

**ANALYZING THE CONCEPT OF DISORGANIZED RESPONSIBILITY
THROUGH ADVERTISEMENTS**

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Abstract

Mass media are one of the most important tools which gives direction to change. By developing technology, mass media tools gives the shape to the society. Within this process, mass media tools cause the risk society in the 21.st century.

Concept of risk is not constructed only with news its also constructed by the other messages that are delivered by the media. Advertisement are important examples for these kind of messages. Advertisements firstly aims developing sales, while they are developing sales, they communicate with society.

According to Beck; Organized irresponsibility is a phenomenon in the risk society. With this process some groups have advantages with the risk concept. On the other hand, opposite concept is the disorganized responsibility. In this study it is aimed to find which kind of messages on tv ads. are referring to disorganized responsibility or organizes irresponsibility with content analysis.

Key words: Risk society, disorganized responsibility, organized responsibility, ad

INTRODUCTION

The concept of risk society and its indirect result “organized irresponsibility” is one of the most important phenomena of the 21st century. The efficient and prevalent development of mass media accelerates this process. The main starting point of the study is to show that communication levels which supports and maintains this process change increasingly causing different levels of risk perception to be created.

By analyzing “disorganized responsibility, an alternative concept to “organized responsibility suggested by Beck, via ads which are one of the different communication levels, the two-sided effects of the process and the process of risk society being reinforced with indirect effects have been analyzed through sample ads in the study.

The aim of the analysis done on ads which cause the message of “disorganized responsibility” is to show the benefit and importance of awareness created regarding a certain issue in society and minimizing the risk especially in developing societies while the risk perception is being created.

CONCEPTUAL BASIS OF THE STUDY:

One of the most basic indicators of the 21st century is technological developments and mass media opportunities they bring together. That means of mass media of these developments and changes accelerates social change is one of the natural outcomes of the process. Being a change agent for

modernization, mass media leads to alienation of individuals and consequently societies from customs and traditions, and causes new world order to get close to the change indicators.

The facts that communities take interest in all kinds of innovations and knowledge brought along with the modern world are seen as positive reflections. On the other hand, it also leads to the rise of awareness against “danger” and any situation “*causing it.*”

The quantitative rise of every kind of events which are seen both by traditional media (radio, television, magazine, newspaper etc.) and by the new media by means of communication levels or which are required to be aware of even if not seen, has become possible by the efficiency and prevalence of the mass media.

Individuals informed via mediums like television and newspaper that provide social communication and reach every region simultaneously in a widespread manner, become a society of a new paradigm equipped with uncertainty consisting of individuals whose threshold of anxiety has increased in time. We face “risk” as the most significant concept that has an impact on the formation of this process. Dominant feelings in the creation of risk perception are the triggers of fear and panic.

Gaining dominance on society and leading people become possible by factors which cause fear and anxiety. Individual’s decision making mechanism may be affected by emotional and instant triggers more than mental factors in this process which also takes the control of individual’s vital decisions.

According to the behavioral contagion of fear and anxiety model, tensions and common problems experienced turn into behavioral reactions and these in turn spread to crowds and masses of people. (Yetim, 2001: p. 28-32)

However, evaluating and dealing with panic and anxiety states only as part of social events (epidemics, disasters etc.) does not go beyond limiting the scope of risk perception. Therefore, it will be helpful to say that panic and anxiety created by risk perception are transferred to society by means of different mass communication levels and different message contents.

1.1. FROM REAL RISKS TO PRODUCED ONES BY MEANS OF MASS MEDIA

Mass media’s conveying produced risks which social transformation that is shaped by the scientific and technological activities of people reveal in a prioritized manner rather than conveying external, namely natural risks (earthquake, global warming etc.) arising from the stability of knowledge or nature causes society to alienate from real problems and form a society which is provided with “pieces of information” rather than information (Beck, 2011; p.47). The individual who moves away from the reality of the world s/he is in and interprets events with just a single point of view that s/he is provided without looking from different perspectives, lose his/her freedom gradually as well. In this process, which Beck defines as “organized irresponsibility”, the risk perception in society is increased by means of removing invisible side effects (Beck, 2011, p. 112). Various communication levels of mass media are similarly responsible in this process in which political agencies and institutions are involved as well. Like Beck emphasizes; as the risk society grows, the contrast between those who are affected by and those who profit from the risks grow accordingly (Beck, 2011,p. 117).

The continuity and impact of this process is enabled by the influence some of which is created and some of which is frequently carried to their agenda at different levels by mass media. As the manipulation and consequently dominance of the mass media on society increase, dominance on the mass media increases at the same rate as well. Therefore, the continuity of the process between those who define risky situations and those who raise their anxiety threshold as a result of these definitions should not be ignored.

It is possible to foresee all channels, in which mass media are also involved and which cause new risks to be formed and which shape a society whose risk perception has increased, by revealing even invisible side effects, as active elements of this process. The likelihood of being affected by risks and dangers is not only possible by newspapers or the news on television, but also by communication levels like ads, which every segment of society is exposed. Therefore, in terms of seeing the relationship between risk perception and consumption, it is important to discuss that risk perception can be created by many different social communication mediums in Turkey which is in the process of entering information society.

1.2.THE EMPHASIS OF INVISIBLE SIDE EFFECTS IN THE MESSAGES OF ADVERTISEMENTS: DISORGANIZED RESPONSIBILITY

One of the most important reflections of technological change brought about by the age is the change in the ways of production, and consequently consumption. By producing the products tailored to individuals' needs and demands, masses are given the perception of "choice of freedom". Individuals who think that they become free due to the alternatives also reveal or increase the risk they will perceive on a contrary occasion when they do not buy or use something.

Created by all mass media and levels, risk perception has settled well into the phenomenon of consumption. Advertisements taking place in mass media are one of the important communication levels which lead to the development of this risk perception. By revealing side effects that become invisible when the product is not purchased in the message codes of the advertisements, the target audience is given awareness in terms of produced risks. The emphasis of invisible side effects together with revealing the produced risk leads us to the concept of "disorganized responsibility" apart from organized irresponsibility (Erdoğan,2003.2-4). The process in which the fact that the message of the ad contributes to the institution, person or brand advertised is thrown out of focus, but the fact that in fact this contribution will only be provided for the individual/society is highlighted emphasizes the concept of disorganized responsibility.

The fact that the message of the ad is disorganized is not because it has a concern that "I will tell something beneficial to society"; that it is encoded with the aim of accelerating emotional triggers via risk is at the forefront. Coming to the point of being responsible is an effort to create an attitude of conveying messages with a responsible point of view. The primary benefit should be provided for the individual, and thus for the society while contributing to the brand in fact emerge as more primary messages.

The primary aim of a public spot headed as "Eating nuts prevents cancer" is to protect society from cancer. A society without cancer is a healthy society. Even here, there is a social construct that develops awareness against the risk of getting cancer if nut is not eaten. However, by reading between the lines, we may see sub-goals such as rising nut production, melting the stocks and increasing the incomes of nut manufacturers. Here, we see a different situation from the messages of ads. While the reason behind creating an advertising message is a brand/corporation, it creates a perception that the concrete/abstract benefit has no contribution on the brand/corporation. The risk perception is encoded in such a way that the individual will be alone with the risk unless s/he changes his/her attitude and pay the compensation alone or s/he will be the owner of the benefit directly by accepting the message and changing the attitude. In fact, Galbraith's statement that choices are imposed by persuasion tells us that invisible side effects causes the target audience to change their attitudes by making them visible (Baudrillard,2010,p.79-80). The process of persuasion in this statement can be interpreted as the ads which form the starting point of the study. The emphasis Gervani has made that choices are not made randomly, but instead realized by means of social audit refers to the significance of the process of attitude change in a society in which risk perception has been created regarding consumption by means of invisible effects (Baudrillard,2010,p.82).

Encoded with commercial concerns, yet including the emphasis of responsibility; in fact it is possible to say that these ads which we are frequently exposed contribute to create awareness about certain issues in society beyond brand and consumption.

May be the most important characteristic of ads, as Hegel puts it, is that they convey “freedom as the understanding of necessity” in a colorful presentation.

In this regard, it is necessary to look at the risk perception created by invisible effects through ads forming the sample of the study and what kind of rationality/irrationality the concrete/abstract benefit has been conveyed with.

1.3. INVESTIGATION OF THE STUDY:

Broadcast in the years of 2012-2013 on TV; Denizbank farmer friendly, Şekerbank, Şekerbank is there for producers, Turkcell April, 23 and Konya sugar are analyzed as samples which are thought to have an emphasis on the concept of “disorganized responsibility”. Through these samples, it is aimed to get answers regarding how “disorganized responsibility” is encoded in the messages of ads and what kind of triggering effects they may have on the audience.

1. Do the text and visual have a direct relationship with the brand?
2. Is there a risk perception created that the audience may experience unless the message of the ad is complied with?
3. Is the ad commercial or non-commercial?
4. How does the risk perception occur? By emotional items in visual or textual encoding of ad messages or by rational items?

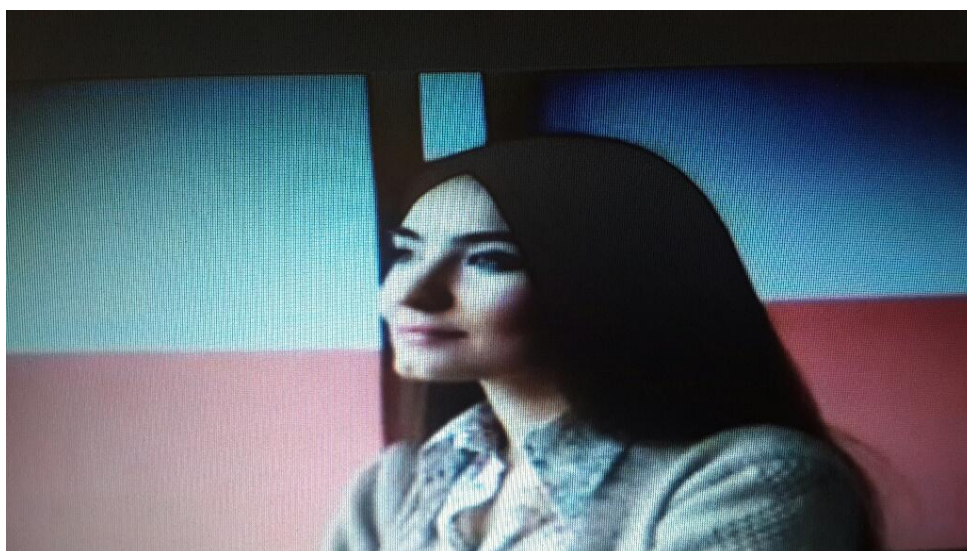
1.3.1.FIRST AD: DENIZBANK – FARMER FRIENDLY

1. Denizbank is directly related with both in the image and in the text.
2. There is an emphasis that the farmer who does not use Denizbank Card will have financial difficulties. Beyond being a bank, Denizbank has been positioned as being a friend and the only solution to the problem.
3. The ad has been encoded in a commercial way.
4. The risk perception in the ad has been encoded irrationally with traditional emphasis both by jingle and by visual items. The aim of creating risk perception in society by emotional triggering is at the forefront.

1.3.2.SECOND AD: ŞEKERBANK

1. The image and text set up a direct relationship with Şekerbank.
2. The emphasis that it is possible to become a homeowner via Şekerbank is the main commitment of the text. The risk perception created has been built on the idea that it is not possible to own a house unless it is bought by a loan received from Şekerbank. The risk created can only be removed with Şekerbank. The emphasis of disorganized responsibility is that becoming a homeowner is your main requirement which shapes your savings. It can be explained by the emphasis that “Let it be your priority”.
3. The ad is encoded with a commercial goal.

4. The codes of emotional and social memories have been benefited in the ad. The risk perception of a teacher who receives a low income and the concerns of an individual who wishes to guarantee his/her future have been encoded with an emotional emphasis.



1.3.3. THIRD AD: ŞEKERBANK – WE ARE THERE FOR THE PRODUCERS

1. The emphasis has been made on the brand by means of pack-shot part, not by visuals.

2. The most distinct feature of this ad is that it lays emphasis on the risk created for employees who belong to different socio-economic groups living in Turkey. It reveals the invisible risks for the employees working in many different fields, from handicrafts to agriculture and for their family. In other words, invisible effects do not only affect the individual, but also his/her family. And the created risks concern the citizens of the country directly. In a process in which consumption is the main paradigm, there is a projection for the negative conditions of an unproductive country and for the importance of production. Disorganized responsibility gains importance at this point. The emphasis that the individual can exist by producing, handle the conditions in a better way, but lives in worse conditions if becomes unproductive and gets away from the means of production is at the forefront.
3. As well as being conveyed indirectly, the ad is commercial.
4. Almost every item of collective conscious of Turkish society has been given a place in the ad. Risk perception and its invisible effects have become visible by emotional items.



1.3.4.FOURTH AD: TURKCELL APRIL, 23

1. The ad sets up a direct relationship with brand in terms of messages and images.
2. The risk perception in the ad is removed by giving an opposite message. Responsibilities of a father to his child are sent by Gsm operators. When looked within traditional family values, there is a text at the forefront beyond the fact that it is the mother who takes cares of the child. Sparing time for the child has been encoded as a characteristic of a good father. While increasing brand value, it creates an awareness of being good parents as well. The situation causing disorganized responsibility is that fathers should spend quality time with their children as well as mothers. Knowing that fathers are close to technological items, they are shown what is right.
3. The ad does not seem commercial, but increases the perception of brand value.

4. It is encoded with an emphasis causing emotional connotations like April, 23 National Sovereignty and Children's Day. The risk perception made visible by items such as child or children's day reaches the target audience in an appropriate way.
- 5.



1.3.5.FIFTH AD: KONYA SUGAR

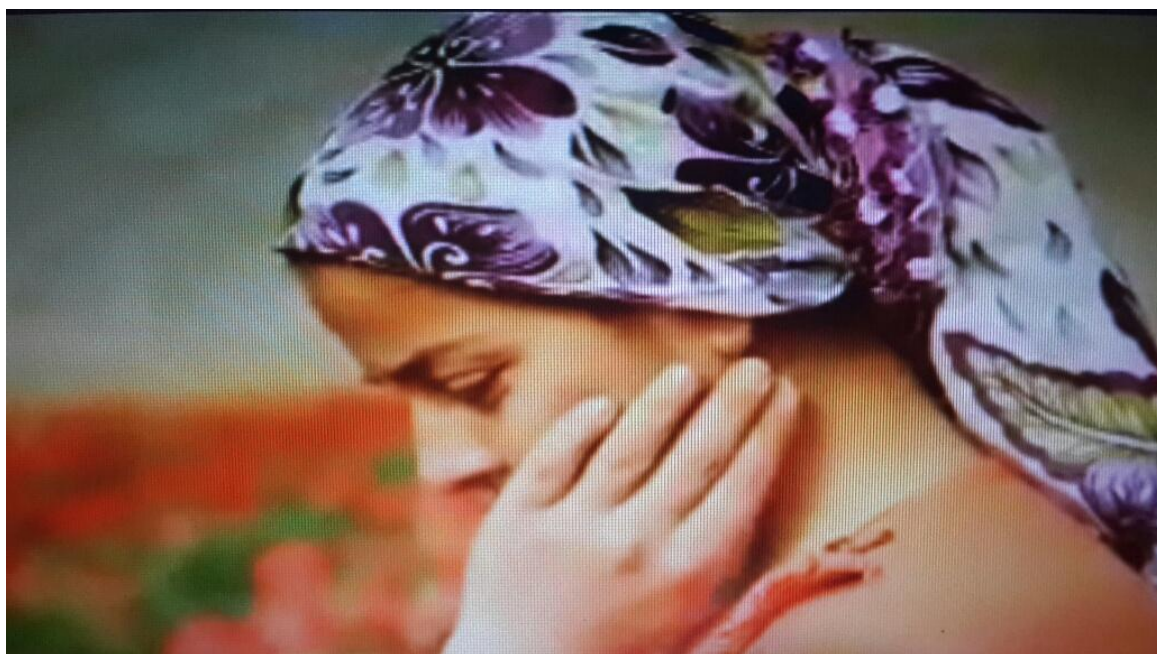
1. Visual items and the text are directly related to the brand.
2. The ad starts out with traditional items. Messages regarding how all produced risks can be removed also take place in the ad. Taking a place in social memory, disorganized responsibility functions with the message that "United we stand, united we are stronger". The text of the ad lays emphasis

on social integration, coalescence and the success of a joint force. The methods of removing visible risks more than invisible ones are stressed.

3. The ad is not directly commercial. It is an institutional ad emphasizing the brand.
4. The message which is encoded for removing the risk perception is conveyed with emotional codes. Soft items like jingles or children transform the ad into a state which causes emotional triggering.

1.3.6. SIXTH AD: *ŞEKERBANK – SILENT TURKEY*

1. The image and the text are related to the brand in an indirect way.
2. The risk perception for Turkey has become visible through the farmer group of society making production. The risk that all the people in the country will be silent and become controllable has been made visible. The disorganized responsibility in the ad emphasizes that becoming a developed country is possible only by producing; we will become controlled when production ends and lays stress on agriculture, apart from industry, which forms the basis of Turkey's economy.
3. The ad does not have a direct commercial emphasis. It is an institutional ad leading to brand perception.
4. Visuals causing emotional triggering have been used. As for the emphasis of silence, it strengthens the risk perception which is made visible.



REVIEW AND RESULTS

According to the ad samples which are thought to have an emphasis on the concept of disorganized responsibility and chosen in this regard; the risk perception created does not occur only by communication levels like news bulletins, informative programs etc. which society are exposed for relaying information. The “risk perception created” in society occurs by revealing invisible side effects

through ads prepared specifically for commercial reasons which is one of the most important communication levels.

The relationship built with the brand is conveyed as “if you do not use this brand, you will experience these risks” to the target audience, especially in ads which do not pursue social responsibility goals.

The farmer cannot buy seeds, plant seeds and harvest unless he uses a Denizbank card. It may be possible to eliminate these risks with Denizbank. In fact, risks which the target audience is exposed are the ones which are created by means of the bank ad and the farmer can experience these risks in any case. Without mentioning real risks such as flood, storm or drought, the bank proposes that the solution is in their brand by emphasizing the created risks because all these risks mentioned are created and are likely to be controlled. Production with more technological opportunities saves time as well as enhancing the quality in production.

According to Turkcell ad we have seen, you should take care of your child to be a good father. By emphasizing child care, the ad fulfills its disorganized responsibility function and stress the importance between quality time and child. The commercial ads that we have just exemplified represent what is right on behalf of disorganized responsibility for raising awareness against these risks. On the other hand, there is a message that these risks can only be removed via their own brands, as in all other samples. As Beck emphasizes, the result of the opposition between the creators of the risks and those who experience them holds good in disorganized responsibility process as well. It provides advantage/profit on eliminating the risks for certain groups.

One of the most important effects of 21st century is that the globalizing world embraces all societies. That risk affects any society like an infectious disease is one of the disadvantages the process brings with it. What matters is to raise awareness and encode messages that help creating consciousness of the society by every communication levels to reduce risk perception as far as possible, especially in developing societies. Although this provides benefit/profit to risk creators, the importance of the messages which indirectly contribute to society cannot be denied.

It is important to raise awareness in society about invisible social risks regarding the risks conveyed through brands by means of communication levels, especially ads which in fact have completely commercial concerns and whose social communication aim is kept in the background.

Giving a place for the responsibility concern in the message of the ad, even in a disorganized way, is important in terms of showing the risk perception and contributing to the solution so that a positive change in the attitudes and behaviors of society can be realized.

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