The Importance of Planned Events Based on Cultural Values on Turkish People in Amsterdam and Istanbul

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Abstract: In this study, it is aimed to find out the importance of planned events and the other communication tools based on cultural values, especially on the Turkish people in Amsterdam and in Istanbul. This study presents the findings of a survey which has 200 participants and shows that people who live in their own countries or not, are affected by the events that include their cultural qualities. Thus, they create a common language with their cultural factors. Planned events are the most widely known effective element in communication instruments to attract people’s preferences. These tools influence the people’s decisions with their components which are constituted by cultural factors. These types of planned events play an important role to make the people feel more closer to brands. Chi square analysis shows us the correlation between the attendees who express that they feel close to the corporation which planned the event when they see their cultural features on it with their occupations etc.

Key words: Planned event • Cultural values • Event management

INTRODUCTION

World keeps changing considering the direction of globalization rules. Designing of the new world’s dynamics is related to the people’s communication skills and ability.

In new global world, as individuals, we meet around the customs that are under the culture’s hegemony. This hegemony influences us about our communication skills, life styles people live interacting with the other people etc. That could be sometimes at a wedding ceremony, could be at a league play. These kind of events which we meet our friends and relatives makes our lifes more social. Planned events are the most widely known effective element in communication instruments to attract people’s preferences. These tools influence the people’s decisions with their components which are constituted by cultural factors.

In this working I try to analyse effects of planned event for Turkish people in Amsterdam and Turkish people in Istanbul from the viewpoint of a cultural perspective. Turkish culture has its own strict rules that sometimes can be unbreakable even in difficult situations. On the other hand, the Turkish people in Europe have to find a mean course with the host culture or the other immigrants in Amsterdam. Those cultures have their own cultural environment and at the same time they belong to only one norm system.

The known cultural factors are: structure of family, attitudes of the groups, holidays and celebrations, statue or roles, sports, politic, nutrition, education systems, humour, ethic, aesthetic etc [9]. At the same way this cultural factors may influence the planned events which are produced for shaping target people’s behaviours. Accordingly Getz [10], there are entirely six type of events:

- Cultural celebrations: Festivals, heritage, commemorations/Carnivals, mardi gras/Religious rites/Pilgrimage/parades
- Business and trade: Meetings, conventions/fairs, exhibitions/markets/corporate events/educational, scientific congresses
- Arts and entertainment: Scheduled concerts, shows, theatre/art exhibits/installations and temporary art/award ceremonies
- Sport and recreation: League play, one-off meets, tours/fun events/sport festivals

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Conferences, which are organized by different organizations, play a vital role in the world of politics and society. These events bring together leaders from various countries to discuss important issues and make decisions that affect the world. Similarly, military events are also important in shaping the attitudes of people towards their country and its leadership. Events such as military parades and military tattoos are often held to mark important occasions.

Religious festivals such as Christmas, Ramadan, and other cultural celebrations are also important in shaping people's beliefs and values. These events are often accompanied by advertising and special events that help to promote the culture and beliefs of the community. For example, when a Muslim driver disappears several times a day for prayer, it is important for marketers to understand the impact of these events on people's lives.

Globalization has led to the blurring of cultural boundaries, and this has led to a greater understanding and acceptance of different cultures. However, this has also led to a loss of cultural identity for many people. To combat this, many immigrants prefer to participate in the community activities of their own culture, such as attending cultural celebrations and events.

In conclusion, the effects of globalization and customs on communication and communication tools are significant. Communication networks have become very important during the acceleration of the immigration movements and cultures. Advertisers are encouraged to use these networks to reach out to people and promote their events. Globalization affects people's preferences, and this has led to a greater understanding and acceptance of different cultures. However, this has also led to a loss of cultural identity for many people. To combat this, many immigrants prefer to participate in the community activities of their own culture, such as attending cultural celebrations and events.
Research: To study this subject, firstly I will try to find if the cultural factors affect their communication and preferences or not. After having the results of survey, I try to explain if the social values are important for Turkish people who live in Amsterdam and in Istanbul or not.

This research’s first partbase on empirical research technique and at first after the sampling I tried to analyse cultural structure and the situation of the 100 attendees by questionnaire, which consists of 43 questions. And the second partwhich was held in Istanbul is based on empirical research technique aswell. There are 100 attendees by questionnaire, which consist 10 questions. After that I collect the data analysed and reported by SPSS. During the analysis I used frequency tables, x2 correlation tables.

In this study I discuss the issue, if the cultural values are effective for people’s life or preferences of brand or not. I try to understand if the social values are important for Turkish people who live in Amsterdam and in Istanbul. Turkish immigrants create their own cultural areas physically where they live, shop, etc. almost in the same area and culturally they communicate and inform in their own language it means that they are surrounded by their own customs. They are affected by the global culture and their ethnic culture in the same time just because of this they became a kind of hybrid culture.

In this analysis, I examine Turkish people in Amsterdam city and if we have a look at the Turkish population in Amsterdam, I realize how they built their cultural environment physically and I also examine Turkish people in Istanbul and see how they see the cultural based events or/and in another country from Turkey. According to the survey, Turkish people in Istanbul of 79% think that cultural FACTORS effects the way of the communication style and 79 percent of the attendees express that they feel close to the corporation which planned the event after seeing their own cultural features on it.

This study found out that despite of the global cultural construct, ethnic cultural environment is still strong. However, powers of the global companies have still a strong effect on these cultural customs by using communication’s powerful skills planned events like advertisings. According to Manuel Castells, people may not show the ability to form the societies and traditional social structures are going to be destroyed by the globalisation fact [8]. In this way, we could express of attending the cultural celebrations’ %41 in Amsterdam. Even though they are in a closed environment, globalization affects people’s preferences.

In Amsterdam Turkish immigrants have their own magazines and newspapers. If we look at the media we can see that a number of big newspapers are the same as in Turkey but on the other hand most of the advertisers are especially European Turkish companies predominantly from Germany. In Amsterdam Ekin, Kadin, Platform, Akit, Hurriyet, Milliyet, Zaman, Dogus, Haber are the most known Turkish newspapers and magazines. Advertisings in these mediums mainly target the Turks. As in Marshall McLuhan’s express “Instrument is the message itself” newspapers being the instrument and the magazines are the transmitters of the messages to the Turkish immigrants who live in Amsterdam. Just like the European Turkish Satellite channels have their own targeted specific audiences and it is certain that the message of the advertisings are decoded by them as Stuart Halls’ theory if there is a code than readers have an ability to decode the text by using their experiences and knowledge [11].

Images could be one of the known celebrity’s images, life style images or exaggerated results of the used products etc, all of the images help stimulate the desirable feelings of the human. Advertisers prefer to set brands with suitable feelings thereby people don’t need to think hard on decoding because they’re already given the result of the puzzle. If we look at the Turkish European companies we could see constructed advertisings that already match the feelings of the targets. To be an immigrant in Europe let them become more in contact to each other. Also to be a part of the European market helps the European Turkish companies to be aware of the target’s needs. For example most of the Turks are Muslim and religion give a strong cultural allocation. If I give an example for it; Ozyufkaproducescereal called Helalinos is the first known Halal cereal in Amsterdam. When I examine the Helalinos advertising on European Turkish channels I realized that visual and linguistic emphasis in this product’s message is being Halal. Other example is Omur Yogurt’s TV advertising as a brand Omur yogurt has a strong religious theme like Helalinos. At the end of the advertising you hear Omur’s jingle taste as Muslim religious chorale. These two advertisings give message directly and the targeted audience has already a knowledge and experience to decode it. Those kinds of advertisings are generally have an ethnic taste.

This research showed us that Turks are willing to be a part of the Holland culture but at the same time they are far from accepting native’s culture traditions, which becomes obvious in their attendance to Dutch festivals. The only common share is social rules.
In figure 1 advertising of the Goreme ayran and yogurt are traditional Turkish yoghurt and yoghurt drinks. Both of them have similar product packing and catchword, which is Natural Taste. Being natural gives those products valuable differences than the others.

We realized that especially religious sanctions are the most distinctive attributes between the cultures. If the main thing of being is to supply physical and sentimental wants or needs that includes religion, clothing, buying, nutrition etc. [12] in Turkish culture’s religion play an important role on their clothing, nutrition attitude. Halal foods and some of the groups clothing style rely on their religion. Also their native language helps them to attach to each other. In Amsterdam area especially Turkish communities located around, Marcatorplein, Osdorp, Bos en Lommer that they could shop, eat, communicate and do business in these certain districts [13]. For this reason, they could protect their customs and norms.

CONCLUSION

According to the survey, Turkish people in Istanbul of 79% think that cultural FACTORS effects the way of the communication style.

As a result of survey, the answer “attendees expressed that they feel close to the corporation which planned the event when they see their cultural features on it” with the “participants' occupations” is statistically significant ($X^2=23.540$ and $p=0.001$). According to this result, it is obviously seen that feeling more close to the corporation is more important for teaching professions and officers than the others with 69%.

The answer “cultural factors effects the way of the communication style” with the “participants' gender” is statistically significant ($X^2=11.016$ and $p=0.004$).

The answer “cultural factors effects the way of the communication style” with the “participants' education” is statistically significant ($X^2=19.242$ and $p=0.001$).

After analysing of the data, the research showed us: 41% of the Turkish people in Amsterdam attend to events such as meetings, celebrations which are related to their culture. On the other hand; same people emphasized that they don’t attend events in Holland’s special events with the percentage of 65.

Turkish people in Amsterdam are adhering to common rules to be part of the common society but mostly they don’t attend to Holland’s or the other cultures’ traditional celebrations. On the other hand; their attitudes and answers shows us that they believe that they belong to common society and are trying to do their best to be a participant also they are willing to explain Turkish culture and the customs to other cultures.

Analysing the statistical data showed us 78 percent of the attendees in Istanbul express that if they were in another country they would feel close to the brand because of the event which includes their language, religion, or cultural values.

Attending the cultural celebrations’ 41 percent in Amsterdam, even though they are in a closed environment, globalization affects people's preferences.

REFERENCES