Make-Up” (Elele, 2013/12:80), “Red-Power, Everything Red Touches on Becomes Wonder” (Elele, 2013/12: 78), “Eye-brow Revolution- Eyes are getting natural”, “Tips for skin compatibility” (Elele, 2013/12:96).

120 photographs were used in the magazine. They are relevant to the topics, but they don't reflect the article contents; they merely reflect the show world of people in the articles, in particular in the interviews (Elele, 2013/12:113-119). The theme of the photographs is rebel woman and the product spectrum is placed to the photographs accordingly. The impression is that any woman using these products would achieve the image of the woman in photograph.

There are 81 advertisements in the issue with such distribution: 18 cosmetics advertisements, 4 shopping center advertisements, 4 wristwatch advertisements, 3 accessories-jewelry advertisements, 6 footwear and bag advertisements, 10 ready-to-wear advertisements, 3 jewelry brand advertisements, 3 car brand advertisements, 3 furniture advertisements, 3 TV channel advertisement, 3 detergent advertisements, 5 magazine advertisements, 3 perfume advertisements and 4 book advertisements.

Result

Even though countries, cultures, economies and media structures are different, the content of both magazines is very similar to each other. Fashion, personal care, beauty, sexuality and astrology are among the subjects included in every issue of Bela and Elele. Especially, the sexually related articles are among the indispensable sections of each issue of both magazines. While this kind of articles is done in format like sexuality and sexuality tests in Elele, these articles are usually made in the context of sexual health in Bela. In some issues, the dose of the sexuality is too high, evolving towards pure sex articles.

In the context of article-advertising relationship, the phenomenon of tabloidization is valid in both journals. Particularly, the fashion, beauty, and personal care articles serve to the advertisement of the products. The Bela magazine often includes interviews of the Medical Doctors in the health news in almost every issue, but their clinics are introduced in this way. As to the Elele, the brands of the products are given, even together with their prices, in the page of news-focused product presentations. This is also evident in interviews with celebrities of the cover photo in each month. When the photographs of the guest at the cover are taken, the clothes and accessories to be worn are selected from those of the sponsor or advertising brands. The brands and prices of the products are clearly indicated next to the photograph.

Marketing or advertising-oriented reporting is heavily seen both in Bela and Elele. It is a deliberate choice to make advertisements of the product before and after an article which deals with the product. Typical examples include the advertisement of special education institutions after the articles on education, and the advertisement of beauty salons before the beauty articles.

The journalism to support the consumption culture by portraying an idealized type and idealized life is also valid for both journals. This strategy is applied through the celebrities or, especially, the models: Ideal body a model's body, and the ideal life is the life of celebrities. It is emphasized that having an ideal appearance would be possible by using make-up and personal care products of the suggested brands.

In both journals, the woman is portrayed as the owner of authority alongside her beauty, emphasizing on her strength. In Elele the perspective is mostly man-focused. Some of the points to be criticized in the articles are forming a woman typology from the eye of man, taking the photos of woman from men's perspective and making the woman make-ups in a way to give a masculine appearance.

Although the target audience is women for both magazines, advertisements and ideal lives drastically differ. In Bela, there are advertisements of more humble lives and products while it is completely different in Elele which includes the advertisements of luxury brands and portrays bright, sparkling and luxury lives.

If we consider the quantitative data, there are overlapping and diverging points in the magazines. While Bella's number of page generally remain the same, Elele's number of page change frequently. While 10 of the 11 Bela issues we examined were published as 84 pages, only the 179th issue was published as 100 pages. The page averages for the year 2013 are 85.45. Elele's number of pages changes with an average of 192.18 in 2013.

Although Elele's number of pages is higher, the number of articles is lower than Bela because of the high number of advertisements and the length of the news. The number of articles in Elele ranges from 19 to 23 while the 2013 average is 21.18. The number of articles in Bela generally range from 28 to 32 while the 2013 average is 29.09.

Elele has an obvious superiority in terms of the use of photographs and advertisement. This superiority is valid both in the quantity and the quality of photographs. Elele's photo average in 2013 is 144. It does not have a standard on photographs in terms of quantity. On the other hand, Bela's average is 65.54. Elele's annual average in advertisement ratio is 67.09 while it is 28.63 in Bela.

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