

IN THE CONTEXT OF HOUSING PROBLEM: BRANDED HOUSING

ADVERTISEMENTS

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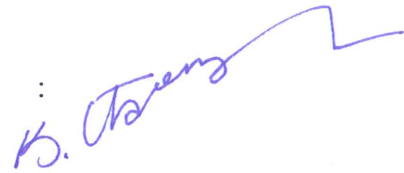


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ABSTRACT

This study includes the issues of branded housing advertisements and housing problem. The significance of the study is that it is the first study, in which the housing advertisements and housing problem are dealt within the scope of the environment, urban security and cost of housing amounts. In the study, it was tried to find out the role of branded housing advertisements in the housing problem. With this purpose, how the construction-based growth model that causing environmental problems, the socio-spatial distinction leading to urban security problems and the real estate speculation causing the housing cost problem to be legitimated, promoted and encouraged branded housing advertisements, were investigated with a normative approach and the method of critical discourse analysis. As a result of the study, we reached to the conclusion that the construction-based growth model was promoted and encouraged by coding as development, the socio-spatial distinction as happiness, peace and quality of life, and real estate speculation as an opportunity.

Keywords: housing problem, branded housing, branded housing advertisement, environment, security, housing, city and communication.

ÖZET

Bu çalışma, markalı konut reklamları ve konut sorunu kapsamındadır. Çalışmanın önemi, konut reklamlarının konut sorununun çevre, kentsel güvenlik ve konut maliyeti boyutları bağlamında ele alındığı ilk çalışma olmasıdır. Çalışmada markalı konut reklamlarının konut sorunundaki rolünün ne olduğu sorusuna yanıt aranmıştır. Bu amaçla, markalı konut reklamlarında, çevre sorunlarına neden olan inşaata dayalı büyüme modelinin, kentsel güvenlik sorunlarına neden olan sosyo-mekânsal ayrışmanın ve konut maliyeti sorununa neden olan emlak spekülasyonunun nasıl teşvik edildiği ve özendirildiği normatif bir yaklaşımla ve eleştirel söylem analizi yöntemiyle araştırılmıştır. Çalışmanın sonucunda, inşaata dayalı büyüme modelinin kalkınma, sosyo-mekânsal ayrışmanın mutluluk, huzur ve kaliteli bir yaşam, emlak spekülasyonunun ise bir fırsat olarak kodlanarak özendirildiği ve teşvik edildiği sonucuna varılmıştır.

Anahtar Kelimeler: konut sorunu, markalı konut, markalı konut reklamı, çevre, güvenlik, konut, kent ve iletişim.

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1. INTRODUCTION

“The branded housing” which came to appearance in the 2000s in Turkey and a residential type with high security and luxury is becoming widespread day by day¹ (Purkis, 2016, p.91-11). Approximately 60 percent of the production actualised in the construction sector belongs to housing production. The type of residence attracting attention in this housing production are branded houses. Although the firms have started to produce branded houses for about ten years, they constitute 11 percent of the total housing stock in İstanbul and this rate is increasing every year² (Eva Real-estate Appraisal, 2017). The advertisements of these houses also appear to be concentrated mostly on the mass media³ (Doğu, 2010). Although there were some few examples in the past, before 2000, Turkish society was quite unfamiliar with these housing advertisements, which were infuriating the media, especially television, newspapers and internet. Nowadays, these advertisements have become an important part of the media content as usual. Branded housing advertisements are closely related to the housing problem, which is one of the dimensions, the environment, housing cost and urban security problems. In this research, it is tried to find an answer to the question; what is the role of branded housing advertisements in the current housing

¹ According to the "2015 İstanbul Branded Housing Survey" conducted by EVA Real Estate Appraisal Consultancy, branded houses were projected to be 25% more than the previous year with -855 projects and 395 thousand flats in 2013, in 2013, -1004 projects in 2014 and 430 thousand apartments - an increase of 18 per cent compared to the previous year, -1242 projects in 2015, with 500 thousand apartments 16 per cent of increase compared to the previous year - 1417 projects and 560 thousand apartments in 2016 with 16 per cent of increase were encountered. "İstanbul'da MArkalı Konut", 2017, "Branded Housing Projects", 2016).

² Although the housing needs is considering to be high in middle and lower income groups in Turkey, it is observed that the branded housing production for the middle and upper income group has become more common in the recent period (Şat Sezgin & Aşarkaya, 2017, s.5).

³ According to the news of the Radikal Newspaper, "Houses have exploded, advertisements also", more than half of newspaper advertisements today belong to the housing companies. In this context, housing companies have become competing with GSM companies. Ağaoğlu, one of the major housing companies that produce branded housing, claimed that the annual advertising budget is about fifteen million. Similarly, Dumankaya, one of the leading companies in the sector, also stated that they continued to increase their advertising expenditures and that advertising costs were one of the most important budget items. Companies indicate that advertising is very effective during campaign periods, and 90 percent of sales are realized during this period (Doğu, 2010).

problem? Therefore, the relationship of these advertisements with environment, urban security and housing cost problems constitutes the topic of this study.

The issue of environment, urban security and housing costs are also assessed within the context of the housing problem. Housing problem is a multi-dimensional issue and cannot be evaluated only with the current number of the houses. The housing problem is multi-dimensional and is originated from the residence, which is a multi-dimensional unit. Housing is not only a physical entity that is 'any structure with four sides closed and one door'. When the house is defined as such, it will come to the forefront only with its quantitative feature, regardless of its characteristics. In a country, the way in which the problem of housing is defined can also be considered as the indicator of its development. The fact that only the quantity dimension of the housing problem is brought to the forefront, is also an indication of the backwardness of that country. As in many countries in the world, housing problem also exists in Turkey, and this problem is defined based on the housing account deficit in Turkey.⁴ However, in Turkey's level of development in the supply of housing reached today, the housing problem of the 'housing shortage' accounts must not be based on discourse of the forefront of the field (Tekeli, 2010, pp.121-123).

Therefore, increasing the amount of housing in a country will not be enough to solve the housing problem. Because, even if the number of houses is increased, the poor environmental conditions of the house will become a housing problem. If the increased costs of these houses are not affordable for all segments of society, this

⁴ It is observed that housing is defined by taking its quantitative feature to forefront in Turkey. This situation also results in a quantitative approach to the housing problem. For example, In the "Statements of Variables on Building Construction" of the State Statistics Institute, housing is defined as "the structures separated from residence as house, apartment and lodging"; house, "no matter how many storeys, one or two apartment residence separated structure" the apartment, "separated by three or more apartment residences, regardless of how many floors". The flat is expressed in the same section as "a place with its own door, which is covered, covered with a ceiling, opened directly to the street, a corridor or the general gate, for a family, one or a group of people to live separately from others " (IMO, n.d.).

situation should also be considered within the context of the housing problem (Tekeli, 2010, pp.121-123). Finally, if there is no security in a city, this should even be perceived as a housing problem. Because the house is a part of the city and is a part of the environment.

The house should not only be a shelter but also a safe place to live humanely, with cost, quality of environment and safe environment. Therefore, the environmental problem, the housing cost problem and the urban security problem constitute the dimensions of the housing problem and should be considered within the scope of the housing problem (Keleş, 2015, pp.56-249, Türkoğlu, Bölen, Baran, & Maran, 2008, p.107). These problems directly reduce the quality of life of the citizens because accessibility to the environment, security and housing is the dimension of life quality⁵ and extremely significant for the urbanites.

The environmental problems are the problems that arise when the balance between the natural and cultural elements in the urban ecosystem is distorted and the cultural elements dominate the environmental elements (Karadağ, 2009, p.32). The cultural elements mean the construction activities carried out by people. The overpowering of the natural elements of the construction activities and the over-built environmental production disrupt the ecology of the cities. These construction activities are one of the ways to earn high profits from cities. Instead of the sectors as the industry and agriculture, these activities, which is aimed at growing and developing, are called the model of the construction-based growth. These activities

⁵ The World Health Organization defines 'quality of life' as 'the way in which people perceive their situations, expectations, standards, and their situation in the whole culture and value judgments they live in'. The quality of life has become a widely used term in recent years not only in scientific circles but also in daily conversation. In reality, quality of life is a function of social welfare in a broad sense. In Reha Firat's classification, the dimensions of life quality are as follows: Personal Private Domain (values, beliefs, wishes, personal goals, etc.); Personal Social Field (family structure, income situation, profession status, etc.); External Natural *Environment* Area (air and water quality, environmental hygiene); External Social Environment Area (cultural, social facilities, school health services, security, transportation, shopping, etc.) (Keleş, 2015, p.56-57).

consist of infrastructure works, non-residential buildings and housing, in general. In Turkey, this growth model⁶, which has heavily launched especially after the 2000s (Saran, 2017) is supported by the government. Housing Development Administration (TOKİ), a subsidiary of the Prime Ministry, and Emlak Konut Real Estate Investment Association (Emlak Konut GYO), a TOKİ affiliate, became the pioneer institutions in the implementation of this growth model.

Initially, this growth model gained momentum by expanding the powers of TOKİ established for social housing production (Balaban, 2012, pp.93-115; Balaban, 2016, pp.27-31; Gülhan, 2016, pp.33-46). The position of branded houses in this growth model is very important ("İstanbul'da markalı konut", 2017, "Markalı Konut Projeleri", 2016). In this period, TOKİ and Emlak Konut GYO constructed the high scale branded houses the city's landscape changed. Branded houses, which cause a large building density and are produced without complying with the ecological balance of the urban environment, cause environmental problems to increase (Balaban, 2016, p.21; Şahin, 2015, p.53; Gülhan, 2016, pp. 17-32; Çavuşoğlu, 2016a,

⁶ According to a report titled 'And the Turks Discover Concrete', construction projects that can be completed in a few years are a safe haven for entrepreneurs who are afraid of crisis, as long as the flow of financing for Turkey's economy, the increase in demand and construction inputs are provided flawless has been a growth tool that has stimulated the economy and enabled significant splashes to occur. That is, between 2003 and 2007, the production related to the construction and real estate sector for transportation, housing, service building and commercial field, has played an important role in bringing the country out of recession and turning the economy's wheels. Renewed construction demand became a significant factor in increasing the volume of production in the sub-sectors that supply it, thus short-term employment and economic growth. One of the basic indicators of this situation is that the increase in both the numeral and the physical volume and the major spending of construction of housing in Turkey are greater than the increase in economic development indicators. According to TÜİK data, while the number of resident licensed housing in 2002 was 161491, this number increased rapidly and reached to 4, 5 times, ie 731351 in 2015. Although the volume of savings has dropped dramatically, the steady increase in the proportion of construction and real estate expenditures within national income means that expenditures are met by external financing, ie borrowing. That is, that the housing loan stock, which was 266 million TL in 2002, increased by 602.5 times to 160.5 billion at the end of 2016 confirm this. That the construction and real estate activities, which had a share of 12.5 percent in national income in 2002, rose to 15.9 percent at the end of 2015 and 16.9 percent of the manufacturing industry share in 2002, which fell to 16.7 percent in 2015 demonstrate that the growth in Turkey's economy largely took place beyond the extent of permanent value production activities (Saran, 2017).

p.90). In the branded house advertisements, this growth model is confirmed, promoted and legitimated. For this reason, branded housing advertisements are becoming a part of environmental problems and housing problems.

The housing cost problem, like the environmental problem, is also one of the dimensions of the housing problem. The housing cost⁷ is the expense item that a person or a family has used in their household to save their need for housing. In a country, when certain segments of society cannot afford the cost of maintaining their lives in quality housing for various reasons, the infrastructure of the country is inadequate, the poverty lines with unqualified, unhealthy conditions are beginning to emerge, and the quality of life falls. Today, the housing cost is preserving its existence as an unsolved problem. Particularly in the big cities, the low-income community segments, who cannot afford to meet the need for housing in qualified houses and cannot pay the prices of qualified housing, are forced to stay in shelter or outdoors in infamous houses and infrastructure, which are called slums and poverty nests (Keleş, 2015, p.273). Housing costs in Turkey has followed a trend of increase, especially after the 2000s (Reidin Gyoder, 2016; Eğılmez, 2017; IMF, 2017; IMF, 2016). The gentrification process was quite effective in increasing housing costs.

⁷ In this study, the cost of housing corresponds to the real and relative rent amount. Turkey Statistical Institute, in Household Consumption Expenditures consist of the categories: 'Health and education services, entertainment and culture, communication, various goods and services, alcoholic beverages, cigarettes and tobacco, clothing and footwear, furniture and household goods, restaurants and hotels, food and non-alcoholic beverages, housing and rent'. 'Real and relative rents, housing related services, maintenance and repair of the house, electricity, gas-liquid-solid fuels' are included in housing and rent expenses. In the category of housing and rental expenses in Turkey, real and relative rent is always the highest share. For instance, According to the results of the Household Budget Survey carried out in 2016, housing and rent expenditures ranked first in terms of the share of household expenditures (25.2%). The largest share with 68.8% in the housing and rental expenses was the real and relative rent (Turkey Statistical Institute, 2017). Real rent is the type of spending determined for those who rent for a home because they do not have their own home, where the relative rent is a type of spending for the homeowner, and for those who live for free. In this study, the cost of housing includes both real / relative rent and residential sales value. This includes debts that must be paid if the house is purchased through credit. Therefore, when it comes to housing cost, it refers to the cost of housing in general, independent of whether or not you own it. For this reason, it is necessary to understand that when the problem of housing cost is mentioned, both housing and rental expenses increase to the extent that the rents cannot be paid in large part of the society.

Gentrification, which is called as 'urban renewal', 'urban transformation' and 'urban revitalization', is the process of reforming the production and the places in the world depending on the crisis that capitalism entered after the 1970s, destroying the poverty zones that had remained in the city centre over time and building luxurious residences, and is the name given to the process (Urry, 1999, p.209). Gentrification is, in its most general sense, occupation of the working class's living quarters by the middle and upper class (Demirel, 2015, p.1). With gentrification, in addition to a class leap, economic transformation and promotion is anticipated, it was aimed to attract the attention of the wealthy communities to here with rehabilitating the region (Hammnett & Williams, 1980, p.149-165). Branded housing plays an important role in the process of gentrification. Speculative increases are encountered in the real estate prices in the regions where these houses are built (“Markalı konut projeleri İzmir’de”, 2016; “Dev Projeler, 2015; “Markalı Konut Projeleri Anadolu’ya”, n.d; “Fabrikaların”, n.d.; “orada”, 2017; “Buralardan”, 2016; “Pendik-Kurtköy”, 2017; Kolçak, 2014; Emlak Konut GYO, 2017). In the gentrified areas, the working class has to go to the city arounds as the real estate prices are rising (Smith, 1984, p.15-24). The process of gentrification, which resulted in the displacement of the working class, is affirmed, promoted and legitimated in branded house advertisements. For this reason, branded house advertisements are part of the housing cost problem.

The urban security problem, such as the environmental problem and the housing cost problem, constitutes a part of the housing problem. Security ensures people in public places not to be attacked, forced or unhindered, not to worry about their lives and goods (Pektaş, 2003, p.22), while urban security enables urban residents to meet their urban life needs and to do so in safety (Kaya, 2008, pp.19-20). Cities are at the forefront of places where security needs in the first steps of living

instinct (Maslow, 1968, p.38). Today, urban security is under threat, because cities have become places where public order has deteriorated, internal conflicts, riots have emerged. At the core of these conflicts that threaten urban security are income inequality and the resulting socio-spatial segregation (Sunal, 2011, p.294; Harvey 2012, pp.113-114; Castells, 1972, pp.127-132; Keleş & Ünsal, 1982). In societies where income inequality deepened, socio-spatial segregation is called for the segregation of living areas of different income groups in urban areas. Social and economic inequalities constitute the source of socio-spatial distinction (Kurtuluş, 2003, p.75; Andersen, 2004; Knox & Pinch, 2000). The tendency to make a distinction among the wealthy and poor people based on income reflect to the housing consumptions, and higher income groups tend to socio-spatial segregation from lower income groups. Branded housing also trigger this socio-spatial segregation process. Because, these housing types are the houses that bring similar communities together, exclude and deport the ones that are not similar to the walls (Özgür, 2006, pp.79-95, Işık & Pınarcıoğlu, 2001; Kurtuluş, 2005). Branded housing, therefore, are part of the urban security problem. On the other hand, branded houses are being produced intensively by the private sector, because safe and luxurious houses are sold more expensive and increase profit maximization. Therefore, luxury-housing construction is preferred to social housing construction. Socio-spatial segregation in branded housing advertisements is affirmed, promoted and encouraged to organize the requests for these branded houses. For this reason, these advertisements are also becoming a part of the urban security problem.

In this context, branded houses and their advertisements are part of the environmental, housing cost and urban security issues. For this reason, the

environment -recognised with the national and international legal documents- is in a contradiction with the rights for housing and security.

Advertisements in the media of branded houses -built with large scales- are of great importance for the production of branded houses. Advertisements, which are both ideological carriers and serve the interests of the ruling class bourgeoisie⁸, who are highly influential in the consumption behaviour of the society and have the power to change the way society thinks and perceive, are being used effectively in the organisation of the demand for branded houses. There is some evidence that these advertisements are very effective in the society's housing consumption preferences. For instance, in the graduate dissertation by Örnek (2016) 'Marketing Strategies in Branded Housing Projects: Sur Yapı Example', the way of being informed of the Sur Yapı by the customers, who visited the sales office of Sur Yapı one of the biggest branded housing builders in Turkey, was investigated. According to the results of the survey, Sur Yapı informed eighty percent of the customers with advertisements.

In the housing sector, where the rules of the market mechanism are applied, these advertisements, which are seen to be effective in housing preferences, should also be examined in the context of the housing problem. Because, in these advertisements, the construction-based growth model, gentrification and socio-spatial segregation (hereinafter 'the factors causing the housing problem') are affirmed, promoted, encouraged and legitimated. For the ruling bourgeois class possessing the means of production, the construction-based growth model, gentrification and socio-spatial segregation process are useful for re-production of the capital. However, these factors that cause housing problems are not suitable for the interests of the majority of

⁸ The ruling class or ruling class defines the social class that holds sovereignty and rule and directs the course of society. In this period of historical process, the ruling class is the bourgeois class holding the means of production.

the population as it causes environmental, housing cost and urban security problems. Nevertheless, these factors are affirmed, promoted, encouraged and legitimated in advertisements. Thus, branded housing advertisements suggest the opposite or contradiction of material reality in order to increase the interests of the ruling class. This case can be explained by the concepts of 'inverted image or false consciousness', 'mystification' and 'ideology'.

Marx and Engels (1992, p.42) define false consciousness or mystification as the failure of the oppressed classes to become conscious of their real class interests and as an unreal consciousness demonstrating the opposite of the real situation. In this context, branded housing advertisements serve to produce false consciousness as they produce a discourse area that affirms, verifies and legitimates the factors that cause the housing problem. What Marx mentions by mystification is the imaginary world of each class in their own minds. Every social class produces an intellectual system that justifies its presence in order to sustain its existence. The ruling class, too, is an indispensable and the truth itself, which prove, verify and save the current type of productions, norms, values and political organization in order to sustain its existence (Marx & Engels, 1992, p. 42). In this context, as the branded house advertisements demonstrate the elements which cause the housing problem as verifying, protecting, indispensable, and truth, can be evaluated as a mystification.

Branded house advertisements can be explained even in terms of the 'ideology'. Gramsci defines this ideology as an elite force, and uses the concept of ideology to explain the relation of governance-submission between oppressor and oppressed classes. Seeing ideology as a mental production, Gramsci states that the ruling classes imposed deeply on collecting their own values (distorting reality in Marx) and led their society by ideology, which is more powerful force than violent

means, by creating its own cultural power (Gramsci, 1986). In this context, the branded housing advertisements of the ruling bourgeois class dominate the interests of the ruling class; because, also a cultural element makes mental production.

Among the most important content of the media, advertisements are product promotions that include one or all of text, audio, and visual dimensions. In branded house advertisements, the factors of housing problem affirm, verify and legitimate in this textual and verbal form. van Dijk (1999, p.331) gives the textual form of language use the name 'discourse'. According to him, discourse is a way of establishing mental control to form power. The protection and legitimization of the power as well as the ruling is realised by the discourse. Supervision of the discourse or direct production is essential to apply social control through discourse. For this reason, the rulers and those who have the power try to produce discourse, and in this way, they establish, maintain and legitimate their authorities and powers. In this context, branded housing advertisements produce a field of discourse that affirms and legitimates the causes of the housing problem. Considering the thesis in which the social authority is established and regenerated through discourse practices, van Dijk aims to analyse the relation between the forms of the discourse and the forms of authority by means of the method of critical discourse analysis and uncover the discursive forms (discursive formations) of authority. The field of discourse generated by branded house advertisements can also be analysed through critical discourse analysis to reveal how the factors of the housing problem are affirmed and legitimated.

The conceptual explanations about the housing problem take place in the second section of the study. In this section, the definition of the housing, the housing problem, the environment, the cost of housing and the problem of urban security are

included, and different approaches to the housing problem are examined. In addition, the relationship between the capitalist mode of production and the housing problem, the construction-based growth model and its relation to the environmental problem, the relationship between gentrification and gentrification with the housing cost problem, the socio-spatial segregation and its relation to the urban security problem are dealt in this section. Then, the relationship between branded housing and the housing problem will be discussed in the historical process. After settling this frame, the concepts of the environment, housing and security rights will be stated, and the capitalist mode of production and branded housing will be considered within the scope of housing right.

In the third section of the research, the branded housing advertisements, ideology, false consciousness, discourse and the economic policy of advertisements, and a theoretical framework for advertising is being developed.

In the fourth section of the research, the method of research is employed, the methods of discourse analysis are discussed and why van Dijk's method of critical discourse analysis is preferred as the method of research is explained.

In the fifth section of the research, advertisements samples selected through the purposive sampling method were analysed with the critical discourse analysis.

In the sixth section of the research, samples of the advertisements selected with purposive sampling method were analysed by critical discourse analysis method.

1.1 The Research Purpose and Importance

The aim of this research is to investigate the role of branded housing advertisements in the housing problem. No doctoral dissertation was encountered in the topic, in which the branded housing advertisements were investigated within the

scope of the environment, housing cost and security problem in Turkey. However, these advertisements were handled with a critical approach in several studies. Yet, advertisements were not investigated within the scope of the housing problem and by the method of critical discourse analysis in these studies. For instance, the qualitative research method and content analysis technique was used and advertisements were explained with the concepts of consumption and distopia in the studies of “The Projection in Advertisements of the Transformation from Urban Consumption Utopia's to Distinctive Utopian Space: Content Analysis for Luxury Housing Advertisements” by Becan (2017). Similarly, the qualitative research method and content analysis technique was used in the study of "Critical Interpretation of New Urban and Residential Forms on the Basis of Social Communication" by Memiş (2017); and branded housing advertisements were examined considering the concept of urban memory. In the graduate dissertation by Taşar (2008) named as “The Role of the Media in Creating Spatial Images: Housing Advertisements in ' Global' İstanbul (luxury) ", semiotic analysis method used and a concept set within the scope of language, ideology and globalization was created. In the study, "Representation of Aseptic Places in the Context of Class Differences: an Example of Housing Advertisements " by Alpman & Göker (2010), the semiotic analysis technique in the context of qualitative research method was applied and the advertisements were dealt with in the frame of place concept and considering the class difference. In the study; “Living and Making it Live in the Dreams and Imaginations Country with an Ideal House Myth: a Critical Analysis of luxury housing advertisements", Bedirhan (2016) used the descriptive analysis within the scope of the qualitative research method and dealt with the branded housing advertisements within the light of globalization, culture of consuming, postmodernism and simulation of Baudrillard. In the study, "

The Familiar Face of an Idealized New Life: a Content Analysis on the Commercial Films of Sheltered - safe Housing Sites " by Baykal and Denli (2017), the content analysis was used and the branded housing advertisements were analysed within the context of the globalization and capitalist consumer culture.

In the research, the relationship between branded housing and the housing problem was examined in order to establish a strong link between advertisements as a linguistic element and the housing problem practically. Under the heading of "The historical development process of branded housing and housing problem", it was tried to put forth the environmental problem originated from the branded houses produced in Turkey, housing cost problem and urban security problems, and the role of branded houses on housing problem practically. Under this heading, we dealt with the field of urban studies to establish the link between branded houses and the housing problem, moving beyond the field of communication studies. Thus, the role of the advertisements, which are a linguistic element and have a significant role in the production of branded houses, was tried to be embodied. The economy politics approach in communication also requires this. The role of advertising as a media content in production and distribution relations in the capitalist mode of production constitutes the field of economy politics investigations. Economy politics is a science that deals with the state of material prosperities in human communities, the distribution and the development of economic relations between people. The topics of how production takes place in the media field and how products reach the buyer and how buyers influence their awareness, behaviour and everyday practices is a matter of economy politics investigations (Bulut, 2009, p.8). For this reason, it is necessary to follow a historical materialistic method. The significance of this study in this respect comes forth not only in terms of the analysis of the role of the branded housing

advertisements on the housing problem on discourse level, but also the role of the branded houses themselves in the housing problem.

1.2 Research Hypotheses

Advertisements are communication activities aimed at changing the way in which the viewer / reader / listeners think and perceive to lead to buying behaviour. Advertisements serving to involve society in property relations established by the ruling class also make the dominant relations of production invisible and legitimate. These dominant relations of production derive from the dominant bourgeois class aiming at maximizing profits. Considering this, the following hypotheses can be referred as:

- "Advertisements used in the organization of demand for branded houses are creating an important discourse area that makes them feel influential in everyday life."
- "Advertisements produce discourse that reaches thousands of people every day, and shape the perception of society."
- "Advertisements play an important role in changing consumer behaviour."
- "Advertisement all over the world is one of the most effective means of spreading and sustaining the dominant ideology as a field of discourse."
- "Advertisements serve to reproduce and regenerate capitalist production relations by influencing consumer behaviour."

1.3 Research Questions

In the advertisements of branded houses where the society has a strong influence in the way of thinking and perceptions of consumption behaviour, a discourse appropriate to the interests of the bourgeois class is being created. In this

sense, the following questions were asked in order to determine the relationship between branded housing advertisements and the housing problem:

- 1- Will the branded housing advertisements deepen the housing problem that the capitalist mode of production and increased by the branded housing?
- 2- How should the construction-based growth model, in the field of discourse, produced with the branded housing advertisements, be affirmed? How are these growth models legitimised and what arguments are being produced so that the community can support this growth model?
- 3- How is gentrification being affirmed and legitimated in the field of discourse produced with the branded housing advertisements? What arguments are produced for the verification and affirmation of gentrification in society?
- 4- How is socio-spatial segregation in the field of discourse produced with branded housing advertisements affirmed and legitimated? Which arguments are encouraged by the socio-spatial segregation of society?

1.4 Hypothesis

As it is understood from the hypotheses and research questions discussed above, the advertisements have significant influence on the viewer / reader / listener. Considering these hypotheses and research questions, the following hypothesis was produced:

“Branded housing advertisements affirms, validates, legitimizes, emboldens and encourages the gentrification that causes the housing cost problem, socio-spatial segregation that causes the urban security problem and construction-based growth model that causes the environmental problem. Therefore, these advertisements increases the problem of housing which is generated by the capitalist production style.”

1.5 Research Universe and Method

In this study, the advertisements of the houses selected by the 'purposive sampling' method will be analysed by the method of the 'critical discourse analysis'. In the purposive sampling, a certain deliberate sample is chosen and predetermined and described units are selected for the investigation (Erdoğan, 2003, p.179).). The purposive sampling is a non-likely sample chosen based on the purpose of the study. In addition, the purposive sampling is also known as judicial, selective, or subjective sampling. The purpose here is to provide as much information as possible on the events and topics studied. In other words, purposive sampling is the selection of rich situations in terms of information in the context of the aim of studying in depth. In order to create the sample of the research, the advertisements broadcast in the mass communication fields were extensively scanned and nine advertisements, which are believed to have affirmed, validated and legitimized the construction-based growth model, gentrification and socio-spatial segregation, were selected. The publication dates for these advertisements were from 2012 to 2017. In Turkey, the first of its growth model based on construction started in the 1980s and was called as the 'first growth period', and the second started after the 2000s and called as the 'second growth period'. In this research, the advertisements reviewed were selected from the branded houses advertisements, which were considered to provide as much information as possible, produced during the second growth period. In this dissertation, the advertisements are dealt as a discourse. Van Dijk's method of critical discourse analysis was employed as a method in this research. The reason for choosing this method stems from the research problem. Because, in the study, advertisements are thought to be communication activities that embolden and encourage the construction-based growth model, gentrification and socio-spatial segregation. Considering the

thesis that social power is established and reproduced through the linguistic practices, van Dijk analyses the relation between the structures of the discourse and the structures of power and aims to uncover discursive forms of power (discursive formations). Van Dijk (1998) established his method on two basic analysis related to the macro and microanalyses of the news. In the study, advertisements were analysed in six main themes: thematic analysis, photographs, main event and presentation format, syntactic analysis, word selection and rhetoric. The analysis categories of the analysis of critical discourse, which was often used in the analysis of the news, was properly adapted to the forms of the advertisements. No analysis techniques, which are appropriate for news analyses but are not considered appropriate for the structure of the advertisements, were used. This case is explained under the heading of the 'van Dijk's discourse analysis' in detail.

2. HOUSING PROBLEM

2.1 Description of House

Houses are known as various names such as places where individuals sustain their lives. House, apartment, dwelling are among some of these names. In various definitions constituted about housing, properties such as living area, shelter, being a means of consumption come forth (Arıcan, 2010, p.5). House is a shelter before all. Housing can be described as a spatial phenomenon that the individual sets up to meet the basic need of accommodation. House can also be interpreted as a space-planning unit in the smallest measure within the social system (Toprak, 1990, p.2). House is defined in contemporary Turkish dictionary as, "the dwellings where people live in, apartments and etc., place, dwelling, residence " ("House", n.d.).

Keleş (1998, p. 89) defines the word 'house' as "a shelter built for the life of one or more households, with facilities for basic living needs such as sleeping, cooking, cooling and sheltering, washing and toileting". This definition emphasizes the need to be a shelter as well as the quality of housing to meet the basic human needs of the individual (Arıcan, 2010, p.5). According to the Republic of Turkey Prime Ministry Housing Special Commission Report (2001, p.1), the house is the physical environment that provides shelter, which is one of the basic needs of the people, the physical and moral places that hold the family as the basic social unit together. In addition to being a shelter, house also directly influences life with its feature as being the centre of family life (Toprak, 1990, p.3).

The house is not just a shelter but also a place where the individual stores energy in order to maintain a healthy and quality life in daily life (Bayraktar, 2007,

p.11). In addition, it is an environment, in which social functions are carried out in order to make a living in a decent way, in a healthy, comfortable, happy, sustainable, liveable, beautiful and clean environment. (Demirarslan, 2005). So, whether the environmental conditions in the area are liveable, healthy, sustainable and clean or not is important. For this reason, the house, which is a whole with its surroundings, is in a deep relationship with the environmental conditions.

House is in a deep relationship with the economy as it is with the environment. Historically, house has changed and developed according to the mode of production and relations of the society in which it is located and the resulting income distribution, the concept of ownership, the level of development and resource use (“Housing congress”, 1975, p.8). In time, the housing has left the feature of the shelter solely, at the same time that it became a mean of trade bought and sold brought the economical dimension of the housing forth. Having an economic value necessarily it brought the need to realise the housing from different aspects. It made the housing gain various economical senses from the processes of production and marketing (Arıcan, 2010, p.7-8).

Housing is in deep relationship with security as well as the environment and economy. Housing is a means of establishing social relations and providing adequate public services. These include facilities, where social relations are established, such as education, health, sports, recreation, shopping and transportation (İstiklal, 1978). Therefore, housing, which has intense social relations with its surroundings, is also associated with security problems that may occur around the residence.

The house is a place where people can reproduce (Chamber of Civil Engineers [CCE], n.d.) and a place where the individual feels secure and the most effective

assurance of the existence of the person. In other words, house is the mean of a basic trust for the person (Bayraktar, 2007, p.11). According to Turgut (1994), housing should be dealt even in terms of security and comfort.

2.2 Housing Problem

The housing problem is a problem that is gaining in importance with industrialisation, urbanisation and population growth all over the world and it is a critical problem as there is an essential need for the family, the smallest unit of society, to maintain their physiological and social assets (Sevim, 2009, p.14).

The housing problem, in a simple sense, is the absence of a balance between the existing housing stock and the needy in a given time period. The balance situation occurs at the point where both numerical and qualitative harmonization is achieved. Numerical balance -no matter in what form it is- is the requirement case of the units that constitute independent households to be fully met by the existing housing stock. Qualitative balance, however, is the case that the characteristics of the houses match with the requirements of those in need (Ersöz, 1994).

The housing problem means that some families are not suited to the contemporary level of life and that they are living in unqualified houses due to the inadequacy of the number of qualified houses, and those, who want to live in qualified houses, have to pay large amount of prices (Sevim, 2009).

The housing problem is a complex question, which has economic, social, cultural, technological and political aspects, and it is intertwined with many issues (Feyzioğlu, 1978). Therefore, it is not possible to discuss the housing problem from the social, economic and cultural changes of the society alone (Ersöz, 1994). If the housing was not so multifunctional, the housing problem could be defined based on

whether enough houses were built and distributed to all the layers of the society or not (Sevim, 2009, p.15). However, the house is a multi-faceted unit and deeply connected with the environment, economy and security. Housing should provide living conditions in a healthy environment (Ertan, 1996). In the Second United Nations Conference on Human Settlements, it was emphasized "environmental factors" should be included in the definition of housing in the context of "liveability criteria" (IMO, n.d). For this reason, the environmental problems are closely connected with the housing problem. The housing problem should also be considered in relation to the economy. Engels (2013), in the study named as "The Housing Problem", deals with the housing problem in terms of the economical side and refers that this problem emerges as a result of the capitalist production style; underlines the fact that the surplus value gotten from the employer are shared by the capitalist and landowner classes together and this situation is the main reason of the housing problem.

In developed countries, the housing problem emerges as a sign of poverty among millions of people excluded by the economic order and the social security system, and the general welfare of these countries makes the situation of those who cannot share it even more unbearable. Today, more than 1 billion people are homeless or live in unhealthy homes on the earth. More than 100 million of them have no shelter. In developed countries, 2.5 million people live in the United States of America (USA), more than 40 people live in Canada and 230,000 people live in the UK, and the number is increasing steadily (Alkan, 1998). These community segments, which cannot afford to live in qualified houses, have applied their own solutions and especially around the large cities surrounded by the squatter areas with illegal, untapped, poor living quality (Sevim, 2009, p.17). Therefore, the housing cost

problem is also a subject that needs to be addressed within the scope of the housing problem.

The housing problem is also related to security, as is the cost of the environment and housing. If life and property are not safe in the living areas, it is considered a place without security (Kaypak, 2011, p.45). A settlement cannot get the right to be a "settlement" in real sense without guaranteeing the safety of its residents (Kaya, 2008, p.20).

2.2.1 Problem of environment.

The environment, which is defined as a whole of natural, cultural, historical, aesthetic, visual element and characteristics, has been very important for people in both around the housing and the cities they built throughout history. The environment, which is shaped by the necessities of daily life and natural and artificial things, is a constantly changing dynamic phenomenon. Throughout history, people have felt the need to meet both the biological and psychological necessities as well as the intellectual needs of the environment, which is constituted by houses and green areas together (Erdoğan, 2006, p.68).

As living areas, cities are human ecosystems in which many natural and cultural elements exist and interact all together. On the one hand, natural environmental conditions such as air, soil, water plants, on the other hand, socio-economic activities such as transportation, trade, industry and tourism, which have to be constantly developed for economic development, are intertwined in the same area. The healthy functioning of this structure, which is called urban ecosystem, depends on the harmony between the natural and cultural elements, which are the components of this ecosystem, and the balance between them. The increase in socio-economic

activities with urbanization, which started to spread rapidly after the industrial revolution, brought the concept of 'liveability of cities' with it. The concept of liveable city is the case that some or all of the conditions that prove the quality of life in cities emerge in the same city. Habitability for cities is a measure of the healthy environmental conditions and quality of life that urban people need in their daily lives (Karadağ, 2009, p.32).

The healthy environment required for the cities is a concept that has both narrow and broad meaning. In a narrow meaning, it is the settlement where the conditions are brought to a favourable condition, with living conditions without the risks of disease. Its broad meaning can be defined as an environment enabling people to develop their material and spiritual beings for the sake of humanity and live on conditions favourable to their needs. Within the scope of the 'healthy cities' initiated under the leadership of the World Health Organization (WHO), the frame of this broad meaning is also mentioned. An important element that should be added to the characteristics of a healthy city is what kind of habitability it should have on its own, with an ecocentric understanding, regardless of the value it has for the city and its characteristics (Keleş, 2015, p.56).

Today, the reasons that cause problems, which are gathered under the name of environmental problems, are not only industrialisation but also closely related to urbanization. It is known that the factors, which are the most effective on the quality of urban life and environmental conditions, are intense, fast, distorted, unhealthy and unbalanced urbanization. These construction activities in the cities are transforming cities into risk squares by becoming the focus of environmental degradation and pollution. The cities are being transformed into areas, which are exhausting for those who live and work in, but are not included in the future plans of the living for them

due to the environmental problems arising from the wrong use of urban land and its use over the environmental capacities (Karadağ, 2009, p.32). Intensive construction, heavy traffic in the cities, industrial production and consumption bring the cities away from the liveability of the urban concept in the city.

If the account of resource use, consumption, pollution, and many other urban and environmental problems that are gaining serious rates with the growth of the cities, and there is a parallel among them, is taken into account, the importance of the relationship between the urbanization and the environment can be grasped better. It is understood that perceiving the environmental problems as a problem of urbanization is true. The fact that intensive construction is a threat to the main elements of the environment is also related to the nature of the relationship between urbanization and the environment (Keleş, 2015, p.106).

The environmental problem, raised because of false urbanization policies causing intensive construction is closely related to the housing problem. The residence is not just a shelter but also a place where the individual stores energy in order to sustain a healthy and quality life in daily life (Bayraktar, 2007, p.11). For this reason, an unhealthy, poor quality environment will become a housing problem at the same time. As the house is whole with its surroundings and affects those living in the outside as well as inside the house. One of the characteristics of the habitable house is also clean environment. House and living environment conditions are among the main indicators of a liveable settlement and quality of life. At the beginning of the issues to be considered in the regulation of the housing environment is the construction of buildings in the least harmful way for the natural environment and the consideration of the ecological balance of the environment (IMO, n.d.).

2.2.2 Housing cost problem.

The housing cost is the expense item that a person or a family uses in their household to meet their need for housing. In a country, when certain segments of the society are unable to afford the cost of meeting their needs their lives for various reasons in quality housing, poverty, extremely inadequate infrastructure and unqualified and unhealthy conditions begins to emerge and the quality of life reduces in the country. These housing types, which are defined as poverty nests by Keleş, are being built contrary to the laws of zoning, and they become settlements that are not integrated into the plan of the city. Their sturdiness and constructional qualities are also very problematic and cause unhealthy urbanization, unplanned, ugly, irregular constructing (Keleş, 2015, pp.365-370). Specifically, when an ideal housing cost is mentioned, it means a cost, which all segments of society can comfortably pay for housing in affordable housing for human dignity, without going to any restrictions on their expenses for other human needs. The absence of such an ideal housing cost in a city leads to the problem of housing cost. Houses should be accessible for all segments of society (IMO, n.d.).

2.2.3 Urban security problem.

Security is defined as the performing of the legal order in social life, the possibility that people live without fear with safety, orderliness (Safety, n.d.). The word 'security' that comes from the root of 'trust', means feel yourself in safe and secure. The concept of security refers to the absence of threats and risks to the lives, races and property of persons and describes the protection of persons from all kinds of attacks, threats and accidents. Security means that people can be in public places

without being forced and unblocked, not to be worried about their lives and properties (Pektaş, 2003, p.22).

Security, which is a natural and social need, is one of the reasons that encourage people to live together. The need for security takes place in the first steps of life instinct. The social scientist Abraham Maslow refers the order of needs in the pyramid, listed as 'Physiological, safety, the feeling of being related and love, social respect and self-realization' (Maslow, 1968, p.38). According to Maslow, the demand for accommodation in a safe environment follows the need for nutrition. The need for security, which comes before the feeling of being related and need for love, is also closely linked to basic human rights and freedom. Recently, the concepts of security and city have begun to be used inseparably. If life and property are not safe in the places of life, it is considered as an unsafe place. Urban security is a security requirement that is valid within the city limits and is expected to be fulfilled by those living in the city (Kaypak, 2011, p.45).

From a human; if the city is safe and peaceful, s/he will continue to live there; if not, s/he will go to another safer place, that is, it will be emigrated. It does not seem possible to achieve material and spiritual development unless people feel safe and secure (Armağan, 1980, p.51). Throughout history, people have come together to establish a city with the instinct of protection; they want to feel in safe in the city. Urban security makes it possible for an individual or group living in the city to be able to do it safely while meeting their needs for urban life and carrying out their relations (Kaya, 2008, pp.19-20). In addition to being unable to separate from each other, the lives of people in safe settlements and conditions are as important as the security of the states. Because, the society can only benefit freely in safe environments (Keleş, 2015, pp.135-137).

Therefore, cities have to be places that offer peace of mind and provide confidence to the living. Cities where a large part of the population live in the world are at the top of the places where security needs are most felt. Urban security is also directly linked to fundamental rights and freedoms. According to Kaypak (2011, pp.40-44), having the right to life and fundamental rights and freedoms is only possible in a peaceful and safe environment. A settlement cannot get the right to be a "settlement" in real sense without guaranteeing the safety of its residents (Kaya, 2008, p.20).

In this context, a safe city is a settlement that allows societies to live in peace and thus use their rights and freedoms, and to develop their own material and spiritual self-development. The lack of such security in a city leads the problem of urban security. The urban security problem is also a housing problem. Because houses, which are the basic symbols of the existence of cities, are not only a shelter but also a place where individual and family confidentiality is protected, the individual feels himself/herself in safe and the most effective assurance of the existence of a human being. In other words, housing is the fundamental means of assurance for human (Bayraktar, 2007, p.11).

2.3 Various Approaches to Housing Problem

The housing problem is so complex phenomenon that it cannot be reduced to housing deficit calculations, which show that housing supply is inadequate to meet the housing needs of the rapidly increasing urban population. One of the difficulties in defining the housing problem originates from the lack of a clear choice of whether to address the norms of the market mechanism or a normative solution when describing

the question's existence.⁹ Since the housing problem within a society is only understood in this complexity, a housing policy consistent with the realities of that country is proposed (Tekeli, 2010, pp.93-94).

The housing problem differs according to the market mechanism and the normative framework. According to the market mechanism, how many house will be produced and how they will be sold is determined by the best market mechanism. According to this, it is necessary to be pleased with the balance emerged with the market mechanism. Considering this point of view, there is no housing problem; this problem arises only in special situations such as war and natural disasters. However, in countries such as Turkey, where there is a case of rapidly increasing population and urbanization, income inequality is growing steadily, both encountering with the slum demolition and an extraordinarily luxury residential sales occurred high price, this argument is not persuasive. A need for a normative framework to test the validity of market solutions, assessing this situation independently of the market mechanism is emerging. This normative framework should make recommendations on issues such as the amount of housing to be built, the number of the houses, the accoutrement standards, the health conditions and even the aesthetic qualities. How this normative framework will be set up, who will have the right and authority to adopt such a framework are considerably difficult in determining. In order to overcome this difficulty, the concept of 'demand' comes forth against the concept of 'need' of the market mechanism. Demand, which is the notion of the market mechanism, is influenced by many social phenomena such as the price of housing offered, the income distribution in the country and the tendencies of apparent consumption.

⁹ The second problem originates from the fact that the house is multifunctional, not single functioning in terms of society. The question arises as a question to what functions the house will be put into. This problem has been addressed in the title "What is the Housing?"

However, according to the normative framework, the fact that the existing demand is met is not a solution to the housing problem. Taking the concept of demand, which is an economic concept, as the base excludes the status quo from criticism. However, the 'need' is a concept with full of criticism that shows inadequate and excessive housing consumption. It is not economically but morally grounded aiming to determine what is not excessive and what is necessary. What is needed is emerged by the conditions such as family structure, health reasons, etc. 'Needs' do not come up with these lowest standards, exceed them to a certain extent. The exceeding is determined by the social preferences and degree of development. For this reason, it changes from time to time, according to society. Need is a concept that can change but it is against inequality. Two different paths can be followed when it is proved that this cannot be achieved with the work of market forces based on the framework of necessity. If it is proved that this cannot be achieved by the operation of market forces based on the framework of necessity, two paths, which can be followed, come forth. The first of these is to move housing production out of private enterprise and market mechanism. This choice is seen that the housing production must be fulfilled by the state as a social service offering. The second way is to try to harmonize the prescriptive normative framework to correct the consequences through direct and indirect interference without denying the free market system. If this strategy is chosen, it can be said that this harmonization is tried to be ensured by increasing the housing standards of the low-income groups rather than limiting the excessive housing consumption the upper income groups. Even if the supply of large and luxurious housing is tried to be influenced indirectly by taxation, experienced related to this case demonstrated that is not an effective way (Tekeli, 2010, pp.94-97).

Therefore, the approach of the market mechanism, which advocates that housing problems arise only in the situations of disasters such as floods and earthquakes, cannot bring a solution to the housing, which is a multidimensional problem. The housing problem should be assessed holistically with problems such as the environment, housing cost and urban security. However, the market mechanism approach reduces the housing problem to pure housing deficit calculations.

2.4 Capitalist Production Style and the Housing Problem

The normative search approach sees the capitalist mode of production, which the market mechanism approach advocates, as one of the main reasons for the housing problem. In order to distinguish the capitalist mode of production from the other modes of production, it is necessary to assess the topics that labour does not have the means of production and commodity, production for exchange value and withdraw directly from the producer for the continuity of production (Eren, 2014, p.160).

In general, the capitalist mode of production is used by a capitalist class in the meaning of a production style defined as a means of commodity production, in which the means of production or the capital is grasped as private property, by excluding the vast majority of people (Walker & Gray, 2007, p.45). Encyclopaedic definitions related to the capitalism generally choose commodity production as the starting point. That is why Marx started his significant work the "Capital" with the production of commodity. Production activity is not a reality without human nature, but a part of human nature. This means that the history of humanity and the history of production have been in the same direction (Eren, 2014, p.140).

People need food, clothes and shelter to continue their lives. In order to have all these material wealth, the society has to produce them. In order to produce, it is

necessary to have special tools, and to know how to make and use these tools. The forces that make society liveable are various. The material wealth, which consists of the consumption items and the means of production, is obtained through these forces. Scientific and technical information, work habits and all kinds of work experience constitute the 'productive forces'. The dominant power that make others dependent in a whole is the 'means of production'. The development of the means of production conditions the development of the productive forces. At the beginning of the production, there were primitive tools of Stone Age. With the invention of arrows and arc, the means of production evolved and people skipped from hunting to animal farming. Following the Stone Age, tools were started to be built in the mine age; this enabled the transfer from farming to agriculture. The fact that metal tools are becoming more and more complete has led to the emergence of artisanship. The hand tools used in the craft were developed and turned the machines; the construction of machines that work with steam, electric energy etc. led the birth of the big industry. It is necessary not to confuse production tools with consumer goods such as household goods, housing, automobiles etc. The production tool is what is needed to make production. For example, in a modern society, land, forests, waters, underground fortunes are all kinds of raw materials; factory buildings, transportation and transport tools etc. that allow the transformation of these natural wealth are means of production (Politzer, 2015, pp.307-315).

Production, a battle won against the nature, has always been carried in cooperation. Whatever the conditions of production activity are, it has a social activity. For this reason, it is inevitable to establish certain relationship during production. This relationship among people is called as 'relationship of production'. Some people, for example, can come together and help each other in a free way to

build a house in cooperation. In this case, a cooperation is far from all kinds of exploitation. On the other hand, someone may force someone else to work for him/her on some condition. In this case, the quality of production relations completely changes. The mode of ownership of the means of production determines the relations of production. Production relations are referred to by the name of the class that owns the means of production. If the feudal class possesses the means of production, then the relations of feudal production come into existence; on the other hand, if the capitalist class possesses it, the capitalist production relations emerges. The mode of production realised within capitalist production relations is called the capitalist mode of production. The mode of production represents the dialectical unity of productive forces and productive relations (Politzer, 2015, pp.314-315).

The market principle is admitted as a conceptual tool in explaining the capitalist mode of production. The three important distinguishing features of the market primitive lay out the essential elements of the capitalist mode of production. The first of these is that the labour power became a commodity in capitalism. In the capitalist mode of production, labour power is a commodity that can be bought and sold like any other commodity on the market. The labour market where the labour power is supplied and demanded is the field in which the labour fee is determined based on bargaining and voluntary (consent). Since the relational associations in this area are ostensibly based on the rationality, there is a perception that every process is based on freedom (Eren, 2014, p.143). Marx sees this relationship of exchange as an attempt to conceal and further legitimate the exploitation of labour to break the perception that the relationship of exchange taking place on the basis of consent and to uncover the "reality" behind the vision and focuses on the relations of production. Marx's (2011, p. 172) claims as: "What characterizes the capitalist age is that in the

employer's own eyes, labour-power receives a commodity of its own, and therefore, labour becomes wage labour. On the other hand, the commodity form of labour products is only generalised since then" are important, because they emphasize the necessity of the existence of the labour market before production for the value of the exchange.

The second distinguishing feature of the market is related to the quality of production. In non-capitalist production systems, the aim is to obtain value for use, so that production takes place at subsistence level. The capitalist production system is the production for the value of barter (exchange), that is, for the sale on the market. The purpose of the capitalist in the market sales is to make profits and to make more profits by directing the previous profits to re-production. The aim is to maintain capital accumulation (Eren, 2014, p.143-144).

The third distinguishing feature of the market principle is linked to the way in which the residual value¹⁰ goes to the property of the owner of the capital. The owner of the capital owns the residual value because he holds possession of the value, means of production and tools. In the capitalist system of production, in residual value's passing into the hands of the capital owner, economic mechanisms come into existence instead of the non-economic oppression and the power mechanics. The owner of capital, therefore, can obtain the residual value without applying the oppression of a feudal lord to sergeant, or a slave owner to slave (Eren, 2014, p.143-144).

¹⁰ Existence of the residual and snatching off it are different things. It is not correct to present the existence of residual as the distinguishing feature of capitalism. The residual exists in all sorts of production. Heilbroner (1968, p.33) defined the residual with the words as: "In all societies the residual means the difference between the volume of production required to pass the workforce and the volume of production produced by the workforce" and pointed that the residual exists in every society. In this context, the residual is necessary production for those who have carried out direct production, to continue production again, and since this excess neolithic society. In fact, the continuation of the mode of production is based on the existence of the residual.

In pre-capitalist societies, military, legal or political power are applied in snatching the residual value directly from producer; on the other hand, markets are used in capitalist societies instead of this power. With the words of Wallerstein (2003, p.15): "Historical capitalism requires the common commodification of the processes that previously worked out of the market - not just the process of exchange but the process of production, the process of division and investment". In this mediation, the market connected not only the exchange process, but on the production and distribution processes to itself. Based on this dependence, directly the producers deprived of their own means of production lies in the capitalist mode of production. The existence of a class that has to enter market relations in order to use the means of production is one of the specific aspects of capitalism. Capitalism can be portrayed as a class of producers who need the means of production to live but cannot have access to those means without entering into market relations (Eren, 2014, p.144-145). The three important features of the market principle mentioned above can be regarded as the basis for differentiating the capitalist production system from the other production systems.

The approach of seeking normative solutions is seen as one of the main causes of the housing problem of the capitalist mode of production. For instance, Engels (2013) points out that the main reason for the housing problem is the capitalist mode of production in his work 'Housing Problem'. As in this mode of production, the working class is deprived of the means necessary for its life. That the residual value produced by the working class, working for a low wage, being seized by the capitalist class increases income injustice. For this reason, the working class has to be sheltered in rundown houses, which are very unhealthy with inadequate infrastructure.

In his work, Engels, who argues that this proposal includes both the bourgeois literature and the proposals for solutions brought by the Proudonists. In his work, Engels underlines that the problem of housing is not something unique to today, nor is it a peculiar to the modern proletariat, which has a different place over all the earlier oppressed classes. On the contrary, all the oppressed classes experienced similar housing problems in all periods. According to him, there is only one-way to put an end to the housing problem; put an end to the capitalist mode of production. Engels (2013) notes that the housing problem cannot be solved in the bourgeois social order and that the proposal for the solution of the bourgeoisie's class to the housing problem reproduces the problem:

In fact, there is only one-way for the bourgeoisie to solve the housing problem by its own model (i.e. to solve the problem in a way that continuously reproduces the problem). This method is called as Haussmann. I do not mean the bonapartist style of Paris Haussmann as Haussmann (aiming to build long, flat and wide roads in the midst of overcrowded employers' neighbourhoods, the purpose of ranking large luxury buildings on both sides of them is to create a proletarian dependent, especially a Bonapartist, apart from the purpose of strategically strengthening the barricade war and create the city as literally a luxury city. When I say "Haussmann," I mean, in our big cities and particularly in centralised areas, this practice is concerned with public health and beautification, whether it is a large centralized work place, or railroad, I am referring to the practice of opening the gap in the working class neighbourhoods now common, irrespective of their emergence due to traffic requirements such as construction. No matter how different the reasons, the results are always the same everywhere. Because of this great success, it is

accompanied by the glorious glamor of every opportunity, the most infamous streets and narrow roads, like being accompanied with the glorification of every moment on this occasion, the most disgusting streets and narrow roads disappears, but) quickly appears elsewhere, mostly in the nearest neighbourhood (Engels, 2013, p.79).

Engels also included Proudhon and Sax as examples of solutions to the housing problem of critical and dominant approaches, and claimed that these proposals would not solve the housing problem. According to Engels (2013, p. 23), Proudhon's solution to the housing problem is that his / her employer has the house s/he lives in. The reason why Proudhon offered such a solution is that he thinks the situation of the tenant is the same as that of the capitalist.

Engels sees the relationship between the tenant and the homeowner as a simple commodity sale, not a relationship between the proletarian and the bourgeois, the employer and the capitalist. Because, according to Engels, this is a transfer of pre-produced value, even if the homeowner leases the tenant and there is no unique result here of the sale of the employer to the capitalist. Proudhon's solution to the housing problem is that through the removal of rented houses and with the annual payment throughout the year, the employer must buy part of the house partly at first, and the whole of it then; shortly, the employer buys the house. Engels argues that he opposed Proudhon and that the solution he proposed was already applied to speculator companies that provided two and three times the value of their houses by increasing the rent in all countries. According to him, this solution directly turns against him, contrary to bringing prosperity to the working class. In this context, Engels criticizes the Proudhonian approach to the question of housing and argues that the scientific basis is problematic (Engels, 2013).

Engels notes the solution that the bourgeoisie brings to the question of housing is directly related to the Proudhonju solution. According to him, the solution that the bourgeoisie brings to the question of housing is reproducing the problem just as the Proudonists do. Engels states that the reason for the bourgeoisie's inclination to the housing problem is that poor neighbourhoods are the breeding ground for epidemics and that these diseases do not spread to the more airy and healthy parts of the capitalists. Associations were established to solve this problem, government commissions were set up to investigate the living conditions of the working class, books were written, proposals were drafted, laws were discussed and accepted. Engels examined the proposal for the solution of the bourgeois literature for the housing problem through 'The Emerging Housing Conditions and Reform of the Working Classes, Vienna 1869' by Dr. Emile Sax. According to Sax's proposal for solution is to raise the class of possession like Proudhon to the class level of the property owner. According to Sax, the employee will be protected from the danger of unemployment or inoperability by becoming a proprietor and will reach the highest level of economic independence. According to Engels, the fact that the employer owns the property will restrict his freedom of movement, is the primary asset. Engels suggests that Sax considers the whole of the employees as peasants, and points out the danger of the conversion of residential property to an employer's tie, stating that the employees of the big cities are the freedom of movement of the primary asset condition. In this case, as in the feudal system before the industrial revolution, the employees will once again be chained to the ground and the resistance against the decreasing of the wages will be banned. According to Engels, the aim of Sax is to turn his employee into capitalists with ownership of their houses. Nevertheless, this is not possible according to Engels. Although the employee is a proprietor, the mode of capitalist production

will continue to exist unchanged, and the employees will retain the position that they have nothing else to sell than labour, and therefore have to sell their labour to capitalist. Engels asks this question, analogous to the situation of French army troops carrying a marshal baton in his backpack during the old Napoleonic era: “How can Sax make the privates to marshal continuing to be private at the same time?” (Engels, 2013. pp.40-46). Engels states that with the housing ownership of the employee, housing costs will no longer enter the workforce value of the employer; and consequently, every reduction in the workforce's production costs, that is, every permanent price reduction in the means of subsistence of the employee will be equivalent to a decline in labour value; and therefore, there will be a corresponding fall in wages. Thus, the wages will fall by the average amount saved from the rent, and the falling amount will become capital for the capitalist who employs him. In this context, Engels notes that Sax cannot turn the employee into capitalist even on the paper. According to Sax, employers should encourage, support, and help employees make their own arrangements (by providing land, borrowing construction capital, etc.) in order to obtain housing suitable for employers. Engels notes that it is no more than a moral preaching to let Sax inform his factory owners that he needs to build employee houses. Furthermore, since the factory owner is not a competitor, he will not only have to pay single hander prices to become an employee's house, but he will also be able to seize the house in any factory-owned case.

Shortly, Engels, (as cited in Keleş, 2015, p. 31) who has an understanding of normative solution, indicates that it is not possible to tackle the problem of housing on its own, as long as it preserves the existence of the capitalist production process. Today, in the United Kingdom and the United States, the conditions of poor classes housing, in some cities, made this presumption gain validity.

The problem of environment, housing cost and urban security, which is discussed in this study and evaluated within the scope of the housing problem, also emerged because of the capitalist mode of production. As the construction-based growth model, which is the result of the capitalist mode of production, increases the environmental problem; gentrification increases the problem of housing cost; and the socio-spatial segregation increases the urban security problem.

2.4.1 The Construction-based growth model.

The movements of capitalist capital accumulation and crises are closely related. Harvey (2011) points out that capital injected into the economy during the production process directs its investments to the more profitable urban built environment, namely construction activities, in order to increase profits. This method of reconstruction and re-production of capital and construction activities is called 'construction-based growth model'.

Capitalist entrepreneurs are investing in the built environments of cities by turning to the cities outside the production period in order to be able to recover their declining profits. According to Harvey (1985b, p.14)'the capital investment of the capital should be analysed based on capital accumulation processes. The basic investment in the first round of capital (conversion) is production and consumption. Due to the excessive accumulation occurring during a limited period of time, the capital that is blocked in the first cycle and flows through the second and third cycles. The second cycle of capital is formed with the investments in fixed assets and is formed by consumption funds, defined as aid supplies, rather than direct inputs. As a solution in the production of surplus-value due to the nature of capitalism, the second cycle of the capital (production of built environment, housing, workplaces, shopping

centres, investment in urban areas, etc.) come into existence. It can be said that the capital ran away from this area; if the capital's only reason for the second cycling belt is that there is no excess accumulation in the first cycle and that the profit rates in the second cycle are high in the built environment.

Especially the construction sector has an important place in the struggle between the capital classes. In capitalist societies, capital accumulation process and urbanization are not dependent. As the capitalism wants to produce surplus value for its nature. The creation of this value takes place either by extending the working period or by investing in means of production. However, this situation leads to excessive accumulation in some periods and results in a decrease in the profit rates. As a solution to the production crisis which the capital entered in, Harvey suggests that the re-production can be accomplished through the capital invested in the urban area that he calls as the second cycle, the investments made in urban area; that is, with investments in the built neighbourhood (factories, boulevards, skyscrapers, hotels, luxury residences, shopping centres) (Harvey, 1985b, p.71).

Harvey (2011) states that, in the capitalist manufacturing process, companies are now investing in spatial and real estate rather than investing in machinery and raw materials for production. In this sense, urbanism is the most important physical and social environment that determines the value of change and consumption of urban space, just like an industrial 'product'. Investments made in urban space are re-constructing the city's environment. Capital emerges from the crises that it enters in the production process by rebuilding urban areas as investment and unearned income. As a result, the urban real estate market is reviving and the crisis is being overcome because of investments in urban spaces. Harvey notes that urbanization is the main reason for the increase in demand for the products of industrial capital.

Harvey (2011) states that capital accumulation is always related to geographical expansion in the capitalist mode of production. The capital also includes processes of geographical expansion, 'urban entrepreneurship' and 'intercity competition for multinational investments'. Thus, the accumulation of capital was begun to be provided by construction activities. As the capitalism is always in the process of increasing the period of capital, of accelerating capital circulation, and because of its tendency to transform temporal horizons, it can only be achieved with long-term investments like 'construction activities'. These activities are the basic crisis precautions and the 'spatial solution' that capitalism takes to overcome capital excess (Harvey, 2011, pp.42-80).

According to Şahin (2015, pp.50-70), as a distinctive feature of contemporary capitalism, a capital accumulation model based on urban rent is now dominant throughout the world today. In this process, cities became 'sources of accumulation' with their physical and abstract assets, their material and spiritual values, and capitalism themselves. According to Lefebvre (2015), the ruling classes now use space as an instrument and maintain the capitalist relations of production by subjecting the space to ruling power and controlling it (Lefebvre, 2015, p.). Marx also notes that the bourgeoisie adopts the geographical expansion mission as a consequence of the internal contradictions of capitalism: " A search for a constantly expanding market pushes the bourgeoisie all the way to the surface of the earth, to settle everywhere, to connect everywhere ' (Harvey, 2011, p.42). In sum, capital inflows into the capitalist production process direct their investments to the more profitable urban built environment to increase their profits. This investment is carried out in the form of construction activities and a construction-based growth model is implemented.

2.4.1.1 The relationship between the construction-based growth model and the environmental problem.

This growth model, which is aimed only at maximizing profits, creates a building density and adversely affects the urban environment. Lefebvre (2015) emphasizes that this model, named for the production of space, only results in a 'wild urbanization' that obeys the quest for profit, causes desertification in one place crowding elsewhere. According to him, massive and 'brutal' urbanization and constructions, which are no strategic other than maximizing profits, lacking creative originality or rationality, massive and 'brutal' result in disasters that can be detected and observed everywhere. Lefebvre (2015) emphasizes that the raw material of this growth process is the unfortunately abandoned nature, and points out ecologists' warnings about soil, air, water and environmental pollution (Lefebvre, 2015, p.21-22).

Altıok (2011) also underlines that the building density created by this growth model is responsible for the environmental problem. According to him (2011), the elimination of the contradictions of excessive accumulation of capital in a given geographical region is being tried to be overcome with new spatial arrangements and spreading, these processes lead to ecological devastation and destruction. For this reason, environmental crises are the manifestation of the structuring crises of capitalism that do not limit the search for more profit (Altıok, 2014, p.81).

According to Balaban (2016), the most fundamental problem of uncontrolled growth in the construction sector is the production of environment with buildings. International experience also shows that uncontrolled growth in the construction sector is causing economic, social and environmental problems (Balaban, 2016, p.21). There are a number of academic researches that show the problems caused by the economic model based on the unconditional support of construction and real estate

activity, and some researchers call this the 'dark face' of the construction industry¹¹ (Zainu, 2010, pp.421-426).

According to Mumford (2013), this model, which increases the building density, also worsens the housing conditions and increases the housing problem:

In industrial cities, especially the housing conditions of the working class are also very negative in terms of health. Instead of the beautiful images of collective open spaces and gardens, the appearance of the back wall of another room which is similarly ill-designed with the increase of only one ventilation pillar or building from many rooms, this demeaning attitude to cleaning or the need for a beautiful image characterizes the development of the commercial city. Consequently, the conditions of housing worsen as capitalist standards come into effect. That the new environment is dark, poisonous and smelly necessitates washing extra clothes, being washed and paying attention to health conditions, and medical intervention in advanced cases. For this reason, human performance has begun to decrease; cleaning costs have increased. Beyond material losses, the dirty industrial city has caused unmeasurable loss, manifested in the form of various psychological disorders as from apathetic to neurosis. The fact that this situation does not allow objective measurements does not make them absent (Mumford, 2013, pp. 576-577).

¹¹ For example, the irrational growth of the construction and real estate markets and the collapse of the home financing system based on this growth have caused a global economic crisis that began in 2008 and severely affected all major economies of the world (Balaban, 2016, p.18-20). The depreciation of the real estate market, which began with the growth of the real estate market's borders and the speculation of the inflated real estate balloon, disrupted the housing finance system, which was based on the steady appreciation of real estate, and then drove the entire economic system into a crisis (Biau, 2009, p.36-39). "Research in five different Asian countries (Japan, South Korea, China, Taiwan and Hong Kong), high inflation in the construction sector and uncontrolled growth in real estate prices, low income groups in housing purchasing and leasing power, capital outflow from productive sectors and new investment inefficiencies such problems have brought together the founder (Balaban, 2016, p.20).

Marx and Engels (as cited in Keles, 2015, p. 34-35) stated that the capitalist mode of production created great cities by attaching importance to construction activities, artificially accelerating urbanization. As a result, the development named by Harvey (2011) as uneven geographical development is taking place and the population is spreading unevenly and unjustly on the surface of the country. The classical sources of Marxism and Leninism suggest that the productive forces should be developed in a harmonious manner in order to overcome these contradictions and that industrial establishments and the population should be spread more evenly on the surface of the country and thus prevent excessive accumulation in the big cities. This balanced ideology of 'utopian socialists', like Robert Owen and Charles Fourier, is the idea of economic and social diffusion. Owen, with the 'ideal city' and Fourier with the Phalanstere pioneered this ideology. Ebenezer Howard, the founder of contemporary urbanism, presents the suggestion of garden cities, which combine the superiorities of the villagers with the cities and indicate the birth of 'village and city marriage' (Keleş, 2015, p. 34).

2.4.1.1.1 Development and growth sustainability.

The approach of the market mechanism associates this growth model with development, despite increasing environmental problems and that construction activities provide development. This approach deals with the increase in income, rather than the distribution of income between social classes and geographical regions. For this reason, it is natural that in the capitalist societies, the distribution of interurban, intra-city and inter-regional income (or wealth) creates inequality and injustice (Castells, 1972, pp.127-132). However, development is a fair distribution of income between social classes and geographical regions as well as increased national income. Even if the construction activity, on the other hand, may cause an increase in

the income of a country, this income may affect the income distribution between classes and regions negatively (Keleş, 2015, p.22).

The majority of underdeveloped countries' experiences also show that even though construction activities have led to an increase in income levels, it does not follow a fair distribution of income. For this reason, some sociologists give the cities of the developing countries the name of 'parasite cities' that the social structure of the city economy and the city, rather than adding something to development, has the role of slowing down development and the cities of these countries and the urbanization of the 'grown-up villagers' as the 'urbanization of the cities' (Keleş, 2015, p.42).

Sleeveless and Globalisation (2014, p.49-66) in the industrial sector in Turkey after 1980 as it lost its importance relatively, services and in periods of growth process based on the construction industry, the industrial sector and the manufacturing sector in general lost momentum in employment as a result of pushing them to the secondary position. During this period, national increases were not supported by increases in employment (Kolsuz & Yeldan, 2014, pp.49- 66). According to Keleş (2015), at first sight, the construction-based growth model contributes to the development and the impression that the capital spreads to all segments of society, but the inequalities between the rich and the poor, the regions and the social classes can grow even bigger against those who are weak (Keleş, 2015, p.43). In this context, building activities are not a measure of development at all times and everywhere.

The construction-based growth model does not directly increase a development based on income justice, but how much support it should support or how much it should support is also controversial. In a world where only economic growth is aimed, the social resources are rapidly consumed and the social environment loses

the quality of liveability. Many industrialists, businesspersons and intellectuals from the Massachusetts Institute of Technology, who came together in the name of the Roman Club in Geneva, asked for a paper on the solution of environmental problems, and in 1972, were given a report entitled 'The Boundaries of Growth.' According to this report, the pace of development to protect the environment must be slowed or even be stopped (Keleş, 2015, p.119). To sum up, the construction-based growth model, which causes environmental problems but is linked to development by the market mechanism, does not directly contribute to development, but also represents an environmentally unsustainable growth model.

2.4.2 Gentrification.

Gentrification is an urban reconstruction noticed in the late 1960s adopting the non-industrialization. Gentrification can be summarised as the rediscovery of old urban centres, especially by the new middle class, and the replacement of the working class living in the city centre with other urban poor (Şen, 2011, p.3).

The restructuring of urban areas that have suffered both physically and socially depressions is expressed by concepts such as 'urban renewal', 'urban transformation', 'urban protection', 'urban revitalization' and 'gentrification'. Gentrification is encountered along with the process of capitalist restructuring. Capitalism gained importance in the globalization period, where production and spatial constructions have been radically re-scaled and constructed around the world, depending on the crises occurred after the 1970s. Globalization is expressed as the process in which major advances in technology guide the raw materials of knowledge and communication came forth by the increasing international circulation and sharing of goods and services. Globalization leads to the emergence of local features and

localized new production forms, overcoming the borders of the nation state, increasing trade and capital flows, accelerating with reasons, flexibility in production and new business division. While these local units try to have significance in the world system by preserving their own characteristics, the statement that cities and regions in the world system are the main local units is becoming increasingly important. Many of the industrial cities in the west have evolved from being 'production spaces' to 'consumption spaces' as a result of what is termed 'industrialization' and become places where the service sector constitutes the most important profitable area in the global economy (Urry, 1999, p.209).

In the process of gentrification, spatial investment became a gripping sector in the continuation of profitable investments in a stagnant environment in the world and in the marketing of cities as touristic areas by cultivating the cultures of cities within the dynamics of globalization and localization. In the process of gentrification, cities are made attractive for capital, on the one hand, investments of the global tourism sector, on the other hand, new central business areas suitable for global production and consumption cultures and luxurious housing investments (Harvey 1981; Harvey, 1985; 1989; Smith 1982; Smith, 1986; Smith & Williams 1986; Fainstain, Hoffman & Judd, 2003; Hamnett & Shoval, 2003; Scott, 2007; Purkis, 2008).

The global movement of the capital and the search for new profits proceeded globally to re-evaluate the "underdeveloped" areas of cities to prevent the devaluation of capital following the transformations in the world geography (Şen, 2011, p.3). With gentrification, a class leap, economic transformation and promotion is anticipated, with the aim of rehabilitating the region and attracting wealthy communities here (Hamnett & Williams, 1980, p.149-165).

2.4.2.1 The relation between the gentrification and the housing cost problem.

In the process of gentrification, the reforming of urban centres with new economic, social and cultural functions has caused significant increases in property values. These increases have been attractive places for consumption of spaces, travel, culture and entertainment in these areas, as they trigger the gentrification of old central places. This case stimulated the real estate industry. The usual result of this revival in the real estate market is speculation (Şen, 2011, p.4-13).

With gentrification, economically attractive investments (hotels, museums, restaurants, etc.) become decisive, making their habitats more expensive in every respect. With increasing speculative property values, tenants are starting to look for other neighbourhoods that can afford to meet rising rentals, but who are struggling in the living environment, which owns property but rises in the neighbourhood in terms of income. As a result, both the tenants and property owners are going to other areas of the city in gentrified areas. Nevertheless, a second way or plan is to wait for the real estate to sell at the highest price to get the highest possible share of the high speculation. The speculation of property prices has found high prices, causing old people to move to another place. It is possible to describe this situation as a sort of "class elimination" (Şen, 2011, p.11-13).

Therefore, due to the speculation that arises because of gentrification, low-income classes make housing costs unaffordable. The gentrification process for low-income groups is also a housing cost problem. Property prices and rents that rise speculations in the gentrified areas cause the replacement of narrow income groups living in gentrified areas. Gentrification leads to a change of 'social class' and 'ownership structure' throughout the settlement. In this context, gentrification process

can also be expressed as 'socio-economic renewal'. Because, on the one hand, the process starts with the encounter of the new middle class and the poor class, results in the removal of the poor class; on the other hand, the creation of urban rents over property and land values in old urban areas leads to the privileged status of certain classes (Sam, 2014, p.136).

Rent is defined, in the dictionary of Turkish language prepared by Turkish Language Institution, as the opportunity of a corporation of investment to provide income from a property or money invested without labour for a certain period of time ("Rant", n.d.). In the popular language, it is used as a means of earning money for speculative purposes, but it is expressed more as a gain from the effects of external factors than labour and capital (Kaya, 2011, p.86). Although the definition of rent made by the Turkish Language institution is used in a narrow sense, it is also possible to define a rent in a broad sense. In other words, rent is the price paid for the use of fixed land and other natural resources (Ökmen & Yurtsever, 2010, p59-60). Real estate speculation, which is related to the urban rent, is defined as buying real estate in order to benefit from future increases in value. Real estate speculation refers to capitalist societies where private ownership is and the concept of rent is the source of speculation (Keleş, 2013, p.545).

2.4.3 Socio-spatial segregation.

With the income inequity created by the processes of capitalism and globalization, urban spaces have become visible representatives of class distinction and polarization (Şanlı & Özdemir Sönmez, 2016, p.1142- 1143). In societies where income inequality has deepened, urban space is called socio-spatial segregation in order to separate living spaces of different income groups. Inequalities between places

created by poverty and prosperity became a common feature of contemporary cities. The contradiction between the places of the rich and the poor is attracting attention in all cities. Along with the changes in production relations, the unequal relationship in production, consumption and distribution relations is most apparently seen in urban areas. Social and economic inequalities are the source of socio-spatial segregation (Kurtuluş, 2003, p.75; Andersen, 2004; Knox & Pinch, 2000).

According to Davis (1990, p. 232), global cities are the places where the new inequality dynamics can best be recognised and clearly visible. A great poverty takes part in right next to the great richness. As Mike Davis points out in his work on Los Angeles, it is the conscious hardening of the city against the poor. According to Harvey (2002), spatial segregation must be explained within the context of the reproduction of social relations in capitalist society. The models of spatial segregation reflect and embody most of the contradictions in capitalist society. The processes that create and sustain them are, as a result, places of instability and conflict. Spatial segregation in the capitalist city means differentiation in access to scarce resources needed to reach market equipment (Giddens, 1973; Harvey, 1973).

According to Doğan (2001, pp.102-103), the inequality in regions and cities in the process of internationalization of the capital itself also manifests itself in the same spatial whole. Especially in big cities, it can be said that a place becomes in favour or disfavour. While some places have better conditions in terms of housing, health, education, transportation, communication, infrastructure services, some places can be in poverty and deprivation.

According to Aksu (2013, p. 12), today, while most of the urban area has settlements where the lower income groups can maintain their minimum level of

living, the middle and upper income groups closes living areas where they live in a clean environment. The middle and upper income groups living in these closed areas with the facilities that can eliminate all kinds of necessities continue to live together with the individuals who are living in the same social status completely away from the calmness of the city. On the other hand, lower income groups do not even own property in regions offering low quality of life, and they have to sustain their lives together with the same individuals who have the same status as themselves. In cities, where such differences are prevalent, there are areas of living where poorness and poverty prevail, where basic urban services such as housing, education, health, transportation, communication are not sufficient and large business centres, shopping centres, closed and secure sites are on the one hand and reproduction of labour on the other (Aksu, 2013, p. 12).

This situation is defined as 'social exclusion'. Sociologists put social exclusion forward to show new sources of inequality of thought. Social exclusion shows the ways in which people are fully integrated with society in general. For example, people who live in a region of poorly run schools with fewer jobs and poorly located homes are effectively deprived of opportunities that create better conditions for many people in the community. The term of exclusion implies that someone leaves out someone else or something. Sociologists explored different forms of exclusion that people and communities experienced, and they focused on housing, such as education and the labour market. The form of social exclusion can also clearly be seen in the housing sector. While many people in capitalist societies live in comfortable, spacious, affordable housing such as sports fields, libraries and parks, there is no such opportunity for the rest of the society (Giddens, 2013, p.382).

Although small income groups live in substandard and healthy environmental conditions in urban areas and physically in poor poverty centres, the fact that this problem is still unresolved even in the twenty-first century is closely related to the approach of the market mechanism to poverty. Dominant and critical approaches perceive poverty and the reasons of poverty differently. Thus, the solution offers for the problem of poverty also differ.

Dominant approaches are based on the concept of poverty related to quantitative indicators developed based on income and consumption. On the other hand, critical approaches emphasize that the dominant approach finds this definition of poverty inadequate and that poverty should not be confined to these quantitative indications. Critical approach emphasizes that poverty is a multidimensional phenomenon and that the concept should be expanded to include basic 'public services', access to social and political rights 'poverty' (Özçelik, 2013, p.418).

According to the dominant approach, while the cause of poverty is the poor themselves, critical approaches argue that the cause of poverty is the unrequited appreciation of the surplus value created by the labour of the employee because of the capitalist mode of production. The dominant approach suggests the 'dripping' method as a solution to poverty. According to this, because of the absence of any barriers to private property and any commercial enterprise, economic growth will be ensured and profit will flow into the lower layers of society in time (Özçelik, 2013, p.426). However, according to critical approaches, this filter transformed into a leaky element (Çubukçu, 2014, pp.253-294).

In supporting this argument, income injustice today has reached the highest rates of world history (Bauman, 2013, pp.13-22). The extreme extent of income

injustice also refutes the argument that free market economics will provide the best mechanism for achieving common profits of pursuing individual profit, one of the main moralists (Bauman, 2014, p.10). In this context, approaches, which affirm the capitalist mode of production, have identified poverty in a narrow framework in accordance with the interests of the ruling class.¹² For this reason, as the market mechanism operates, socio-spatial segregation and poverty lines will continue to exist.

Such a segregation do not occur in the communities that the market mechanism is not carried. According to Keleş (2015, pp. 28-29), the principle on which socialist cities are based is that there is no sharp and clear contradiction between the various quarters of a city, and the social structure of qualities of living spaces is the same everywhere. In rich neighbourhoods, rich and wealthy families should not be in the cities of socialist or classless societies, the oppositions arising from the accumulation of those who have lived comfortably, in the poor and unpretentious cities. If not all parts of the cities of the socialist countries are reflective of a clear and classless society as a rule, then it means that it is against their own philosophy.

2.4.3.1 The relation between the socio-spatial segregation and urban security problem.

Öktem (2011, p.24) indicates that urban stress increases together with socio-economic segregation in urban areas. Depending on the income inequality in urban areas, the increase of poor houses and safe luxury houses lead to an increase in crime and violence incidents in urban areas (Kaypak, 2016, p.36). According to Şen (2011, p.6), socio-spatial segregation began to increase tensions and conflicts in

¹² Because the expansion of the concept of poverty to 'public services', access to social and political rights to 'poverty' will create a conflict between individual interests and the interests of society. The ruling class has an inferiority in defining poverty in a narrow way.

contemporary cities by acting as an "exclusion" mechanism. While the "fearful" places of the new city increased, "safe" neighbourhoods and neighbours increased relatively. Nevertheless, the whole city, which is the sum of both sides, created a situation in which neither side will be satisfied after all. Bauman (2014) stated that the clear distinction in the urban area caused people to leave the friendly co-operation, solidarity, sharing, mutual trust, mutual recognition and respect-based unity and bore competition that cause a small minority to enrich with avarice. With income inequality, what is needed to survive and live an acceptable life is increasingly becoming difficult and hardly accessible. Bauman stresses that this situation will lead to a violent struggle and even war between those who supply what they need for life and those who are left abandoned (Bauman, 2014, pp.13-20).

Harvey (2015) emphasizes that in the 'Rebel Cities', the brutal capitalism, which resulted in mass expropriation, led to the revolt of societies and thus the people were cast into the streets. Mumford (2013) stated that these rebellion movements resulted in the soldiers appearing at the centre of the city. No part of life could escape from military operation, under the peaceful surface of cities and regular routine all dimensions of the violence suddenly grown up. Thus, the city began to turn into an instrument used in the diversity of violent experiences, and every citizen became a master of the art of death (Mumford, 2013, p.644).

According to Harvey (2012, pp.113-114), as well as in many cities of the world, an ultra modern urbanization and consumer culture that addresses a growing minority of prosperity, as well as the absence of security, the lack of security, and the exclusion are the main causes of rebellion movements of today. According to Castells (1972, pp. 127-132), if income injustice is not stopped, social conflicts in the urban system will become inevitable.

Keleş and Ünsal (1982) concluded, in their studies examining the events of political violence in cities called 'City and Political Violence', that the main determinant of violence, insecurity, is income inequality and relative deprivation¹³ (Keleş & Ünsal, 1982). Similarly, Keleş (2015, p. 137) emphasizes that urban security or the safe city is closely related to the departure from poverty in the social and economic conditions that define the security of the person and the community in the broad sense. To support these arguments, Robert K. Merton also found evidence that increased opposition to permanent inequalities (relative poverty) increases crime rates in research conducted on the source of the crime (Giddens, 2013, p.846).

2.5. Historical Development of the Branded Housing and Housing Problem

Branded houses are closely related to the environment, housing cost and urban security problem, which are the dimensions of the housing problem dealt in the study. As these housing types are damaging to the environment as an important application area of the construction-based growth model. The housing costs are speculatively increasing in the areas where these houses are built as gentrification tools. In addition, these houses deepen socio-spatial segregation due to their safe structure, leading to the problem of urban security. In this title, the relation of branded houses to these problems will be explained in the historical process.

2.5.1 Branded housing.

Unlike the standard residential buildings, branded houses are constructed by one or more blocks, surrounded by walls, produced by large construction companies, which provide private security services for twenty-four hours and institutionalised. These houses have at least one of the facilities such as green spaces, open and indoor

¹³ According to the general level of society, the individual or household who has income or expenditure below a certain limit is considered to be relatively poor (“Yoksullukla”, n.d.).

swimming pool, residence services, social facilities such as cinema, amphitheatre, common usage areas, parking lots (“İşte”, 2016).

Today, branded houses, which are the secure residence types located in the luxury-housing segment in Turkey, greatly changed the face of cities. In this point luxury, housing is gaining importance. It is impossible to encounter with a term related to the luxurious housing in Turkish law. However, in daily conversations, it is generally called as "luxury housing", which is built using expensive building materials, and has more than the usual and convenience compared to the family necessity. It is obvious that the term luxury housing may be relative, depending on individuals and time, unless specific measures such as community housing are specified. For Turkey, whether a house is luxurious or not can be understood by looking at the distinctive qualities of slums and communal housing (Keleş, 2015, p.273). Branded houses are separated from social houses, because they are considered as ‘prestige’ and expensive residences for the upper income groups.

As the literature consisting of the researchers as Balaban (2016), Tekeli (1991), Geniş, (2009), Töre and Som (2009), Şahin (2015), Bali (1999), Roitman (2010), Sipahi (2011), Kurtuluş (2005), Purkis (2014) are reviewed, the main reasons for the rapid expansion of branded houses in the literature are the neoliberal economic policies, the globalization of cities, the adoption of the construction-based growth model, the urban transformation, the gentrification projects, the rise of income inequality, the emergence of a new group focused on consumption, and lastly, a monetary expansion program of the American Central Bank.

After 1980, due to the commencement of the implementation of neo-liberal economic policies in Turkey's economy a transform occurred (Balaban, 2016, p.22).

The decision of 32-principle number put into effect in 1989 was one of the most significant steps encountered in Turkey's economy after 1980. Integrating Turkey's national financial markets and international financial markets and the introduction of full freedom of capital movements was carried out with this decision (Altıok, 2002, pp.77-130). This change, which is also referred to as the free movement of capital or 'the transition to hegemony of financial capital' demonstrated its effect on Turkey's economy, mainly due to the fact that the hot money inflows could not be controlled and taxed after 1989, Turkey's economy has drifted into a continuous crisis.

Structural adjustment programs dictated by the International Monetary Fund have tried to overcome this crisis. While every crisis and subsequent adaptation programs and measures increase the burdens on the labour force, the state in an environment of economic instability has been aimed at solving the increasing resource need with high interest rates, borrowing from internal and external sources. In this process, the closure of the emerging budgetary outlook and the introduction of new financing for the conversion of debts have become the main objectives of economic policies. The main structural problems caused by the transformation of the economy after 1980 in Turkey (such as the growing burden on the labour force, the increased financing and resource needs of the state) was influential in determining the attitudes and policies of political actors towards the construction sector. Before 1980, the state that allocated resources to industrialization in order to support import substitution, began to allocate resources for the production of built environment increasingly to the policy change after 1980, as a result public infrastructure and construction investments increased (Balaban, 2016, pp.23-25). After 1980, Turkey's economy competitiveness just became an industrial state based on cheap labour and the great capital discovered the charm of using the city rent (Tekeli, 1991).

Before the 1980s, in the developing countries, the state did not allocate resources to urbanization because of the priority it gave to industrialization. Along with the globalization process, there was a radical and dramatic change in the approach of the state to the urbanization in general and the housing market in particular.

The forms of state intervention regarding the spatial arrangement of the city changed and the decision-making process were left to a large extent private sector. After 1980, the state began to become more involved in the land and housing market in cities, and the nature of the intervention changed. The privatization of housing production was taken place in the direction of the neoliberal agenda of international organizations such as the World Bank, which urged the state to produce market and finance its housing (Geniş, 2009, p.131).

In this process, it is seen that the investments made on the private residential areas included in the investments, which are influential on the urbanization process, and especially the tendency to increase in the direction of the requests. These demands developed in the process of economic change in the framework of neoliberal policies with the need to live together with the increase of rich-poor polarity, similar to the protection from chaotic life and the resilience of social power. The "new life styles" spread and glorified by the wave of globalization made the target group "new rich" in the housing sector (Töre & Som, 2009, pp.121-130).

In the widespread use of branded houses, the globalization of cities was also influential. The primary purpose of today's neoliberal city policies and strategies is to reconstruct the city according to the needs and expectations of the global capital, to make necessary legal amendments and regulations and to create a legitimizing

neoliberal rhetoric that would curtail victimization and violations in practice. In this direction, making international transit routes required by the conditions of global capital self-reproduction; building airports, telecommunication and communication networks; serving the global capital classes; building sites of luxury housing that will appeal to the enjoyment and anticipation of the creative class, consisting of high income groups such as engineers, architects, designers, fashion designers, advertisers and financiers; carrying out their infrastructure works and environmental regulations, to create recreation areas, recreation and entertainment centres; building a sports and recreation facility and a Shopping Mall (SM) in every residential area in order to increase the consumption tendency of the community and encourage social demand, constitute the primary activities of neoliberal city politics (Şahin, 2015, p.62).

In the widespread use of these housing types, the acquisition of extraordinary powers by the Housing Development Administration (TOKİ) was also effective by adopting the construction-based growth model and creating the legal grounds.¹⁴ TOKİ initially established to produce social housing, started to produce 80 percent of luxury housing (Akin & Özdemir, 2010, p.294). Another reason for the proliferation of branded housing also being implemented in Turkey in almost every 'urban renewal' project is carried out in the form of gentrification. Building luxurious houses was started with gentrification policies in these areas by intervening in the urban areas where the poor previously lived (Şahin, 2015, p.69).

¹⁴ Building constructions independently of the authorities of the municipalities and implementing it (with the amendment made in the establishment law of TOKİ in 2008), getting the construction permit within the latest fifteen days by paying the lowest amount of written in law (with the amendments made in 2004 and 2006), expropriating real and legal persons' entities (with amendments made in 2004), determining the land expropriation values while carrying out the slum transformation projects (with the amendment made in 2004), to be free from the obligation to carry the official form in the contracts to be signed (with amendment made in 2008) and awarding a tender without being subject to the Public and Tender Law.

Particularly, during the ANAP government in 1990, this last authority, exempting the institution from the Public Procurement Law and limiting it to the area of mass housing production, was validated by the law in February 2011 for all construction activities of the state (Gülhan, 2016, pp.42-43).

Another reason for the widespread use of branded housing types is the arrival of a new middle class. Bali (1999) also associates the emergence of the branded housing type with a new rich type. Businessmen, sprinkled with the outward-opening economic policies of the Özal period, are the new 'stars' of high-income executives, entertainment and media sectors of big companies in industry, commerce and finance, aim at these new luxurious residences as far away from the city centre as possible in search of a lifestyle that is parallel to the newly acquired wealth levels (Perouse and Daniş, 2005, p.2).

Roitman (2010) and Sipahi (2011), refer that there are structural and subjective reasons for the development of these houses; the structural reasons are the globalization of the capital, the growing social inequality in the cities, the social stratification and the increase in foreign investments; subjective reasons are an increase in fear of crime, a search for a better lifestyle, a search for social homogeneity, a higher social status and desire to move away from certain groups (Roitman, 2010; Sipahi, 2011). Kurtuluş (2005, p. 81) also treats these new housing areas addressing upper classes as 'differentiated classrooms, differentiated settlements created by a new lifestyle demand or middle class dream'. After 2000, inflation and interest rates started to decline and the monetary expansion program implemented by the Federal Reserve (FED) after the 2008 economic crisis accelerated the development of these housing units. According to Ertem and Yılmaz (2014), the increase in liquidity in the world led to the revival of the construction sector in Turkey, which is initially stable. Long-term financing and liquidity initiated a process provided the costless or cheap loans from abroad in Turkey with the Fed's monetary

expansion policy implemented between June 2008 and 2015. This situation increased the use of housing loans¹⁵.

Especially the construction sector investment in the housing sector have been the main source of capital accumulation in Turkey and the world since the early 2000s. In addition, when it comes to 2010, half of the total capital stock was composed of the contribution of housing investments in the world. (Dincel, 2015, p.5). Three dates were important in terms of the construction sector in the 2000s. The first in 2006 the peak of the construction industry, second in 2008 and in 2012 the decline in the industry concentrated on the world crisis and the economic recession experienced in Turkey. In 2012, the sector was revitalised with the legal arrangements that were made afterwards. After this year, the sector was not able to reach the previous growth rates. After the unsuccessful coup attempt on July 15, 2016, the construction sector was selected as the sector to once again provide economic revitalization, and the legal channels against these investments were banned as well as almost no space was opened to the built environment investments with article added to the law. Construction sector investments became one of the most important sources of resource creation in this period. In addition to the economic rent created by using public resources, the political rent generated by splendid spatial investments was influential in sustaining the intensified support of the sector (Purkis, 2014). However, since the policies of the period were depended on regimes in favour of capital in the economic and social arena, and on the rights of working people and in the conditions of living conditions, the housing problem of the low-income segment deepened (Çoban 2012; Baysal 2012; Türkün, 2014).

¹⁵ According to the Consolidated Report Banks Association of Turkey 'Consumer Loans and Mortgage Loans, The housing loan, which is 258,019 TL in 2002 reached at 46,786,0714,802 in 2015 (''Consumer and Housing'', 2014).

Especially in such a case, it is very inconvenient to lean on the production of luxurious housing like the branded houses in the housing production. According to Keleş (2015, p. 273), TOKİ should not be permitted to undertake the production of luxury housing, in particular, with names such as 'prestige residences'. The national economy suffer cannot be prevented from it without banning the way to those who do not hesitate to make such luxurious residences by paying their taxes easily. Because after which certain point that residence will be gotten the qualification of 'luxury' must be determined not with the individual possibilities, subjective wishes and tendencies, admirations, but with the economic resources and development priorities of the country. Turkey, in today's conditions, is not convenient to have a splurge directed by investing of luxury housing claims by a small minority. A type of housing, which is neither suitable to the traditions and habits of Turkish society, nor unprecedented in other countries, the scarcity of economic resources or is wide spreading in Turkey or 50-60 years, and the country's resources are being consumed. Turkey's chief priorities of housing policy should be today help more than ten million people, stuck in the slums, own their social housing standards considered as luxury.

2.5.2 Branded houses, construction-based growth model and environmental problem.

In Turkey, the first of its growth model based on construction started in the 1980s and was called as 'first growth period'; the second is started after the 2000s and called as 'second growth period'. In Turkey capitalism, the construction sector and construction activities in 1980 after the realization of the neoliberal transformation have always been in the agenda of political actors and has been used or intended to be used to achieve both economic and political goals. The second period of growth lasts from the 2001 economic crisis to the present day (Balaban, 2016, p. 18).

Balaban (2016, p.18) also states that this growth model is applied for profit maximization purposes: 'in this period, a construction activity was started throughout the country and the growth in the construction sector was taken as a tool for the development of macroeconomics' (Balaban, 2016, p. 18). According to Balaban (2016), during the second period of growth experienced after 2000 years, growth in the construction sector serves these three purposes: (a) the massive support and base of politics, (b) compensating the loss of real wages by rent, (c) providing short-term resource and financing needs (Balaban, 2016, pp.28-29).

There is some evidence that branded housing plays a major role in the development of the construction industry. For example, according to the İstanbul Market Housing Market Research and Forecasts Report (2017), the construction sector operates in three main areas in Turkey: commercial real estate, housing and infrastructure projects. Approximately 60 percent of the production realized in the construction sector belongs to housing production. The type of residence that attract attention in this housing production is branded houses. For example, despite the fact that it started to be produced in the last decade, branded houses constitute 11 percent of the total housing stock in İstanbul and this rate is increasing every year ¹⁶.

There is also some evidence that branded houses have a considerable role in the implementation of the construction-based growth model. For example, according to the "2015 İstanbul Branded Housing Survey" conducted by EVA Real Estate Appraisal, branded houses increased by twenty-five percent in 2013 (855 projects and 395,000 apartments), compared to the previous year, on a project-by-project basis. In 2014 (with 1004 projects and 430 thousand apartments), there was an increase of

¹⁶ Although the housing needs of the middle and lower income groups in Turkey are considered to be high, it is observed that the branded housing production for the middle and upper income group has gained more importance in the recent years (Şat Sezgin & Aşarkaya, 2017, p.5).

eighteen percent compared to the previous year. In 2015 (with 1242 projects and 500 thousand apartments), there was an increase of sixteen percent compared to the previous year. In the year 2016 (with 1,417 projects and 560 thousand apartments), an increase of 16 percent was recorded compared to the previous year ("Branded house in İstanbul", 2017; "Branded housing projects", 2016).

There are several studies in the literature related to that the branded houses, which consist of the construction-based growth model and its important application field increase the environmental problems in Turkey. For example, according to Şahin (2015, pp. 53), today this growth model, which is implemented despite the humanitarian and vital values applied to expand the activities of the construction sector and to construct the urban areas, interferes with high places in an uncontrolled way and gives irreparable harm to settlement areas, forests, parks, nature, surroundings, abstract and concrete cultural assets.

According to Çavuşoğlu (2016), when the construction-based growth model is dealt with in the example of İstanbul, a serious ecological crisis is experienced. The growth of İstanbul to open up the inland and stability of the northern region protected by all plans and city policies to date is clearly seen as the continuation of ecological catastrophes. The water basins and forest areas of İstanbul, mega-projects such as İstanbul, 3rd Bridge, 3rd Airport, northern cities and 'Kanal İstanbul', which are a few urban clusters with a low life quality of 15 million people in a concrete and asphalt seem to be opened to construction. Europe's fastest-growing and transforming city is expected to suffer air-earth-water-forest failure, pollution, extreme climate events, and diseases in the future. When a social assessment is made, it is known that İstanbul offers a quality of life that does not satisfy urban people; İstanbul residents are not satisfied with their life in this city (Çavuşoğlu, 2016a, p.90).

According to a report published by the World Cities Culture Forum in 2013, public green spaces, parks and gardens in İstanbul correspond to a slice of 1.5 per cent of the city (“Bir ağaç gibi gür”, 2014). On the other hand, according to Gülhan (2016) and Balaban (2016), green areas in residential areas were opened to construction due to the high concrete ratio, insufficient active green areas or high air, water and soil pollution especially in big cities such as İstanbul with this growth model (Gülhan, 2016, pp. 17-32; Balaban, 2016, pp. 33-45).

To support this argument, there are many examples of areas where residential buildings should not be built, green areas, or landmarked areas that can be protected as green areas. For example, in Ataköy province of İstanbul, branded houses with sixteen floors and five blocks were built in the coastal region (Erbil, 2016). According to a survey by the Bodrum Chamber of Commerce, 41 of the 239 bays, 104 of which were covered by the first-degree protected area from Ayvalık to Antalya, were lost due to settlement and 91 are at risk (“Concretisation”, n.d.). There is a luxurious hotel in the area, where 150 hectares of woodland was lost in a forest fire in Güvercinlik Bay in Muğla (Şahin, 2016). According to İnce (2014), the natural site area where the registered pine trees are located started to be used for the construction of branded houses and shopping malls. According to Demirci (2009), in the mansion of Latife Hanim, the wife of Mustafa Kemal Atatürk, in Beyoğlu Gümüşsuyu, demolished twenty years ago, the Kaizen firm from Dubai is attempting to build a residence in which sixteen luxury residences located. The residential development area where the construction of two storeys was stopped in the garden of the castle in Beyoğlu 1/5000 Scale Development Plan for the Protection of Urban Site Area was reconsidered and planned as the area with "medium density residence". According to the report titled 'Nationalized for missile system is now building villas and shopping malls', Sarıyer

City Solidarity members protested the villa project to be carried out in Zekeriyaköy with the cooperation of the forest land, which had previously been used as a military missile base and made a statement by TOKİ and the "Siyah Kalem" firm. In the explanations, it was reminded that the land owned by the villagers had been expropriated for years ago to make a missile base and the transfer to TOKİ was criticised ("Missile system", 2014). According to a report titled 'Hotels and shopping malls are going to be built on the forests on the third bridge route', it turned out that the parliament was allowed to build into the Northern Forests, the lungs of İstanbul, with an article passed in a bag law.

According to the Annex 9 of the Forest Law, No 6831 published in the Official Gazette No. 28928 dated on March 1, 2014, outbuilding service facilities and maintenance operation premises within the boundaries of the roads "In the state forests, on transport roads on access roads are allowed provided that it is within the highway boundary line. No fees will be taken from these facilities which are constructed, operated or built and operated on the basis of the build-operate-transfer model by state administrations and public institutions and organizations". İlhan Demiröz, a member of the Agriculture, Forestry and Rural Affairs Commission of the Parliament, stated that such arrangements could lead to establishments such as shopping malls and hotels on the connection routes of The Third Bridge, which is under construction ("The Third Bridge", 2015).

In this context, branded houses, which is an application of construction-based growth and branded housing, led to an increase in building intensity and environmental problems. Eyüp Muḩçu, The Chair of the Chamber of Architects, notes that the increase of this density has a very negative effect; 'With concrete construction, the forests are being destroyed and the ecosystem is being deteriorated.

Concretisation, which removes the water permeability of the soil from the ground, also changes the bed of groundwater resources when it is built on water resources. For this reason, the maintaining water resources is prevented. Thus, water resources become inadequate to meet the city's water needs. In addition, the large shadow that the skyscraper brings prevents people from seeing the sun. Asphalt roads widening, which is another effect of concrete consolidation, and the reduction of soil surfaces is also causing floods and similar natural disasters". Professor Dr. Orhan Şen, who is the academician in İstanbul Technical University Faculty of Meteorology Engineering, emphasized that skyscrapers, asphalt roads and inadequate green areas affect the 'heat island' in cities and the temperature around the skyscrapers is 3 degrees higher than the surrounding area ("Criminal of extreme heat", 2017). It can therefore be argued that branded houses increased the environmental problem caused by the capitalist mode of production

2.5.3 Branded houses, gentrification and housing cost problem.

Branded housing plays a very important role in the process of gentrification that causes real estate speculation. In this context, branded houses deepen the problem of housing cost. For instance, the studies of Harris (2008, pp.2407-2428) and Hackworth (2002, p.815-843) are the examples for this situation. Harris (2008, pp.2407-2428), He pointed out that, gentrification projects were implemented, luxury housing was built in these regions, house prices in the region were speculatively increased, and housing costs increased in Bankside and Mumbai Lower Parel regions. Hackworth (2002, pp. 815-843) also pointed out that the process of gentrification in the city resulted in speculative rent increases in his work¹⁷ "Gentrification in New York after the Economic Recession." According to Hackworth, the state mechanism

¹⁷ It can be applied for further information to the study of Hackworth (2002) named "Postrecession Gentrification in New York City".

that followed the "laissez-faire" policy in this period also assumed a direct entrepreneurial role and implemented the "state gentrification" policy; the area was determined in the gentrification process. The transformation and legal, economic, physical and political conditions were systematically designed.

Turkey and especially İstanbul also received its share of gentrification process and in addition to the construction of mass housing in the form of branded houses, large infrastructure investments began to be built. Branded houses are part of the 'gentrification' and marketing projects of cities that have been implemented in this period and cause speculative price increases. The state has supported the process of gentrification / branding. For example, real estate investment partnership with Emlak Konut GYO¹⁸, a subsidiary of TOKİ and TOKİ, a state-owned institution, played a leading role in the production of branded housing. Authorities and fields of activity of TOKİ, established to produce social housing, were increased (Balaban, 2012, pp.93-115.). Real Estate Housing was transformed into an affiliate of TOKİ, an institution linked to the Prime Ministry (Balaban, 2016, pp.27-31, Gülhan, 2016, pp.33-46).

Legal arrangements were made on urban transformation and the construction of branded houses was opened in front of depressed areas undergoing urban transformation. In addition, mega construction projects carried out by the state were started, and with these mega-projects, it was aimed to make the city brand, increase the level of competition and prepare it for international capital investments ("Mega İstanbul", n.d.). Projects such as 'Finance Centre İstanbul' ("State Planning

¹⁸ Founded in 1953, turned a real estate investment partnership in 2002. The partnership structure of Emlak Konut GYO states on the official website as follows; TOKİ; 6.7 percent; TOKİ; 42.67 percent, Open-public part; 50.6 percent, others; <1 percent (Emlak Konut GYO, n.d.a). Emlak Konut, with branded housing project, is an important actor in the growth model based on construction in Turkey. According to the information on the website of Emlak Konut, there are 66 residential projects completed and 38 residential branded residential projects under construction (Emlak Konut GYO, n.d.b).

Organization”, 2009) and 'Brand City İstanbul' are among the projects for the branding and gentrification of İstanbul. With the start of the gentrification of the cities, housing speculation increased, urban land rose in value and housing costs increased. With the extreme increase in the costs of houses in Turkey, real estate balloon discussions came into the agenda. The concept of real estate balloon refers to the unusual rise in housing prices. According to the report of IMF (2017), the housing costs extremely increased in Turkey¹⁹. According to the report entitled '2014 Household Consumption Expenditures' by Turkey Statistics Institute, housing and rental pen are in the first place with 25 percent in the distribution of household consumption expenditures (Household Consumption Expenditure, 2014). The results for October 2016 of Reidin-Gyoder New Housing Price Index showed that housing prices increased by 70.20 percent compared to the initial period of the index in January 2010 (Reidin Gyoder, 2016). According to the Global City Index's 2016 data from Knight Frank, a global researcher in the real estate sector, İstanbul is in the third place in the world with the increase in house prices; İzmir is the 9th place with 16 percent price increase and Ankara with 27 percent with 10 percent price increase ("Housing price increases", 2016).

There is also data on the role of these speculated branded houses on the real estate market. The following news are extremely encountered on the media in Turkey:

¹⁹ According to the Report of 'Global Housing Watch Q1 2017' by IMF, housing valuation in Turkey are 'bubble' formed. In the report, December 2010-July 2016 period, 110 percent of the nominal value of real estate prices in Turkey increased by 35 percent when that of the actual value is calculated. Among the 13 countries assessed in terms of housing price and rent revenue linkage in the monitoring report Turkey became the first with a rate close to 27 per cent. In addition, one of the most important data evaluated in order to be able to answer the question of whether there is a balloon at the property prices is the rent price rate. If the rent increases are behind the increases in the selling prices, the controversy of the real estate balloon exists. According to the report of 'House Price to Rent Ratio Around The World 2016 Q3' Turkey became the country where house selling prices were the most increased compared with the rent prices and while the rental income of 20-25 years in previous periods was equal to the residential sales price and this rate increased to 30-35 (Eğilmez, 2017).

- 'Branded housing projects increased prices in İzmir.' ("Branded housing projects in İzmir", 2016).
- 'Sancaktepe, which has a new identity with branded residential projects, is among the fastest developing locations of Anatolian side, Giant projects increased prices in Sancaktepe' ("Giant Projects", 2015).
- 'Branded housing projects that were started to be built in Bursa, as well as the standard residential projects continuing in the region. If you look at the effects of the branded projects on the current construction, in the last two or three years, the value of the houses with the meter square of 1000-1500 liras has increased to the value of 2 thousand 2,500 and the value of those with the value of 2 thousand 2,500 pounds has increased to 3 thousand 500-4 thousand liras' ("Branded Housing Projects to Anatolia", n.d).
- 'Luxury branded residence projects are on the rise in the place of old production facilities in Merter, İstanbul. Four thousand independent sections were built in the place of the factories in this region. Branded housing projects increased the prices of square meters in the region by 50 percent. The square meter prices, which were 4-5 thousand TL in 2013, has now reach 6-8 thousand TL.' ("Factories", n.d).
- 'Kağıthane has become the focus of the consumer with new housing projects, housing prices in the region increased by 87 percent in three years' ("there", 2017).
- With the growth in the 'residential housing sector', well-produced residences naturally gain value for the regions they are located. In Turkey, the regions from İstanbul to Ankara, İzmir and Eskisehir, Denizli and Adana featured in

the thriving city of made at rates up to 167 percent from 30 percent increase in the last two years. For example, in the past two years, Kartal 167 percent, Maltepe Başibüyük 133 percent, Gölbaşı İncek Ankara in Anatolia came out as districts made about 67 percent increase' ('Buralardan', 2016).

- 'Pendik-Kurtköy' branded housing projects compete; Kurtköy-Pendik became the new favourite address of the investment. İstanbul has a 22-house housing project during the production phase in the region, which attracts attention with its large land stock. (...) The region was rediscovered in the last 15 years and experienced an identity change, first considered as a social housing district. As the qualified residential and commercial centres were built, they attracted the attention of the higher income group as well. In this context, it will be the centre of attraction with the right project and city planning to meet the request. Everyone, from the big bosses to the smallest build- firms stated in this sector of Turkey, look for this area.' ('Pendik-Kurtköy', 2017).
- 'Newly built luxury housing projects prices are also raising as that of the second-hand housing around ' (Kolçak, 2014).

Another important data about the increase in the housing prices of branded houses is the Emlak Konut GYO's 'Real Estate and Housing Sector Overview March 2017' report. According to the report, one of the reasons of the developments stated in the regions of Muğla, Aydın and Denizli, which the areas are showing the fastest rise in terms of housing price growth rate in Turkey, that even some big-name project contractors entered the market in this region. Moreover, according to the report, real price increase at the rate of 5.04 per cent was encountered in the region of Konya and Karaman between the period January 2012 and January 2017, compared with the

period between September 2011 and September 2016. According to the report, the reason of this increase, which is above the average of Turkey, is that Emlak Konut GYO Company and some branded housing building firms' entering in the region (Emlak Konut GYO, 2017).

In the evaluation of the sales prices of the houses around the branded houses, luxury / modern identity, which gentrified the place of this type of housing, was influential. In addition to the fact that the standard housing in the surrounding area is causing the sale prices to be valued, there are data that the housing types themselves also have speculative appraisal. For instance, The Consumer Problems Association (TÜSODER) Real Estate Commission has also stated that it is priced higher than the 'branded' or 'luxury' houses. According to the commission, a number of in-house features are now standardized and the cost is reduced, trying to make sales with the exorbitant numbers under the name of 'luxury' and 'branded' and to avoid unfair profit²⁰. Thus, it is realised that branded housing has become an important part of real estate speculation as a means of branding cities for gentrification. For this reason, it can be argued that branded housing has deepened contradictions within capitalism and increased the housing problem by increasing the cost of housing caused by the capitalist mode of production.

²⁰ The president of Association of Consumer Problems (TÜSODER) the Real Estate Commission, Hatice Kolçak, referred that on the delusion of luxury in housing and, claiming that with 'Only 3-5 thousand pounds difference in the cost of built-in kitchen products and LED lighting on the backs of some of the housing with the name of luxury, some houses are sold at a price with 100 thousand liras higher "while many features such as wind analysis and intelligent home have recently reached the point of becoming standard, built-in kitchen and upscale 3-5 led lighting luxury means to cheat the consumer, unfair earning' ('Konutta lüks', 2015).

2.5.4 Branded houses, socio-spatial segregation and urban security

problem.

It is known that in the history of mankind, the types of housing that emerged in various parts of the earth and at various times further enhanced the processes of socio-spatial segregation that the capitalist mode of production gave rise to. For instance, in his book 'The City throughout History', Mumford (2013) reviewed the suburbs as a type of housing that accelerated these processes and stated that this type of housing increased the urban security problems in the historical process. According to Mumford (2013, 589-591), the appearance of the suburb is almost as old as the appearance of the city; in the city of Egypt, vast villages with large gardens are visible in the pictures and grave ornaments. Throughout history, those, who had lands outside the city walls or rent it, has valued the presence of a cottage, summer house or hanging shade, which can be used temporarily even if not permanently. Thus, this delightful environment moved out of the city and became a privilege that only the dominant classes could benefit and led to an increase in socio-spatial awareness. From the outset, most of the upper classes have benefited from the privileges and delights provided by the suburbanization.

According to Mumford (2013, p. 602), the suburbs, is a result of the tendency to search from the undesirable facts, from political responsibility, from public duties, and from the family, which is the most basic social group in the whole meaning of life, to a more isolated and self-centred individual. Mumford (2013, p. 623) argues that suburbanization limits possibilities for gathering, speaking, collective debate, and collective action, rather than rebellion and counterattack, but a silent harmony, which is not visible in the suburbs, but a new kind of absolutism centre. Because, suburban residents reject the citizenship obligations in one way or another.

De Tocqueville (as cited in Mumford, 623), also tried to find out 'what new features might emerge on the world as despotism' and referred that 'the first thing that multiplies is the type of person who lives separately from each other, who is strangers to everyone else but who is all humanity, children and friends for them: 'They are close to their citizens, but they do not see them; they touch them, but they do not feel them; they live in themselves and only for themselves; if their relatives stay with them, there is no harm in losing their countries. 'According to him, this type of human being in the suburbs submits to all kinds of totalitarian coercion and corruption, which is the last stage of the city's disintegration.

Mumford (2013, p. 593) argues that suburbanism produces a single type of person, referring to the common features of suburbanism such as snobbery, social discrimination, desire for status, political irresponsibility: 'The same and a kind of unique house built by people who belong to the same class, same income group, same age groups, watching the same TV programs, eating the same unpleasant fabric foods they got from the same freezers, producing from the central metropolis, For this reason, the place where today's suburban reached as a result of the escape, ironically, is a low quality, uniform type of environment where escape is not possible. '

Mumford (2013, p. 601) sees the suburb as a single-class, isolated community separated from the city and a kind of green ghetto separated into the elite of the community; 'The word 'only we', which is said to be of the Victorian age and spelled with a sense of bighead, reflects the contrasting spirit of the suburban city; because the city emerges as a mixture of rich, poor, modest, self-centred people who do not leave anyone out of nature, come from different places, have different professions, are related to other people, encounter and cooperate, cooperate and conflict. Mumford

(2013) compares housing in suburban and industrial areas in terms of social relations as follows:

There are certain common features in the houses in industrial areas. The block form is repeated in the same way: The same gloomy streets, the same shaded streets full of garbage, the same all the time, the absence of space for children to play and the gardens, the same incompatibility and lack of personality throughout the neighbourhood. The windows are often short, the interior lighting is insufficient, and no attempt has been made to adjust the street pattern to the sunlight and the wind. More respected neighbourhoods with well-gifted artisans or officers living in the row houses or semi-detached houses with a handful of grass in front of them or a tree in the narrow rear courts have an annoying gray cleanliness. The prestige of these regions is as innocent as the ruin of poor neighbourhoods; even more: in poor neighbourhoods, life is more colourful than ever, There are puppet shows on the streets, gossip on the market places, chambers in the pubs and taverns, in short, there is a more social and more friendly life in the poor streets (Mumford, 2013, p.569).

Mumford (2013, pp. 373-413) explains the dangers that a closed settlement led to like the suburbs through giving the examples from the history. In the Middle Ages, Mumford, reminding that in order to preserve the settlements, walls, fortifications and fortifications were used in a similar way to the fences and walls of today's safe houses etc., notes that these boundaries lead to class discrimination, emotionlessness, irresponsibility, confidentiality, authoritarian denial, and finally to violence. As we have encountered more often in the history of the city, the unity and security created for the defence turn into anxiety, fear, hostility and aggression when it comes to the

antagonistic pole and especially when it comes to the supposition that it grows by squashing the opponents of the neighbouring city. Mumford likened the borders of a closed settlement to a shell and said that the better the shelter is protected, the less the life in it. Because this crustacean structure is contrary to the nature of the city and is not peaceful; 'The city should create a structure that is decorated with human beings of love and compassion, designed to enable people to live in peace with the deeply personal and external world.' Mumford (2013, p.689).

Since socio-spatial segregation exists at the heart of Mumford's critics related to the suburb, the same criticisms are valid for branded houses, which are also described as 'vertical suburbs'. Branded houses, which are safe luxury residences, also trigger the socio-spatial segregation like the suburbs. Because, the limitation of collective use reserved areas within protected settlements with private ownership, causes the socio-spatial segregation. Providing the requirements in the settlement without going beyond the limits defined in safe houses interrupts the communication of the society. Settlements, which develop as an independent living space from the surrounding, exhibit a homogeneous form in itself in social sense (Töre & Som, 2009, p.122). Harvey (2011) explains the closed, secure sites cause socio-spatial segregation and that this threatens the requirements of social peace, such as social belonging and assistance with these sentences:

(...) existing resources, either are moving away from cities that clearly exclude the poor, the privileged and the marginalized, or lock themselves behind the high walls of suburban 'private lands' and 'closed sites'. The rich are undermining the concepts such as citizenship, social belonging and mutual assistance, creating their own abundance ghettos ('bourgeois utopias') (Harvey, 2011, p.187).

Branded housing types emerged as a result of the similar processes as in the world - the social inequalities become more evident in Turkey than ever before, a clear reduction of the effectiveness of social policies being implemented parallel to the rise of neoliberal globalization, etc. and triggered the socio-spatial segregation. In this period, the places, where disparities are seen as the most concrete in Turkey, are city. Increasing inequalities among different social sectors in the sharing of urban resources, caused to deepen and increase urban poverty on the one side and, increased richness further, on the other side.

The large-scale urban renewal and transformation practices being carried out in Turkey, allowing the international capital to urban area, separated luxury residences built in or around cities, applications such as residences, play an important role in the spatial transformation process of the neoliberalism and are re-formed by city pure rent groups (Sipahi, 2012, pp.111-112).

In Turkey, during the process of globalisation at which the neoliberal policies are applied, the house has become an element that reflects a lifestyle other than a housing unit and real estate investments that focus on new elites have increased (Çavuşoğlu, 2001; Öncü, 1997). The middle and upper classes, who lived in a cramped way in the places that lacked the development of the city before 1980, preferred to live together with people of similar status and resided in more places that are isolated after 1980. In the 1990s, as well as the upper classes, the middle classes also had a tendency to live more homogeneous, closed life with their own income groups or those close to these income groups in isolated, privileged, sheltered and sterilised (Öncü, 2016, pp.92-96; Işık & Pınarcıoğlu, 2001, p.136).

In the years that followed this period, urban space was segmented with sharper lines, reflecting ongoing social political and economic polarization. Similarly, Perouse and Daniş (2005), refers to the tendency of the middle and upper classes in Turkey in particular, live their lives on these sheltered safety sites, as much as possible to prevent the possibility of public interaction with different groups. The new middle class, who wanted to separate themselves from other groups of society, made new housing choices as a symbol of status. This class was directed to the outer areas of the city or to the enclosed areas of the city in order to create a comfortable, luxurious life of their own. For example, the highly educated regions that concentrate the population in Turkey, which has been built in the neighbourhood heavily branded residential projects ²¹ (“White Collared People of İstanbul,” 2017). The wish to spend time with people of similar grades, in which couples with a high economic level were looking for luxury housing that would reflect their socio-economic levels, spend time together, and make social relations, was realized with the Law on Mass Housing and entered into force on 1 March 1984 (Marmasan, 2014, p.228).

This socio-spatial segregation process triggered by secure sites threatens the urban security. According to Işık and Pınarcıoğlu (2001), these houses are boosting the social conflicts in the city and opening the way for social attention. In İstanbul, where these houses are intensively produced, the increase in inequalities in distribution of income also triggers the polarizations in the society (Işık & Pınarcıoğlu, 2001). According to Kurtuluş (2005), this disintegration created by

²¹ For example, according to the results of the ‘Mahallem İstanbul Projesi’ conducted by İstanbul University, as the data related to the last 5 years are analysed, it is noticed that the most educated population graduated with masters and doctorate degrees are Ümraniye, Pendik, Küçükçekmece, Maltepe, Esenyurt, Basakşehir, Sancaktepe and Çekmeköy, on the other hand, Kadıköy, Üsküdar, Fatih, Şişli, Bakırköy, Beşiktaş, Beykoz and Beyoğlu are the top cities that have started to lose their highly educated population (“İstanbul’un Beyaz Yakalıları,” 2017).

branded houses carries the risk of breaking the already tense social ties in the modern capitalist city and expanding social conflict.

Öncü (2016, p.96) describes this differentiation as a disintegration rather than a segregation, because, the lifestyle forms, together with the differentiation, come into existence. The segregation field is carried beyond the spatial one and is also reflected in the social and cultural area. According to Marmasan (2014, p.228), the desire to spend the whole of the time of the new middle class moving away from the city centre with those, who share the same or the same way of life. Finally, the action in this direction brings a socially concrete break with it.

According to Şahin (2015), injustice, inequality, poverty and unemployment reached the stage in today's cities and countryside. The social classes are separated from one another; an enemy community that is disconnected from each other because of class and spatial divisions created by the superiority of one class over another, otherization, and different 'social exclusion' strategies are being created. While dreamy lives are being offered in safe towns built for the city's rich in the city centres with high standards, the lower income groups are driven to the city walls from the top by the government, with the 'urban transformation' from the top, from oppressive, repressive, dispossessing and impoverishing projects.

With the newly created pro-capitalist legal scheme and the laws enacted in recent years, all city resources and facilities are being made available to the use of the capital class, and public spaces and public services are privatized and their access is being limited (Şahin, 2015, p.79). In this context, it can be referred that branded houses in Turkey, trigger the socio-spatial segregation occurred because of the capitalist mode of production and reproduce the urban security problems.

2.6 Housing Rights

The environment, stated in documents of the restraining economic policies, instead of the solution of the problems, cause the rights, related to the housing costs and urban security problems to remain on paper. Turkey has the rights arising from international law and its own internal rights emerged from documents 'environment', 'accommodation' and 'security' rights convenience. These rights are in conflict with the right of property. Aristotle argued that this conflict should result in a favourable harmony for the community and defined the city as a place, in a sense, that is concerned with a common justice and a good life and a common goal (Mumford, 2013, s.232). However, as it is mentioned at the beginning, the approach to the housing problem in Turkey had the dominant approach 'being willing to balance caused by the market mechanism'. The result of adopting such an approach conflicts with the interests and rights of the community. The scope of these rights and the contradiction between the domination of individual interests in the city and the interests and rights of the society will be respectively mentioned below.

2.6.1 Environmental rights.

With environmental issues gaining a global dimension due to the industrialization and urbanization process, the efforts at the national level in resolving these problems became increasingly inadequate; this inadequacy necessitated the multifaceted cooperation of nations and the right of the environment to be regulated as a special right. Behind the claim of living in a healthy environment is admitted as a special right, the contribution of the development of the first and second generation rights was great. While the first generation rights brought safety on the body's integrity, over time the environment began to be admitted as a part of that safety.

Some of the regulations in the field of second generation rights concern directly with the regulation of the environment. The right to environment is linked to the right to life, which is the most basic human right, and to the right to develop the material and spiritual existence of a person. So, it is directly related to the health of the person in the physical and spiritual direction, and the life in a healthy and balanced environment. The right to the environment, which comes to the fore as a new human right, constitutes the most effective and important juridical instrument of protection of the environment, entering the international document and the constitution to solve the environmental problems that cannot be prevented by the traditional human rights instruments and the demonstration of the attention of the world to the environment. As a human right, it the concept of environmental right, which first appeared in the Stockholm Declaration published in the United Nations Environment Conference in 1972, stated in the 1992 Rio Conference and later in international documents, in the country's constitutions and in specific laws on the environment (Dadak, 2015, p.309-326).

After the first generation “Classical Rights” appeared in the 17th and 18th centuries and second generation “social rights” appeared in the 19th and 20th centuries, the third generation human rights, which emerged as a result of the problems of the scientific and technical developments in the period after the Second World War, when human rights were brought to the level of the international society from the internal problems of the states, and the human rights got the supra-national meaning, protection and assurance mechanisms, also named as "Rights of solidarity" came forth. Against the threats posed by technical and scientific progress, the "Third International Pact on the Rights of Solidarity" drafted in the United Nations in 1982 with the aim of protecting future generations as well as today's people arranged four

original rights. These were explained as environmental rights, peace rights, development rights and respect for the common property of human rights (Kapani, 1981, p.51; Özbudun, 1993, p.110). These new rights, whose universal values constitute their subject matter, represent a common "solidarity" among all people beyond the borders of the state. The rights of solidarity in this generation, unlike the first and second generations, require the active contribution of public institutions, individuals, communities and the state to consolidate the efforts of everyone living in the society (Kaboğlu, 1992, p.123).

These new generation rights, which emerged in the last quarter of the 20th century, closely related to each other and intertwined because of the both the search of solutions to the great global problems that have the potential to destroy our world's quality of being a liveable planet, and the international community, individuals and individual communities, in short, everyone's efforts to develop the collective qualities and the ability of the states.

This is expressed in the 1992 Rio Declaration as follows; "Peace, development and protection of the environment are mutually dependent and inseparable" (Rio Declaration principle 25). "Human beings are at the centre of concerns about sustainable development. They have a right to a healthy and productive life in harmony with nature " (Rio Declaration principle 1) (Kaboğlu, 2000, p.16).

The issue of the environmental rights is, in the broadest sense, the protection and development of the environment. However, the issue of the right to the environment can be clarified with the definition of the concept of environment. With a general definition, it is the sum of physical, chemical, biological and social factors that can directly or indirectly influenced by the environment, human activities and

living beings immediately or in time (Keleş & Ertan, 2002, p.81). In this frame, the theme of the environmental is the "living environment", the life of human beings and other living things, and they interact in a short or long term and the biosphere in which human beings and all the living organisms of the earth live their lives (Keleş & Ertan, 2002, p.85). Therefore, the environmental problem is also a part of the housing problem that the person lives.

After the Second World War, the meetings related to the situation of the world lands were held, with effect of the events taking place on the world and the general situation, advisory committees linked to the specialized agencies of the United Nations were established in 1965, the European Conference on Nature Conservation was organised in 1970. In addition to all the international developments, some studies were started concerning the environmental protection and environmental pollution in 1971, these studies led to the "United Nations Program for the Environment" in 1973.

Currently, these studies are carried out by the organization whose short name is UNEP. At the end of the United Nations Environment Conference in Stockholm in 1972, a very important statement on "World Environmental Problems and Protecting the Environment" was declared (Dadak, 2015, p.309-326).

Ten years after the Stockholm conference, the World Natural Charter, adopted on 28 October 1982 at the United Nations General Assembly, declared principles that are more concrete by determining the obligations of the states and the contributions of the individuals on the application of the right to the environment. Later, in 1984, the Tokyo Conference was held and the conclusion of this conference had the statements as, "The concept of development should be revised and the economic development of each country should be carried out taking into account the protection and

enhancement of resources. In economic growth, not only economic development indicators, but also the protection of natural resources, the fight against diseases and the protection of cultural heritage should be taken into consideration. Environmental resources such as fresh air, water, forests and soil must be protected and balanced population growth must be ensured. Technological developments in all countries should be guided by environmental factors." (Dadak, 2015, p.309-326).

One of the most important international advances related to the environment is the Aarhus Convention, which was drafted and signed by the United Nations Economic Commission for Europe (UNE-CE) in June 1998. The Convention, which has the full name Access to Information on Environmental Issues, the People's Participation to the Decision Process and the Jurisdictional Application Convention and entered into force in 2001, ensures the rights that "everyone has the right to freely access information about the environment, "participate in the decision-making process in environmental matters and initiate judicial review" and imposes concrete obligations on the states to achieve this goal (Dadak, 2015, p.309-326).

In the context of the Council of Europe, which our country stated, the environmental rights are not recognised as an authentic human right or connected to assurance neither in the Convention on the Protection of Human Rights and Fundamental Freedoms (European Convention on Human Rights - ECHR) and the Additional Protocols adopted in 1950 nor in the European Social Charter adopted in 1961. However, the case law of the European Court of Human Rights (ECHR), which is the judicial organ of the Convention, protects the environmental rights indirectly through the rights of the Convention, such as respect for private life and family life (Article 8), rights of life (Article 2) (Dadak, 2015, p.309-326).

The Environmental Rights, which is held in the heading of the Article 56 of the 1982 Constitution in Turkey, as, "Health Care and Environmental Protection" states in the section of "Social and Economic Rights and Duties ". Article 56 claims that "Everyone has the right to live in a healthy and balanced environment. It is the duty of the state and citizens to improve the environment protect the environment and prevent environmental pollution. "Our Constitution regulates the environmental rights in three respects as the duty of the state, the duty of the citizen and everyone's rights. In addition that the most important article of the Constitution in relation to the environment is Article 56, provisions related to the environmental protection are included in many articles:

Article 35 of the Constitution states that everyone has the rights of ownership and inheritance, but that these rights can be restricted to the public interest. As the provision regulating the property rights, dealt with in Article 56 which regulates the right to the environment, are taken into consideration, if the balance between the two rights faced is assessed by the "public benefit" criterion, it requires a comment on the benefit of the environment. It is possible to make an interpretation that the property rights, which cannot be used in a manner contrary to the environmental rights (Dadak, 2015, p.309-326).

In the lights of this information, it can be said that the right to environment and the right to property are in contradiction. In Turkey, the lead of the growth model based on environmental problems in construction proves the existence of this contradiction. Considering that extreme luxury housing production is spreading day by day, it can also be said that the right to property comes before the environmental rights. Despite the government's commitment to the environment, unequal geographical development, extreme building density, state permission to the

implementation of this growth model that causes concretisation, and even support it, contradicts the environmental right. In this context, the capitalist mode of production, construction-based growth model and branded housing are in conflict with the right to the environment.

2.6.2 Housing right.

Housing cost problem is closely related to the settlement freedom²² and housing right²³. According to the Universal Declaration of Human Rights (December 10, 1948), 'Everyone has the right to move freely within a state and to choose his residence' (a.13/1). However, while the law in force in a state defines the freedom of establishment, those who are deprived of shelter, and those who do not have the means to obtain housing, the freedom in question will be of an entirely abstract nature. On the other hand, those who have the right of housing can use the freedom of settlement and can make preferences about housing and location selection. In other words, the right to housing and the freedom of settlement require having a certain level of living. The Universal Declaration of Human Rights also states that each person has the right to a sufficient standard of living for 'housing' (a.25/I) (Kaboğlu, 2016, p.26).

That the cost of housing for a qualified residence must be affordable for all segments of society is also included in international declarations and recommendations. For example, *the Declaration on the Progress and Development of Social Area* (1969) states that 'The main targets should be realized for everyone, especially low income people, benefit from crowded families, housing and adequate

²² Freedom of settlement means that people can freely relocate, live in the place they wish, be free in their choice of residence and living (Kaboğlu, http://www.todaie.edu.tr/resimler/ekler/2a626e15f266c54_ek.pdf?dergi=Insan%20Haklari%20Yilligi).

²³ The right to housing constitutes and makes it necessary for the freedom of settlement (Kaboğlu, http://www.todaie.edu.tr/resimler/ekler/2a626e15f266c54_ek.pdf?dergi=Insan%20Haklari%20Yilligi).

collective services, respect for fundamental rights and freedoms' (a.10). *The Vancouver Declaration on Human Settlements* (1976), states that 'Having adequate housing and social services is a fundamental human right. Governments are responsible for creating programs that encourage personal initiative and collective action and ensure that all citizens are able to exercise this right, starting with direct assistance to the poorest layers of the people ' (Section 3 [8]).

Declaration on the Right to Development (1986) enforces the states to be obliged to take all the necessary measures for the realization of the right to development of the national plan and ensure equality of opportunity for everyone, especially in terms of entry to housing (a.8/1). *İstanbul Declaration on Human Settlements*,²⁴ not only recognizes the right to housing but also forms the means and facilities for realizing this right on the international and national level. 'Providing enough housing for everyone' is one of the major axis concepts of the declaration. According to the seventh principle of the declaration, '(...) we will concentrate our efforts on preserving and advancing all human rights and freedoms, (...) and especially on meeting everyone's needs, such as adequate housing.' (Principle 7). In addition, 'forced eviction' is also included in international law documents. The 1993/77 decision of the Commission on Human Rights (first paragraph) is as follows; 'The practice of forced eviction constitutes a manifest violation of human rights, in particular of the housing rights', "It is important not to forget the importance of property rights for forced evictions. This right covers the right not to be deprived of soil, water resources and other aspects of the habitat; but excludes deforestation (tree

²⁴ " The İstanbul Declaration, adopted by the UN Human Settlements Conference (Habitat 2), held on 3-14 June 1996 in İstanbul, foresees the Global Action Plan as the primary instrument for the realization of its principles. For the Turkish translation of the fifteen primitive 'The İstanbul Declaration on Human Settlements' 'İstanbul Declaration on Human Settlements' (June 15, 1996), *Mülkiyeliler Birliği Dergisi*, Cilt XX, volume 192, June 1996, p.31-33'' (Kaboğlu, 2016).

cutting) and other destructive processes outside the environment' (Kaboğlu, 1996, p.36).

It was stated in The Athens Agreement, in which Le Corbusier (2015, p. 99) emphasized the importance of affordable ²⁵ housing cost for all segments of society. According to him, it is necessary to limit seriously the personal interests that condemn the rest of the social mass to ordinary life/house by satisfying a small minority in the cities. It is necessary that this kind of personal interest should be dependent on public benefits everywhere; each individual must get a share of happiness in a comfortable home, such as living in a beautiful city. According to the Athens Agreement, which has the feature of the constitution of a city, even if rich houses and ordinary houses are separated from one another by the conditions, no one has the right to disrupt the rules that are necessary to be sacred, only by the conditions of a healthy and orderly life, by the benefit of the wealthy. According to the 15th principle of the agreement, it is necessary to change some administrative habits and it must be done immediately. It is necessary to prevent completely the deprivation of all families from the light, the air and the space by a strict city regulation, by making a law that leaves no open door (Le Corbusier, 2015, p.47). In this context, it is necessary to present a priceable housing where qualified housing can be accessed by all sections of the society so that the housing right and freedom of settlement cannot be abstracted and can be realized. In other words, the housing right and the freedom of settlement, which are at a reasonable level for all segments of the society, are of importance and are of vital importance.

²⁵ Le Corbusier has prepared a report on his fourth meeting of the Congress of International Architecture on Modernism (CIAM) in Athens. This report, which is referred to by the name of the "Athenian Agreement", together with the contributions of many celebrities, is a work written and edited by Le Corbusier's ideas, which is essentially shaped by his ideas.

When it is assessed within the frame of all these rights, the cost of housing problem is an obstacle to the use of this right. The emergence of speculation with gentrification, excessive rise in housing prices, cause the citizens to be deprived of the housing right and freedom of settlement because they cannot afford the housing costs. In this context, the capitalist mode of production and branded housing contradict freedom of residence and the housing right.

2.6.3 Security right.

The right to security is one of the most fundamental rights of the community. 'In addition to being impossible to separate from each other, the lives of people in safe environments and conditions are as important as the security of states. Individuals can only benefit from their freedom in safe environments. Depending on the speed and characteristics of the urbanization, the people of the city, due to the risks they may face, they may remain condemned to almost constant insecurity. It is not an exaggeration to say that the concept of 'safe city' is a dream for urban people who do not have a sheltered housing, urban people who cannot benefit from public city services, urban people who do not have regular income because they are unemployed, urban people who cannot benefit from education, health, culture and security services in a narrow sense, urban people who have to live in unhealthy and polluted environment' (Keleş, 2015, p.135-137).

The right to security of residents of the city is considered within the scope of the right to the city, and international documents emphasize the right of all urban residents living in the city. According to the 25th principle of the Montreal Charter of Rights and Responsibilities (2006), all the urban people have the security rights. In the 26th principle of the same charter, it is mentioned that it is necessary to develop the urban area safely and to provide urbanity awareness about security. According to

Article 11 of the World City Charter (2004), planning in cities should be done taking urban security into consideration; city administrations have the responsibility to be committed in public security, peaceful existence, collective development and solidarity. The rise of urban security problems in the industrial age brought about the right to security, and the right to security began to take place in many constitutions, international documents and the literature. For instance, in the 20th principle of the declaration of the European Urban Charter, adopted by the Council of Europe in 1992, the security right is mentioned in the first principle of the urban people rights and states "the right to live in a safe and secure city free from crime, violence and illegal acts as much as possible"(Akgül, 2010).

In the document called the European Urban Rights Charter, the necessary steps that crime must be prevented in order to ensure safety in the city, are mentioned (Keleş, 2015, p.136-137). In the 25th principle of the Montreal Charter of Rights and Responsibilities (2006), all the urban people have the security right. In the 26th principle of the same charter, it is mentioned that the urban area must be developed in a safe manner and that urbanization must be provided in terms of security (Keleş, 2015, p.136-137). When all these rights are taken into consideration, socio-spatial segregation, which prevents peaceful existence, collective development and solidarity, contradicts with the security right. Therefore, the capitalist mode of production and the branded houses closed to the city are in conflict with the right to security.

3. BRANDED HOUSING ADVERTISEMENTS

Large-scale production of branded houses necessitated the marketing activities to be prioritized in order to organize the demand for these houses. Marketing is the planning and implementation process for the development, pricing, promotion and dissemination of goods, services and ideas in order to realise the mates that can provide personal and organizational goals (American Marketing Association, 2016). Advertisements are also an important part of these marketing activities. Hataş (2017, p.) describes advertising as product promotions, which are generally aimed at increasing sales and maximizing profits, convincing consumers to buy short-term products, and in the long run, aiming to create demand for the product or service of the permanent operator in the minds of consumers. In other definition, advertising is a way of communication in exchange for a job, a good, or a service to a large public population by describing it in the general public means, for money, and as a marketing communication method (Çengel & Tepe, 2003, p.161).

The objective of advertising is not objective communication; on the contrary, it is a formed communication consciously directed by the speaker. Advertisement is a part of the mass media industry, which faces many fields and shapes social life. Nowadays, advertising has become a cultural resource, not only as a means of supporting the sale of any product or service, but also as a social transformative factor in the identification and shaping of many social, urban, etc., and other identities that enable consumption spending to function as a factor (Becan, 2016, p.153). The directing and shaping of the advertisement by the producer consciously requires the advertisement to be explained by production and distribution relations.

3.1 Economy Policy of Advertisements

The role of advertising / media in the production and distribution relations, which take place in the capitalist mode of production, constitutes the field of political studies. Economy is a science that deals with politics, the state of material incentives in human societies, the distribution and the development of economic relations between people. The question of how production takes place in the media field and how products reach the buyer and how buyers influence their awareness, behaviour and everyday practices is a matter of political policy review (Bulut, 2009, p.8).

According to the economic political approach, the media is used for capital accumulation as a communication activity.

Communication activities, which have a smaller place in the economy until the late 1970s, are carried out within national boundaries and while they are perceived as more public and cultural activity in countries outside the United States, this understanding changed with the neoliberal policies that began to be implemented throughout the world in the 1980s (Bulut, 2009, p.9).

As the media, a social and cultural institution, began to be used with the purpose of accumulating capital, transformed it into an economic commercial enterprise in a different side, shifted it from the social responsibility and public broadcasting concept and laid the groundwork for passing a function according to market requirements and logic (Kaya, 2009, p.139). In this respect, in the capitalist society, the media is an industrial institution, whose economic and political structure is both a product and an economic and political function (Bulut, 2009 p.7).

When it comes to the media, today's medium-mediated media (such as television and newspapers) are understood (Erdoğan, 2012, p.1). According to the

political and economic approach, in which media institutions are regarded as capitalist economic structures, media is an environment in which social injustices are best acclaimed and reproduced, where ideologies are produced that sustain their existence with commercial concerns, maintain the system. The main function of the media is to legitimate social order and structural inequalities (Baran, 2000, p.3).

With the means of communication, thoughts, emotions, beliefs, expectations, hopes, goodness and evil are produced in certain forms of meaningful life. In short, the mass communication process the intellectuals about the audience, everything about life, and produce the intellectual production. The main difference of this production from the material production is that the television receiver is a material product. This product does not carry any intellectual content in or around it. However, when television is opened and watched, what is watched is the material (intellectual) product of mass communication. Mass communication, at the same time, makes two productions, material and intellectual production. Mass media products, unlike other material products, produce knowing, consciousness and ideology with their content (Erdoğan, 2012, pp.4-15).

Advertisements, one of the most important elements of the media, also play an important role in building and sustaining the values based on capitalism. In order for advertisements to be fully understood, it is necessary to address it within the social context rather than see it as part of marketing and the economy. Advertisements play a key role in legitimizing the underlying values of the capitalist system and of reproducing the system ideologically (Hasekioglu, 2008, p.1).

Mass media is the most basic intellectual means of production. Today, when mass media cannot be regarded as independent from economic and political power,

the turning point in commodification of communication is equivalent to the neoliberal phase of capitalism (Aydın, 2015, pp.32). With the adoption of neoliberal economic policies, the media sector was reformed based on the tendency to compete and concentration. This forming, based on capitalist production relations, also changed the media content, publishing policies was based on the rationalization of free market economics and the naturalization of profit maximization. The last stage of imperialism, globalization and building an individual in accordance with the neoliberal age, became the cause of the existence of the mainstream media. One of the functions the media has ensured in the last two decades of the 20th century in terms of internalizing neoliberal values is the blessing of richness, luxury and distinguished lifestyle. Thus, in media content, instead of images that are intellectual, artistic, aware of social responsibility, with contemporary urban culture and refined tastes, the images, which have only concern is to make money, are created that consider every way to be possible to increase profits (Aydın, 2015, pp.36-38). Today, the power of the media to create public opinion is so evident that it cannot be denied. While the media reflects the current political order, it also ensures the communication through centres of influence in society. The media produces these two functions as well as the thoughts of their own owners (Bektaş, 2002, p.96).

According to Marx and Engels (2013), this intellectual production is carried out by the ruling class who owns the means of intellectual production and in the interests of it. Thus, the thoughts of this class become the ruling thoughts of that period, economic production is managed in the profits of this class and this class takes most of the surplus value resulting in “profit”:

The thoughts of the ruling classes, in all ages, are the sovereign thoughts; in other words, the class, which is the material power of the society, also holds

the means of mental production at its disposal, they are so intertwined that the thoughts of those who are not given mental means of production are at the same time dependent on the ruling class ... As far as the other things are concerned, [the ruling classes] think, they also dominate as opinion producers and they organize the production and distribution of ideas of their own age; then their thoughts are the sovereign thoughts of their age (Marx & Engels, 2013, pp.70).

According to Marx, control of thought, production, relations, distribution and use has been the main concern and concern of the ruling classes throughout history (Erdoğan, 2012, pp.1-16). According to Chomsky (1995, p.8), material life is reproduced with intellectual production realized with mass media. According to him, there is no concern that the media is being informed about the events in an impartial manner. The goal of the media is to control the opinion of the people and to get the people's approval related to the practices of the government. The media serves the interests of the state and other companies, not 'the public interest' because it is in the hands of, and dependent on, certain large companies. Advertisements, as media content, also represents the interests of large corporations and serves to determine citizens' beliefs and attitudes as a result of their behaviour.

Marx outlined the role of the media in the capitalist societies in the book, called as German Ideology, which he wrote with Engels. The main outline of this is the view of class and mental production and distribution, which have materials, means of production. According to Murdock and Golding (1977, p.15), this view of Marx contains three important suggestions: the first is that control over the production and distribution of ideas is gathered in the hands of the capitalist owners of the means of production. The second, as a result of this control, that the capitalist's thoughts and

worldviews are repeatedly advertised and dominated by the subgroups. The third is that ideological sovereignty plays a major role in preserving class inequalities. Each of these three proposals poses serious questions for experimental research. For instance, the questions are (a) about the links between capitalist class and communication investors; (b) about the relationship between ownership and control within the communications industry; (c) about the process of cultural conversion of the sovereign ideology; (d) about the dynamics of receiving and accepting content and (e) about the members of the sub-group have the power to adopt the sovereign considerations as their own considerations. With the ruling class' possessing the means of intellectual production, the classes lacking the means of production acquire fake consciousness / false consciousness, which is the exact opposite of the real situation created by the sovereign classes using their own ideologies, in order not to be conscious of their real class interests. There are various reasons why the mentioned classes are unable to see the material conditions of the classes. Firstly, 'false consciousness' is not an individual or class error, but it is a result of a systematically error. All the classes in society have their place and role in society in the direction of their own values. While all these values constitute a whole, the whole society perceives everything as collectively wrong. Since it is collectively misunderstood, it is not noticed that it is wrong. For example, the tiered structure of the feudal society, the relationship between the classes, the opinion related to the trade and city are perceived by the whole society as right, in correct place, in the way it should be. Just as in the feudal society, in capitalist societies, individuals perceive this social situation as the last stage of history. They cannot comprehend that change is a continuous process; history will constantly change societies. While the feudal lord thinks that he does what is right when he maintains the interests of his own class; on the other hand, the

peasant thinks that his role in society is a necessary. As such, in the capitalist society, the world of the capitalist individual is a production, trading and selling world. However, there are other relationships in the real world besides buying and selling. The commodity bought and sold is part of a wider social process; Before the commodity comes to be sold, many relations (such as man-nature, employer-employer) are involved in the production phase. Yet for the capitalist there is no meaning of the commodity except for trading; it is a good independent of human relationships (Marx & Engels, 1992).

In Marx's German Ideology, he treats ideology as a form of mystification. The remarkable aspect of the discussion here is the analogy Marx uses in different situations where the ideology is mentioned. Nevertheless, this analogy is not limited to this first work of Marx, but is also used in other writings (Giddens, 2005, p.335). This analogy is the camera obscura, ie, the Earth, which became upside down, or the illusion of the echo or illusions. According to Marx:

People are the producers of their behaviour, their thoughts, etc. – the real, active people conditioned by the specific development of productive forces and reciprocal relations that correspond to these forces to the most advanced forms. There can be nothing but consciousness, conscious asceticism, and people's existence is their life process. If people in all ideologies and their conditions seem upside down as in the camera obscura, this phenomenon is caused by the historical life processes of people, just as the objects are inversely on the retina, as the objects themselves originate from the physical life process (Marx & Engels, 1992, p.42).

As it is mentioned above, the ideology according to Marx, it is an inverted expression of the material reality. With the metaphor of the camera obscura, Marx attempts to describe the 'reversal' relation expressed by the concept of 'false consciousness'. The position of man in material-objectual reality makes a distinction between right consciousness and false consciousness in terms of the image reversed in the camera in his mind. For this reason, ideology is not a reflection of material conditions, but a false knowledge of these conditions. Thus, the result is that ideology, which is the source of false information, and science, the source of correct information, are defined as mutually exclusive concepts (Üşür, 1997, p.12).

Within the lights of this information, branded housing advertisements can also be considered as a communication activity that generates false consciousness. As these advertisements are communication activities that are designed to perceive the construction-based growth model, which is appropriate for the interests of the ruling class, but contrary to the interests of the majority of society, the real estate speculation and the socio-spatial segregation to be correct, appropriate and necessary.

Ideology, as in every text, is created repeatedly without being aware of the invisibility of an invisible cover in advertisements. With a magical idea that governs consumption, with a miraculous mindset governing daily life, with the belief in the absolute power of the signs, the bounty of consumption is presented and experienced as a miracle, not as a result of a labour or productive endeavour (Baudrillard, 2008, p.23- 24).

3.2 Discourse and Advertisement

The term "discourse", which is frequently used by different layers of society, is a term used both nationally and internationally. The meaning of "discourse" has not

been broadened due to the extent of its use. Although different approaches and definitions is expressed in at different times in the Western world, it is obvious that the studies carried out on the concept of "discourse" date back to the history (Tomgüshehan, 2017, p.13).

At the root of the word of discourse is the word "discursus". This word originates from discussion, conversation and hustle and bustle. Anthropologists, linguists, sociologists, writing theorists, often use this word. Etymologically, discourse refers to various versions of the Latin word "discurrere" and / or "distraction", "melting", "propagation", and "discurrere"; in the metaphorical sense, it is used to mean "long conversation about the subject", "communication about something". In the Medieval Latin, "discursus" has been used in the heated debate, in the sense of reciprocal communication, conversation, orbiting around an orbit (Sözen, 1999, p.19). It is seen that "discourse" is preferred as a linguistic concept in researches conducted in Europe. The concept of discourse is used in our language by reaching a wide range of meaning. It is observed that the term "discourse" is used in different definitions in the daily rhetoric of the person who uses the concept as "story", "narrative", "word", "sentence", "slogan", "opinion", "teaching", "narrative style" a, ", even in the sense of" language " (Günay, 2013, p.18).

Oxford Dictionary in England defines the "Discourse" as follows: 1. Written or spoken communication or debate, 2. a formal discussion of a topic in speech or writing, 3. Connected series of utterances; a text or conversation (Discourse, n.d.). According to Longman Dictionary of Contemporary English (Discourse, n.d.) a serious speech or piece of writing on a particular subject. 1. A serious speech or writing language related to a specific topic. 2. Serious conversation or discussion between people. 3. The language used in particular types of speech or writing.

According to Kocaman (2003, pp.5-6), The term "discourse" is used in at least 7 different ways: 1. Rhetoric, the art of effective speaking; 2. Form of expression, philosophy teaching, viewpoint; 3. Thought, doctrine, conceptual system; 4. Verbal or written expression type, communication valuable unit; 5. Individual language expression style, stylistics; 6. Language, point of view, form of expression; 7. Assertion, opinion.

Many terms have been produced both in the daily use and in linguistic researches related to the term discourse. However, the linguistic structure of discourse are stressed in any dictionary or scientific work that makes the definition of discourse. Despite the various definitions, the idea of combining theories is that "language is a phenomenon of the communication" (Günay, 2013, p.20). Regarded as a language communication phenomenon means to examine the language within the scope of the speaker-listener, that is, investigate the language within a context of how can it be studied as a verb or text produced a time-space (Ruhi, 2009, p.14).

According to Sözen (1999, p.28), discourse can only be considered and possible together with the language. Cook (1989, p.6) put forth two different views related to the examining the language. One of these "takes the language as abstract and examines the rules of the language". The second "deals with the language in terms of the communication analyses how something is transmitted in a coherent way". In this frame, the second view concerning the use of language corresponds to the concept of discourse. In other words, with the concept of discourse, the use of language, that is, the communication is mentioned.

According to Potter and Wetherell (1987) emphasizing the importance of the discourse, "language is a social phenomenon. Not only individuals but also

institutions and social formations have special meanings and values and all these are expressed in language and systematic ways. "Texts are associated with language units that are communication products, and readers / listeners are not passive recipients ". Discourses, does not explain objective / objective situations of the language, they are the data of social life (Sözen, 1999, p.28). Wood and Kroger (2000) explain the place of the language social life as follows: Language is not a simple definition or tool of communication, but rather a social practice, a process of creating something. Language is at the centre of social life and life has a constitutive feature. Speech creates a social world constantly and unceasingly, and in this context, the language is not a simple reflector of what is going on.

To limit the discourse a sub-dimension of a speech will mean to neglect the social dimension of the language. According to van Dijk (1997, p.2) those, who use the discourse analysis method, conceptualize the language on a broad scale to include elements of who, how, why, and when the language is used in addition that discourse acknowledges that language is a form of language use, According to a conceptualism, the discourse is a fact of communication. Accordingly, people use to say, to communicate their ideas and beliefs and do this as part of the more complex social events. In addition, people can sometimes interact by using language or by passing beyond their ideas and beliefs. In this context, discourse is sometimes defined as verbal interaction as well. Discourse is a verbal unit including the structure and passing beyond it (Günay, 2013, p.28).

Each discourse assumes a sender and recipient. Each discourse has a subject, a recipient and a topic. The discourse, before all, is the statement of that the talking subject is in the form of "me-now-here" (Günay, 2013, p.25). Discourse is also related to other aspects of social life, such as social, political, cultural, economic areas (Sözen

1999, p.20). Discourse is also a part of the culture that forms the framework of beliefs and understandings. Because the social context social context which makes the communication and discourse meaningful, is shaped by culture (İşkar, 2014, p.14).

People's language use occurs in social contexts. The material extent of the words used in a discourse, can only be exchanged in a context. Discourses evolve in a context that does not exist in blank, become related to other discourses and contexts and become externalized. According to Mills (1997) discourses are expressions and sentence groups that are specified in the context and which maintain the existence of the context, which provides movement in a social context, not a part of the total of expressions.

Discourse is categorised as a concept that is used to describe systematic linguistic arrangements consisting of certain rules, terminology and speech (Tonkiss, 2006). Discourse includes all dimensions of a message, not just the content of the message, but the teller (who says it), its authority (on what basis), its audience (to whom it says) and its purpose (what the sayers want to achieve with what they say). Discourse includes ideas, expressions and information that are developed in certain groups of people in a specific period and related to other groups of people. The application of ruling power is related to the use of such information. Discourse encompasses all forms of communication, including talk and speech. In addition, chatting and speaking are not limited to the sole purpose of spoken word, include the ways to see, classify and respond to the social world in everyday practice (Ekşi & Çelik, 2008, pp.99-117).

Fairclough, (2003 pp.74) roughly explains that discourse manifests itself in social practices in three ways: The first of these is a social activity in practice. Here,

discourse occurs in the form of using the language in a specific way, as part of a job (such as being a shop assistant in a store or taking part in the management of the country). The second is the discourse manifests itself in social representations. Social actors are results of their own practices as well as of the representations of other practices. Social actors recall other practices; ie they include them in their own practice. Another form in which speech is manifested is the way in which identities are created.

Sözen (1999, p.20) describes the discourse as a product of the western philosophy; on the other hand, Sözen (1999, p.20), considers the discourse as a simple language and language practice. Language use is not limited to traditional elements of linguistics (sentence, paragraph, text, etc.). The discourse which is related to other aspects of social life, such as social, political, cultural, economic areas are the processes related to the ideology, knowledge, dialogue, narration, declaration style, negotiation, power and power exchange. As a process, discourse is organised by the internal rules of the expression and speech (Sözen, 1999, p.20).

van Dijk (1999, p.331), describes discourse as the textual form of the use of language in the social context. Discourse is a way of establishing mental control to form the authority. As well as the practicing of the authority, the protection and legitimization of it is realised by the discourse. In order to exercise social control through discourse, it is necessary to control the discourse or to produce it directly. For this reason, the ruling and the authority, who has the power, struggle to produce discourse, and in this way they establish, maintain and legitimate their forces and powers.

Within the lights of all these data, advertisements, which are one of the most important contents of the media and which are an organized communication activity, can also be seen as a way of establishing mental control to form power. Housing advertisements can also be recognised as a language practice that transforms the power of the bourgeois class, which derives from its construction activities, into action. The viewers, the listeners, in short, the receivers of these advertisements are not passive and the discourse produced by the advertisements is transformed into a social practice at the receiving end.



4. METHOD

Advertisements, in the study, are dealt as communication activities that produce a discourse, which is used as a means to reproduce and capitalize the capital, which reflects and legitimates the thought form of the ruling class in producing the authority of the ruling class. Therefore, branded house advertisements will be analysed with the discourse analysis. Various methods of discourse analysis are available. These methods will be briefly described below and explain why the method of critical discourse analysis was preferred.

4.1 Linguistic Discourse Analyses

There are different approaches to the concept of discourse. Tackling the language in an ideological sense brought forth together with the Structuralism School (Selçuk & Şeker, 2012, p.27). Smith (2007, p.136) explains the fundamental influence of the structuralisms on language science by comparing them with the language culture. The language consists of the items such as vocabulary and sound. Relationships between them ensure the language to turn into meaning. The structuralists make a discrimination between the language and the word. They define the word as a form of individual fulfilment, use of language and exclude this field from the scientific study. Language, on the other hand, becomes the object of scientific examination as a structural unity with rules in itself (Akca, 2009, p. 83). The elements of language structure are signs and this is the notion of sign that provides the constructive moment of structuralism (Coward & Ellis, 1985, p.28).

According to Wood and Kroger (2000) "language is at the centre of social life and has a constitutive feature of life. Speeches create the social world continuously

and uninterruptedly, in this sense language is not a simple reflector of what is happening ". According to Günay (2013, p.37) "the transform of the language into conversation socially versatile, with many secrets, hidden aspects and an institutional character determines the individual use. A language is only in the opinion of the individual who speaks it. This indicates that the language is the social reality ". Language is an object that presents individuals the necessary point of view in order to express themselves and understand other people and a world without language is insufficient in terms of the meaning. Texts are associated with language units, which are communication products, and readers / listeners are not passive recipients. Language is not just a simple representation or reflection tool. Language is the whole of complex systems that contain different functions (Elliott, 1996).

Halliday (as cited in Sözen, 1999, p. 29), on the other hand, suggests that language is a semiotic system that represents culture, while suggesting that social reality (or culture) is a semiotic structure. Social semiotically, language formulation refers to a language that interprets in a socio-cultural context (The language itself is a comment). The language is not constituted with sentences; it is set with texts or discourses. Language is a social and consensual institution. The language, while providing the link between both the thought and the sound, has its own formal conditions accepted (Ekşi & Çelik, 2008, p.100) The language is based on a set of social impressions, because it forces individuals each of individuals to impose itself, it existed before the individual and will live after, too (Günay, 2013, p. 37).

Language and thought cannot be separated from each other. When considered in isolation from the lexical context, the thought is an undifferentiated mass in psychological terms. Language creates its own forms as it occurs between the two unstructured masses (between auditory imagery and thought). Neither the sound can

be separated from thought, nor thought from sound. From this point of view, linguistics is located in the border region where the items connected with these two items. Contrary to the sound, the language is not a real object, but the whole of potential, hidden possibilities (Tura, 2005).

Emphasizing the importance of discourse, Potter and Wetherell (1987) “define the language as a phenomenon. Not only individuals but also institutions and social formations have special meanings and values and all these are expressed through the language and in systematically ways. In this context, discourse is seen as a means of linguistic material, which has structural and contextual coherence and allows constructing meaning in individuals in the social context. According to Sözen (1999, p.27-33):

Language is not a simple definition or tool of communication, but rather a social practice, a process of creating something. Language is a social and consensual institution. Language has its own formal conditions both to the thought and to the sound during ensuring the connection between them.

Nothing is clear in the thought before the language emerges. The task that language undertakes against the idea is not to create a material sound tool for the expression of concepts but to mediate with thought and sound. Language is a negotiating institution that allows the word (individual use); that is, there is no reality condition other than has been agreed upon by the speaker who speaks it. Discourse can only be considered together with the language, and is possible only as language (Sözen, 1999, p.27-33).

Linguistic discourse analysis includes the analysis style, which is used in the field of linguistics traditionally in the field of speech analysis, variation analysis,

speech act theory, communication ethnography, interactive social linguistics, and pragmatic, as opposed to critical discourse analysis. In these approaches, in terms of structuralism and functionalism among themselves, it is divided into two subtypes as formalist and functionalist (Evre, 2009, p.109).

4.2 Critical Discourse Analysis

Researchers studying in this field have highlighted various related features of critical discourse analysis. Specifically, in the studies by van Dijk, the abuse of authority and the dealing with discursive dimensions of inequalities arising there from have been realised as the basis for the critical discourse analysis. van Dijk determined certain principles in his work in this field, underlining some certain principles. According to van Dijk, some social problems such as domination and inequality state in the analysis field of the critical discourse analysis. Examination of these problems should be tried to be understood better by the discourse analysis. Critical discourse analysis takes advantage of various disciplines, including the complexity and diversity of social problems and therefore, from a multidisciplinary approach, attempts to analyse the complex relationship between domination and discourse (Evre, 2009, p.136).

Another feature of the analysis of critical discourse is that this analysis relies directly on the socio-political posture. Critical discourse analysis is ultimately of a political nature, although not in every aspect of the theoretical formation and analysis. This political aim is to try to change the domination and inequality in society with a critical understanding. In this context, especially the political elites are analysed as criticisms of how they apply, sustain, legitimate, allow or ignore the inequalities and injustices (Evre, 2009, p.136).

Wodak (2008, p.14-15) emphasizes the main features of critical discourse analysis in detail as follows:

1. Critical discourse analysis is an interdisciplinary approach. Acting on the assumption that the problems in Western societies are complex and cannot be understood in a single perspective, theories in various disciplines are utilised and teamwork of researchers of traditional disciplines is encouraged.

2. This approach is related to the social problems. Instead of focusing on specific linguistic issues, social problems such as racism, identity, social change constitute the main research topic.

3. Theories and methods that this approach exploits are eclectic. Various theories and methods are used to understand and explain the object of investigation.

4. This approach also benefits from fieldwork and ethnography to do analysis that is more detailed and prospecting of the studied object. In this way, any data is avoided from being adapted to the construction and both approaches from top to bottom and bottom to top are used at the same time.

5. This approach is constantly changing between theory and empirical data.

6. This approach examines the public spaces with various types, and the interrelationships between texts and discourses. In this framework, contextualization is the most important process of linking genres, topics or arguments. For example, in postmodern societies, the concepts of "time", "space" or "identity" are transformed and predominantly hybrid and innovative species come to the forefront.

7. The historical context is always subject to analysis and is integrated into the interpretation of discourses or texts.

8. The analysis categories and tools are defined according to the examination object as well as to all these stages and procedures. This, in turn, requires pragmatism as well as eclecticism. Different approaches in the analysis of critical discourse, while being predominantly the Systemic Functional Linguistics, also benefit from different linguistic rules of language.

9. Great theories can serve. However, medium-scale theories serve better in certain analyses. This problem-orientated approach requires the use and testing of medium-sized theories.

10. The critical discourse analysis aims the practice and application. First, it is aimed to reveal the results and as a second step to change certain discursive and social discourses.

4.2.1 van Dijk's discourse analysis.

van Dijk states that the ruling power is a feature of the relationship between social groups and that the authority is mainly in the interaction within communication (Sancar, 2008, p.140-142). Considering the thesis that social power is established and regenerated through linguistic practices, van Dijk analyses the relations between the structures of the discourse and the structures of authority and aims to uncover the discursive forms of authority (discursive formations).

According to Van Dijk (2015, pp.469-470), the central concept within several critical studies on the discourse is power and more specifically the social power of groups or institutions. Defining the concept of social power control, van Dijk refers that if groups can control the actions or thoughts of more or less other groups; those groups have more or less a sense of power. The power of sovereign groups may have been integrated with laws, norms, norms, habits, and even a fairly consensus and thus,

Gramsci's forms of hegemony can be taken. In Van Dijk's analysis of the relationship between discourse and power primarily, a specific form of discourse can be accessed. For instance, the policy, medial, education or science is the source of power. Secondly, the action is controlled by our mind. Thus, we can indirectly control their actions, as we know from persuasion and manipulation, if we are able to influence people's mind (for example, their knowledge, attitudes, or ideologies). Finally, in the talk-power closed cycle, it means that those groups that control the most effective discourse have a greater chance of indirectly controlling their thoughts and actions (van Dijk, 2015, pp. 469-470).

Over the past two decades, approaches to critical discourse analysis have increased in the media. These studies not only explored the social and communicative context of news and other media as a condition in critical media studies, they also interested in systematic analysis of structures of media discourse such as dictionary, syntax, topics, metaphor, consistency, actor definition, social identities, genres, pretexts, rhetorical figures, interaction, news schemes and multiple analysis of images (van Dijk, 2015, pp. 477).

Critical discourse analysis method will be used in the second part of the study entitled 'Analysis of Branded House Advertisements with Critical Discourse Analysis'. The reason for choosing this method stems from the problem of studying. Because, in the study, advertising is thought to be a communication activity that supports and encourages the construction-based growth model, socio-spatial segregation and real estate speculation.

It is necessary to know very well the relation between the individual meaning of an advertisement and the reality that is in the society. The facts may not lie in the

text that we have in particular dominated by ideological formations and in the individual who makes text solutions on television at home; more evil, may be presented by twisting or turning upside down, with the texts healing the facts. For this reason, when dealing with text as a symbolic narrative and relating to real life, it is necessary to approach the subject with great doubt and meticulousness. As the text tells you something, the truth can tell something else; or the truth that the text is telling, can only be the truth of any group. Therefore, textual analysis should not separate living human being from the organised life cycle and relations (Erdoğan, 2003, p.200).

As a media product, those who produce and circulate advertisements give a meaning to the advertisements. At the beginning of the questions that should not be ignored in the production and circulation of meaning comes the question, "Who uses what communication means, who has what meanings and for what purposes are they producing and distributing?" The answer to this question is also possible if the meaning of the text is hidden or profound, but it can only be understood in terms of organized human practice. No sociological, political, economic, cultural, and textual explanations that do not involve power and interest relations are valid explanations (Erdoğan, 2010, p.303).

The method of critical discourse analysis is a method that evaluates discourse together with its social context, which deals with the discursive dimensions of inequality, injustice, power, and abuse of power that arise or result from discourse itself (Özer, 2001, p.54). Van Dijk (1998) built his method based on two fundamental analyses related to the macro and microanalyses of the news.

Macro ResolutionMicro ResolutionThematicSchematic

Syntactic analysis

News Headlines

Main Event Presentation Format

Word Selection

Subtitle

Sequence and Context Information

Rhetoric

News Entry

Spot

Photo

Macro analysis is actualised in two parts as thematic and schematic. In the thematic analysis, news headlines, subtitles, news entry, spots are analysed. The purpose of this is, in the news, usually to reveal whether there is a hierarchy from the most important information to the first to the insignificant detail. Advertising texts do not have a structure that can be categorised in this way. For this reason, in this analysis the entire text of the advertisement will contain the deciphering. This category also includes photo analysis.

The photograph, which serves as evidence of the reality of the event that is the subject of the news, is part of the news, supporting it, and providing visuality. On the one hand, the use of photography, which fulfils an important function in the framework of realising reality, ensuring the reliability and credibility on the one hand, fulfils the task of witnessing (İşkar, 2014, p.110). In the photo category, visual sections will be included in the video advertisements. The visual aspect of the advertisement also functions as a photograph, to ensure reliability and credibility and to gain reality.

In the schematic analysis of the macro structure, the way of handling the main event is evaluated. It is also possible to apply this category to advertisements. How the events in the advertisements are handled will be mentioned in this category. The succession of knowledge constitutes the political and social direction of the events of examination. Subsequent information, unlike context, can also include the history of real events and the contexts of these events. Pre-event developments are considered important as they make the main event clear (İşkar, 2014, p.124). Due to the fictional nature of the advertisements, this category was not eligible to resolve advertisements. For this reason, in schematic analysis, how only events and events in advertisements are addressed will be analysed. In the analysis study for microstructure, there are syntactic, word choice, news rhetoric, and local and global consistency categories. In the syntactic analysis of the news, the cues are looked at as simple or complex, their length and shortness, and their causal or passive status. According to Aygün (2014) in this way, the different sides of the event or actors are revealed and the attitudes of the journalist to the events and actors can be evaluated. The structure of the sentences used in the news texts, how the sentences were set up; in other words, the activity and passivity status and how the subject is positioned are analysed. It is aimed to determine the actors who are active in the analysis of passive and constructive structures. In the news, it is of great importance that the responsibility is clearly stated or not specified. It is also an ideological preference that the actions of either persons or institutions are given in an active or passive way (Aygün, 2011, p.228). It is also possible to examine advertisement texts such as news texts synthetically.

Word choice is another category of microanalysis. İşkar (2014, p.139), in the analysis of critical discourse, has the following determinations related to the Word Selection:

Vocabulary preferences that reflect the worldview of the journalist or journalist contribute to the formation of news speech. Sometimes the same person or group can be described as a terrorist or freedom fighter in different newspapers. The language, which is a whole of symbols; emerges as a negotiating process between meaning, narration and the reader. Hence, words become an indicator of the formation of meaning. Words to be used in the formation of the news text often have a guiding feature in terms of the reader (İşkar, 2014, p.139).

It is also possible to examine advertisement texts such as news texts in the word selection category. Another category in microanalysis is the category of news rhetoric. Demir (2008, p.139) expresses the values that constitute the retribution of the news as follows:

The fact that the text of the news is persuasive is one of the main concerns in the process of creating the news. By the rhetoric of the news, it is meant how the given information is spoken. The rhetoric in the text shows what the reader wants to be directed to and what is being attempted. Some strategies are used to ensure credibility in news discourses. Some of the most frequently used strategies are; presentation of evidence of close eyewitnesses, use of reliable sources such as official agency reports and experts as evidence, time, events and numbers. Techniques such as making direct quotations, putting events in familiar patterns even when they are new, and putting them into well-known case models are signs that show the persuasiveness and accuracy of the news, (Demir, 2008, p.139).

Similar methods are used to ensure your persuasion in advertisements such as news. For this reason, it is possible to analyse advertising in terms of rhetoric. The final category for microanalysis is local and global consistency. According to Teun A. Van Dijk (1993, p.110-112) one of the important concepts examined in the text semantics is the local consistency of the text. Following proposals of text relate to each other. One of the most important conditions of such local coherence of texts is that the text propositions must be attributed to interrelated events such as time, situation, cause and effect. An important feature of discourse is that it is consistent both locally and globally. There is a general semantic integrity of a text, as well as semantic relations between consecutive cues. The concepts we know as the theme or topic by our intuition define this global coherence. The concepts conceptually summarize the text and indicate its most important information. In a theoretical way, such topics can be identified as semantic bigger propositions, that is, propositions that propose a sequence in the text.

5. EVALUATION OF FINDINGS

5.1 Construction-Based Growth Model

Best examples of how consent is generated in a build-based growth model in advertisements are thought to be the corporation advertisements²⁶ of Emlak Konut GYO, which plays a leading role in the production of branded housing. Because Emlak Konut GYO has been transformed into TOKİ subsidiary, an organization affiliated to the Prime Ministry that plays a leading role in this growth model in this context it represents the dominant ideology. In this section, three commercial films of Emlak Konut GYO were involved in the critical discourse analysis.

The corporate advertisements of Emlak Konut GYO stated in the media. These advertisements are targeted to generate, persuade and defend mass support to the construction-based growth model. There are arguments related to the goal of this target were reached. For example, according to Çavuşoğlu (2016a, p.89), the construction-based growth model has gained mass support in Turkey and become 'National Popular Project' (Çavuşoğlu, 2016a, p.89).

According to Çavuşoğlu (2016a, pp.78-91), with the law and regulations, put into force after 2005, along with the process of urban transformation, persuade the public by adopting forced eviction policies on the one hand, and on the other hand, by building-based growth model, which is also dependent on urban transformation, as

²⁶ According to the advertising classification approaches, the advertisements are basically divided into two main categories. One is product advertising and the other is corporate advertising. Corporate advertising is a type of advertising that does not try to promote products or services, but is issued to create an image for the corporation, (Erzor, 2015, p.79) Mehmet Oluç describes the corporate advertisements as the advertisements, which can be used to shape a company's attitude towards a very specific issue without directly affecting its purchasing behaviour of the institution's products, which serves to improve the relationship with the various groups to which the company is affiliated and to improve the good intentions, good feelings. In this way, the institution is less interested in communication about the products it produces and is trying to attract more attention to the institution as a whole (Meral, 2006, p.394).

legitimizing and spreading by means of media, delinquency and poverty reduction, modernization and development. This growth model, through an impressive media campaign, is marketed as having social status and as the sole means of living quality, housing is fetishized and real estate investment is encouraged.

According to Şahin (2015, p.71), one of the most important strategies that the construction-based growth model, which takes the urban transformation and gentrification breeze behind the dismantling and dispossessing of the working class in the city centre, is the praise and exaltation of its applications, projects. For example, new types of life and new residents who will take the place of the poor areas decided to be gentrified are also turned into an element that encourages colourful images and packaging. The construction-based growth model, which has also gained momentum with urban transformation projects, is also as important as the rhetoric and strategies that will legitimate such a process because it has displaced the working class in the converted places. Otherwise, it will not be possible to justify and legitimate the inequity and injustice that the displaced citizens have suffered in the public conscience.

5.1.1 Emlak konut advertisement.

1. Thematic Analysis

Advertisement Text: 'The house is a fairy tale, that will grow with us, unite us on every page, house is a sweet dream, that will come true every day, go on for years for good or bad; time to get back with thousands of moments; house is to keep a wish, add happiness, share your life; house is a fairy tale, that will grow with us, unite us on every page'.

External voice²⁷: We are proud of being happy home of people, adding value to the economy and cities, building the future of Turkey.’’ (Emlak Konut, 2016a).

2. Photos

The images used in the advertisement of ‘Emlak Konut advertisement film’:

- Family life is revitalised in branded houses produced by Emlak Konut GYO. A happy family is displayed inside the house. The construction-based growth model and its applications and projects with branded houses were praised and affirmed, suggesting that this happy family life is due to the construction activities of Emlak Konut (see Figure 1.1).
- A community of young people, who seems to be enjoying a musical accompaniment, was shown in the green areas around the branded house. With these images, the projects and applications of this growth model have been praised and affirmed implying that the construction activities realised by the Emlak Konut ensured a happy life around the house as in the house (see Figure 1.2).
- The construction process of branded houses is displayed. In the hands of a construction employer there is the Turkish flag, a component of national identity (see Figure 1.3). It is desired to give the impression that the Emlak Konut is respectful of the Turkish identity and values.
- A construction employer with a Turkish flag in his hand is seen walking proudly with several construction employers. This walk was given as a holy way (see Figure 1.4).

²⁷ External voice: The person who vocalise the external voices outside is not included in the images of the advertisement film. External voice is the sequence read out by the sound artist after the film is finished and the installation is done. External voice talks are started in a place suitable for the image, and tonalities are made in a way to keep it alive.

- The flagpole stitch of construction employers at the highest point of the marked residence is displayed. The Turkish flag is erected when a victory for the entire society is won, if an event develops for the benefit of the whole society except national holidays or mourners. In this animated scene, the erecting of the Turkish flag is shown as a victory sign. This victory can be read as the completion of the rough construction of the residential building, the end of a high-rise building. The construction-based growth model and its projects / applications are sublimated and celebrated as a victory (see Figure 1.5).
- The erected Turkish Flag was viewed from a higher and broader angle (see Figure 1.6). It should also be emphasized that those who celebrate the construction-based growth model as a victory are construction employers. With the erecting of this flag by construction employers, it is desired to give the impression that victory is related to all segments of the society and that this growth model is for the benefit of the whole society. It is desired to show the construction employers in the presence of the public during affirming this growth pattern.



Figure 1.1



Figure 1.2



Figure 1.3



Figure 1.4.



Figure 1.5



Figure 1.6

Figure 1. Emlak Konut Advertisement

3. Main Event and Presentation Format

The presentation of main events is closely related to news entry and news headlines. The main event is first seen in news headlines, then in news entries (İşkar, 2014, p.121). In this study, the presentation style of the main event will be analysed with advertisement text and photographs. When the advertising text is examined, it is seen that the main event in the advertisement is the construction-based growth model realized by Emlak Konut and its branded houses, which are its projects / applications. These projects, as seen in the text, are presented as projects that 'add value to cities and economy'. Due to the projects realized by Emlak Konut, are displayed as an institution, which builds the future of Turkey and beneficial for the entire society. For this reason, it affirmed, promoted and legitimated the construction-based growth model and branded housing production.

4. Syntactic Analysis

In the syntactic analysis of texts, the sentences are analysed at as simple or complex, their length and shortness, and their causative or passive state. In this way, the different sides of the event or actors are revealed and the attitudes of the producers of the texts about the events and actors can be evaluated. The structure of the sentences used in their texts, the way in which the sentences are constructed by another expression, the activeness state and the position of the subject are examined. It is aimed to determine the actors who act in solving the actives and passive structures. It is significant that the responsibility is clearly stated in the news. It is also an ideological preference that the actions of either persons or institutions are given in an active or passive way (İşkar, 2014, p.137).

In the text of the song sung by a female voice in the advertisement, the house is active as it is presented as a 'uniting people' and the people are passive. However, as the external voice indicates that the builder of this house, which is the happy home of the people, is the Emlak Konut, the 'house' is also brought into a passive position and the main factor is presented as the Emlak Konut. Household residents, who use the house, and construction employers, who produces the house, as the subjects, are also passive. Emlak Konut is presented as the dominant factor that organizes all these subjects, changes their lives and gains their appreciation. With such an active positioning of Emlak Konut, which produces the branded houses, the construction-based growth model was also shown as a growth model that is unquestioned, legitimate, deliberate, favourable, unexamined, unqualified, strong, untouchable, positive, transcendent, and dominant.

5. Word Selection

Word Selection consists one of the important parts of discourse analysis. Vocabulary preferences that reflect the worldview of the newspaper or journalist contribute to the formation of news speech. For example, the same person or group can be described as a terrorist or freedom fighter in different newspapers. The language, which is a whole of symbols, emerges as a negotiating process between meaning, narration and the reader. Hence, words become an indicator position of the formation of meaning. Words to be used in the formation of the news text often have a guiding feature in terms of the reader (İşkar, 2014, p.139).

As the word choice is considered, it is seen that the Emlak Konut, which is an important actor of the branded housing, is affirmed by qualifying as an institution 'which build a happy homes of people, add value to the economy and build the future

of Turkey'. Describing the Emlak Konut as 'the builder of happy homes of people' refers to the fact that Emlak Konut produces qualified branded housing. It is implied that the production of branded housing is a good development for people. Emlak Konut is also referred to as an organization, 'which add value to the economy'. While the qualification of 'builder of the happy homes of people' consists of only community segments that can buy branded houses, 'add value to the economy' is a situation that concerns the whole society. Thus, Emlak Konut is intended to be shown not only for those who buy branded houses that it produces, but also as an organization that is beneficial for the whole society. The meaning derived from this is that the construction-based growth model is beneficial for the entire society. This meaning was reinforced with the words 'builder of the future of Turkey'. Selecting the word Turkey describes this contribution is not limited to those who only buy houses from housing projects are carried out by the Emlak Konut. When Turkey is mentioned, all the member of the society tied by citizenship to Turkey comes to mind. Hence, it is implied that the whole collection of Emlak Konut's production of branded housing is beneficial. Hence, the construction-based growth model and branded housing are affirmed, promoted and encouraged.

6. Rhetoric

The conviction of the text is the main concern now of the creation of the advertisements. By rhetoric, it is meant how the given information is told. The rhetoric in the text shows what the reader wants to be directed to and what is being attempted. In the discourse of the news, some strategies are used to ensure credibility. Some of the most frequently used strategies are the presentation of evidence of close eyewitnesses, the use of reliable sources such as official agency reports and experts as evidence, time, events and numbers. Techniques such as making direct quotes, putting

things in familiar situations, even when they are new the signs of accuracy and certainty of the news, and provide the credibility of the news and strengthen it (Demir, 2006, p.139). Advertisements, like news, are also very important in rhetoric and similar methods are applied. The basic claim of Emlak Konut in the advertisement text is that the branded housing production and construction-based growth model's offering people a happy life, and adding value to the city and the economy that is very important for Turkey's future. To ensure this credibility, happy family images and images of construction employers who have been erecting Turkish flags are used. Construction employers erected the flag as a close eyewitness to the fact that the construction-based growth model is beneficial for the whole society, and gave the impression that Emlak Konut approved this claim. Thus, based growth model was affirmed, legitimated, promoted and encouraged.

5.1.2 Emlak konut promotion advertisement.

1. Thematic Analysis

External voice: “It has come to make contribution to the smile on the face of a child, to the happiness of a family, to the hope of a teen, to the beauty of a city and to the urbanisation of a country. For many years, Emlak Konut has been working hard to bring people together with their dreams, to add value to cities with every project they have realized and to work hard for their country. Emlak Housing is proud to share its success with the people of the country, which has become stronger with two separate public offerings and raised the capital to 3.8 billion Turkish liras. The construction sector, one of the lifeblood of our economy, affects more than 250 sectors. Emlak Konut, with the awareness of this responsibility that it has been installed, has been clamped with tens of thousands of employees and has reached 121 thousand

independent divisions in the last twelve years. Emlak Konut is moving towards tomorrow with the vision of reaching 250 thousand figures. Offering a great contribution to the urban renewal of vital importance for Turkey, Emlak Konut, also creates the giant city parks, building modern schools for the new generation, it is laying the foundation to the future of the city. With its stable development, Emlak Konut, which is the well established brand, sets higher targets each year than the previous one, continues to walk to its global targets on the basis of people, building futures of the cities, adding strength to dozens of sectors and economy of the country, with determination, with faith, Emlak Konut, a happiness project'' (Emlak Konut, 2016b).

2. Photos

- An İstanbul view with a mosque and a Turkish flag illuminated with national values and national identity was displayed (see Figure 2.1). With the use of images of the national identity, the mosque and the Turkish flag that the society regards as useful and respectful, the construction-based growth model is intended to be shown as a phenomenon that the entire assembly is useful, the community endorses supports and respects.
- Four teenagers were displayed looking at the branded houses with appreciation (see Figure 2.2). With this image, the construction-based growth model was intended to be seen as a phenomenon that society had found to be successful, admired, approved, legitimate, appreciated, and successful.
- A cityscape with a high density of buildings was displayed. In addition, the sales and income of Emlak Konut were reported (see Figure 2.3). With these images and income figures, the construction-based growth model is desired to

be shown as a phenomenon that changes the appearance of cities in a successful, strong and powerful way from a financial point of view.

- Very high-floor residential buildings that are incompatible with the surrounding area are displayed as a success indicator (see Figure 2.4). With these images, the construction-based growth model is intended to be shown as a phenomenon that contributes to the achievement of great jobs and provides progress.
- Branded houses, which attract the attention with high-rise buildings and the construction density, were displayed (see Figure 2.5). Since the marked houses in these images, which may be an example of concrete consolidation, are shown as a success indicator, the relationship of housing to environmental problems was presented as unquestioned, correct, appropriate and necessary. Success has been shown as the construction of only these large and high-rise buildings. Hence, construction activities and the construction-based growth model have been shown as independent legitimate cases of environmental problems.
- High-rise residences attracting attention due to their structure density were displayed (see Figure 2.6). Although this image is a good example of concrete consolidation caused by branded houses, these houses have been shown as successful, appreciated, acclaimed, houses. The construction-based growth model and construction activities that create the building density are legitimated, encouraged and affirmed.



Figure 2.1



Figure 2.2



Figure 2.3



Figure 2.4



Figure 2.5



Figure 2.6

Figure 2. 'Emlak Konut Promotion Advertisement'

3. Main Event and Presentation Format

When the advertising text is examined, it is seen that the main event in the advertisement is the construction activities realized by Emlak Konut. These activities are presented as activities that add value to cities and the economy. It was also offered as an institution that built schools and parks, operated under social responsibility, and its needs.

4. Syntactic Analysis

Considering the thematic analysis, it seems that Emlak Konut and the construction industry are positioned as factors in all texts. Those of passive positioned are children, families, youth, cities, country economy and the future. By positioning Emlak Konut as active, it was desired to be seen as a powerful, legitimate, changing city and people's life, but these activities were displayed as positive, appreciated and unquestioned.

5. Word Selection

When it is examined from the point of word selection, the construction sector is affirmed as 'the lifeblood of the economy' which 'affects more than 250 sectors'. Emlak Konut was affirmed as an institution that added strength to the country's economy. With the words 'for the country' in the covenant 'to add value to cities with every project that it accomplishes and to work with power for the country', it is implied that the production of branded housing is more than a commercial enterprise,

which is in the interest of the whole society. In addition, with the expression of ‘contributes’ in the sentence ‘Emlak Konut contributes the urban transformation, which is vital for Turkey’ it is implied that Emlak Konut actualizes the urban transformation considering not for the commercial purposes, but for the social benefits.

6. Rhetoric

In the text of the advertisement, the basic claim of Emlak Konut is that it is a strong and successful establishment, adds strength to the country's economy, and carries out its activities with a sense of responsibility for the society. In order to ensure the credibility of this argument, it is stated that Emlak Konut built parks and schools, contributed to the urban transformation. In addition, this claim is reinforced with the images of parks and schools that Emlak Konut undertakes to build. Photographs of buildings such as skyscrapers and residences were included to provide credibility for adding strength to the country's economy. Therefore, these buildings were shown as a demonstration of a strong economy and it was desired to create the perception that the construction-based growth model reinforced the economy.

5.1.3 Güçlü Türkiye için birlik vakti advertisement.

With the completion of the Federal Reserve's monetary expansion program In Turkey after 2015, increase in interest rates due to foreign exchange, the unsuccessful coup attempt on July 15, 2016 caused stagnation in the construction industry, a tattoo-dependent sector. Important entrepreneurs in the construction sector indicated that housing sales were no longer profitable in this period (‘Konut Piyasasında’, 2016). In this case, it showed the fragility of the growth model based on the construction industry and it will not be the way for the development of Turkey. In this period, Emlak Konut realized projects in cooperation with the finance sector to overcome the

recession in the sector and offered long-term housing loans. This campaign was originally limited to one month, but was extended for another four months. According to the statements made by the authorities of Emlak Konut, the campaign brought about the mobilization of the sector and the sale of houses worth about two billion Turkish liras ('Emlak Konut Tarihi Kampanyasını', 2016). Emlak Konut, realized a similar campaign in February, 2017 named as '*Güçlü Türkiye için Birlik Vakti*' (see Figure 3) .

1. Thematic Analysis

External voice: '*Güçlü Türkiye için Birlik Vakti, housing and banking sector, giving hand in hand, realized a first in Turkey with 20 year term loan. Besides, with only 0.79 interest and 5 percent down payment. Get your site in one of thirty prestigious projects under the residential roof of Emlak Konut, Do not miss this great opportunity valid until March 31. With housing assurance and support of Emlak Konut, completely gorgeous is my hometown.*' (Emlak Konut, 2017).

2. Photos

- The Turkish flag reflecting the national identity and the view of İstanbul are displayed (see Figure 3.1). By using the image of the Turkish Bosphorus view that the society respects and likes, it is desired to show the construction-based growth model and the production of the branded houses as 'respected, good, legitimate'.
- The mosques reflecting the national value was displayed (see Figure 3.2). By using the mosque image, which is respected by the society, it is desired to show the construction-based growth model and the production of the branded house with the values of the community integrated and integrated in a positive, non-contradictory manner.



Figure 3.1



Figure 3.2

Figure 3. Güçlü Türkiye İçin Birlik Vakti Advertisement

3. Main event and presentation format

The main event is the construction activities realized by Emlak Konut. This campaign was presented for community as a means of opportunity and solidarity. Giving support to this campaign was implied as the necessity for a powerful Turkey.

4. Syntactic analysis

When the advertising text is examined, it is seen that Emlak Konut and the banking sector are positioned as active. The buyers and Turkey are reduced to a passive position. Emlak Konut and the banking sector were brought to an active position and these institutions, which provide financial benefit from the production of branded housing, were desired to be displayed in a reliable manner with strong, legitimate, positive, reliable and powerful.

5. Word Selection

As it is investigated in terms of the word selection, it is seen that 'power' is associated with the branded house. A powerful Turkey is bound to the strength of the construction sector and realizing the branded house selling as Emlak Konut desires. With the words 'Birlik vakti', the entire society is again called upon to act for the benefit of society. This movement, which is encouraged and shown to be of benefit to the community, is to buy branded housing. Hence, branded housing and construction-based growth model are desirable to be shown as useful, legitimate, positive events that are useful to the entire community.

6. Rhetoric

In the advertisement, buying branded housing is shown as a useful national task, which is beneficial for the entire assembly and everyone taking responsibility for this procurement behaviour should do it. Given the retreat of the advertisement, the Turkish flag, which is the symbol of national values for strengthening the claim of 'national duty' (see Figure 3.1) and the mosque image (see Figure 3.2) was used. In addition, using '*completely gorgeous is my hometown*' song, which is loved by all the segments of the society and express love for the country in Turkey, it was desired to strengthen the claim that buying a branded housing is a national duty.

5.2 Gentrification

That the gentrification of the place / the branding and marketing of the cities played an important role in the branded housing, and this process is preceded by increasing the cost of housing by triggering real estate speculation was mentioned above. In branded house advertisements, gentrification process and speculation are triggered, call for participation in speculation is made, and gentrification and speculation are legitimated and encouraged. According to Şahin (2015, p.60), one of the ways to increase the city rent is the accumulation of capital through advertising,

marketing (Şahin, 2015, p.60). Some examples of advertisements that promoting and encouraging gentrification, affirming, and speculating, which are found in the call for participation in speculation will be given below.

5.2.1 Bulvar loft advertisement.

1. Thematic Analysis

Woman: You are good at economy, aren't you?

Man: So so.

Woman: I will ask you a question; do I invest in the Dollar or Mark?

Man: Is there a kind of money as Mark, oh God? Do not make me laugh.

Woman: If so, stock exchange?

Man: You are already in Bulvar Loft, you buy now, invest 32 percent of profit two years later.

Woman: Oley then.

External voice: The last day is November 27, for the opportunity of profit of 32 percent for having a house in Bulvar (Project launch, 2016a).

2. Photos

- A woman, who cannot decide at which investing tool she is going to apply, was displayed (see Figure 5.1). The woman is investigating which investment can make more profit. Thus, speculation was legitimated from the beginning. Speculation and unearned earnings were shown to be true and accurate.
- A man who appears to be an economist who advises women on investment is viewed. The stick in man's hand and the writing board next to it are the

elements that reinforce this expertise (see Figure 5.2). Male shows the female figure that if she buys Bulvar Loft, she will get 32% profit by writing on the writing board. Speculation is legitimated by explaining it as an economics course.



Figure 4.1



Figure 4.2

Figure 4. Bulvar Loft Advertisement

3. Main Event and Presentation Format

The main event in the advertisement is real estate speculation, to profit from a branded house, which is shown as a gentrification tool. A woman who wants to invest but cannot decide what to invest is shown. The woman is asking for an expert on investment and the expert says she will get 32 percent profit if she gets an apartment from Bulvar Loft. This speculation was presented as an opportunity. The woman who had the opportunity to speculate was shown in a happy manner. In the advertisement, it is emphasized how much profit will be brought to the house, instead of informing about the advertised house. Thus, speculation was shown to be legitimate, in a way it should be.

4. Syntactic Analysis

As it is in the sentence 'You are already in Bulvar Loft, you buy now, invest 32 percent of profit two years later.' The subject who has multiplied the investment is the woman figure in the advertisement. Although the woman is linguistically positioned as an active in the sentence, since the woman's profit-making opportunity is connected to the Bulvar Loft, the branded housing has been brought into the active position. The branded housing as a means of speculation has been portrayed as a legitimate, ruling and powerful entity by positioning as active.

5. Word Selection

As the word selection is taken into consideration, it is seen that the word 'profit' is used and the profit from the house is affirmed. In the sentence, 'You are already in Bulvar Loft' the brand of the house was used instead of the house. There is speculation about the brand of the residence and the speculation to be made because of this brand. Speculation was legitimated, promoted and encouraged by the use of the word of profit.

6. Rhetoric

The rhetorical strategies used to provide credibility in the text of the news is the use of source persons and numbers? This strategy is also applied in the numbers in advertisements. The basic claim of the advertisement is that it will profit from the house where it is advertised. In order to increase the plausibility of this claim, the opinion of an economist was mentioned, and the economist said that the female figure would make a profit of thirty-two per cent in two years. Economist saying to the woman character, who cannot decide what to invest, 'You are already in the Bulvar Loft', the profit, expected to be obtained, is bound to the 'branded housing itself'. When viewed at the side meaning, it is implied that the property is 'profitable because it is branded'. In short, there is a strong link between 'property speculation' and

'branding' and 'gentrification' in the advertisement, and speculation seems to be attributed to branding / gentrification. It is known that the promise of 'profit of 32 percent' contained in the advertisement text can be realized by taking the house first and then selling it. Because the profit must be sold after a certain period so that it can be obtained as a concrete. So, with the expression stated in the advertisement as '*You buy now and double your investment with the profit of 32 percent two years later*' it is implied to the public that, 'I make profit by selling the house I produce to you, profit by applying the same method to someone else'. In other words, Investors are called for speculative pricing of the house they buy. Therefore, society has been encouraged to speculate; speculation has been legitimated and encouraged.

5.2.2 Sinpaş finans şehir advertisement.

It was mentioned earlier that the process of gentrification of İstanbul was carried out and that the project 'İstanbul Finance City' was one of these projects. It is mentioned that the investments made within the scope of this project lead to an increase in real estate prices and that the branded housing projects are instrumentalized as a way of seizing the value increase. The advertisement of housing projects named as '*Sinpaş Finans Şehir*' (see Figure 9) was given as an example to this case:

1. Thematic Analysis

External voice: 'The power of Wall Street, Dubai's blessing and London's glamor come together, the centre of finance meets in İstanbul. With 43 years of experience, Sinpaş is setting up a brand new city with its metro stop, streets, low-rise architecture, brick-faced balcony houses and city park in the heart of the Anatolian side, next to İstanbul's international financial centre. Sinpaş Finans city expects not

only a beautiful home, but also a very profitable future. Come as soon as possible not to miss this excellent opportunity, you earn most, Sinpaş Finans city, new city of investment'. (Pofpof TV, 2017).

2. Photos

- Simulation visualization of the completed Financial Centre and the completed metro to be brought to the site is included. The three human figures in the subway display are designed to be in suits, briefcases or coffee. These figures represent employers who work in the financial sector, called 'white-collar'. Three figures are looking up. These figures are probably looking at the high skyscrapers of the financial centre. The financial centre has been shown to be seen as a powerful, power-hungry financial centre by showing everyone to look astonished or admired. By displaying the financial employers called 'white collar', it is desired to show that there will be a dense white collar population in the area where the branded residence is built. A scene that was gentrified by these images was depicted and idealized and this gentrification was shown as a reason to provide speculation (see Figure 9.1).
- Sinpaş Finans city houses is displaying as a golden pigeon flying over these houses and distributing gold. Pigeon is the logo Sinpaş brand. The construction of the pigeon from gold and the distribution of gold to the residences imitates the Sinpaş brand distributing profits to the buyers of the houses (see Figure 5.2). Gentrification and speculation have been torn from the social context and exploitation associations by being associated with a dove that is perceived as mystical, beautiful to the eye, and so beautiful as not to belong to this world. A woman who watched the golden pigeon with admiration was displayed. Therefore, this pigeon or speculation, which

disbursed gold, has been shown in a positive, admirable manner.

Gentrification and the resulting speculation have been legitimated, promoted and encouraged.



Figure 5.1.



Figure 5.2.

Figure 5. 'Sinpaş Finans Şehir' Advertisement

3. Main Event and Presentation Format

The main event in the advertisement is the gentrification of the place where the introduction is made and the resulting real estate speculation. Finance Centre in the advertisement is displayed as a phenomenon, which add value to the region (increase the housing costs). The branded housing project in the financial centre area is presented as an excellent opportunity.

4. Syntactic Analysis

In the advertisement text, Sinpaş is active; those who want to have a profitable future are positioned as passive. So, those who wants to have a profitable future are positioned to be dependent on the Sinpaş to actualize these desires. Sinpaş, on the other hand, was portrayed as a powerful, power-hungry, legitimate institution that

fulfils this desire of those who wanted to speculate and participate in the process of gentrification.

5. Word Selection

As the word selection is taken into consideration, it is seen that real estate speculation was affirmed, promoted and encouraged by using words such as 'golden opportunity', 'a very profitable future', 'investment new city'.

6. Rhetoric

The advertisement claims that it is quite profitable to buy the advertised property. To ensure credibility of this allegation, a gentrification project, the Financial Centre and the subway, was presented as evidence. It is stated that the financial centre of the world will be this region. By showing this evidence, it is tried to be directed to speculate from the society house. The most basic claim of the advertisement is 'you will profit by buying the house we sell'. In view of the advertising's retirement, the image of the 'pigeon distributing gold' (see Figure 9.2) and the metro stop to be built next to the housing project were included to increase the plausibility of this claim. This image, when assessed at the side-effect level, implies that the zone in which the housing project is built will 'gentrify' due to the 'finance centre', and that the 'white-collar' middle class will bring a highly efficient population. With the expression of *'The power of Wall Street, Dubai's blessing and London's glamor come together, the centre of finance meets in İstanbul'*, it is seen that that there is a strong link between speculation and 'gentrification' that the profits from housing are linked to the process of 'gentrification', gentrification and speculation have been legitimated, promoted and encouraged.

5.2.3 Adım İstanbul advertisement.

Another example of an advertisement that the speculation links to the gentrification process is the advertisement of the housing project Adım İstanbul' (see Figure 10).

1. Thematic Analysis

The logic of buying real estate by buying a footballer is the same; you should discover ore. I was seeing the signboard of Başakşehir going to the facilities of the project Adım İstanbul. I saw that the street stores on sale. Downstairs are store, upstairs are flats, both of them are profit, as you see and buy the star of the future from today. The infrastructure is perfect, the metro and tram are in the two steps, soon 'giant brands will be in pursuit of your store (...)' (Emlak Newspaper, 2016).

2. Photos

- On a street where luxury stores are located, there is a boy playing football and a man who follows him from behind and sees his talent. It is desirable to display people shopping and traveling on the upscale street as an active and vibrant street (see Figure 6.1). It is desirable to support the speculation that images are associated with the gentrification process.
- This luxurious Street is displayed as the down stairs of the branded houses. A high-rise structure is shown when the camera moves up. These are branded houses where a pleasant and natural life is put into this high structure (see Figure 6.2). Gentrification and speculation were legitimated, promoted and encouraged by showing this pleasant life of those who bought these houses to gain profit.
- Subway signposts were used in the advertisement where branded houses that were advertised were displayed from a wide and distant angle. With these

signboards, it is desirable to show that the property is valuable or worthwhile (Figure 6.3). That the speculation can be made due to the infrastructure works carried out with the labour of the whole society, has been shown. Thus, the speculation that the unearned earnings are legitimated.



Figure 6.1



Figure 6.2



Figure 6.3

Figure 6. 'Adım İstanbul' Advertisement

3. Main Event and Presentation Format

The main event in the advertisement is that profit will be generated if the proposed houses are purchased. This event is presented as an opportunity to be caught and a profitable investment instrument. With speculation presented as an opportunity, speculation has been legitimated, promoted and encouraged.

4. Syntactic Analysis

With the expression of ‘The logic of buying real estate by buying a footballer is the same; you should discover ore.’, the footballer and real estate are in the same passive condition. The entrepreneur is the one in which the male figure in the advertising is active. However, although this individual is linguistically positioned as a causal agent, the branded housing has been placed in the active position since the opportunity to profit is tied to the housing project. Speculation has also been shown as a strong, power holder and legitimate phenomenon, by bringing the branded housing, the speculation tool, into the active position.

5. Word Selection

As the word selection is taken into consideration, it is seen that the words of real estate and footballer are similar to each other. As it can be understood from the expression of *‘discover the ore’* the reasons of this similarity are those: Both phenomena are defined as an investment instrument, and it is desirable to make profits from these two phenomena (both sides of them are profit). With the expression of *‘Buy tomorrow’s star from today’* it is stated that opportunities for profit should be evaluated in advance. Therefore, housing is defined as a profit and investment opportunity. It has been approved, legitimated, promoted and encouraged to buy and sell housing and turn it into a speculation tool.

6. Rhetoric

The basic claim of the advertisement is that profit will be gained from the house. As it is considered rhetorically, the argument put forward to increase the credibility of this claim is the process of gentrification that is referred to by the statement that *‘giant brands will be in pursuit of your store’*. When it is solved at the side meaning, it is implied that luxury brands addressing the upper income group in the invested region will want to open a store. This implication refers to the nobility of

the space, and that this gentrification will cause speculation. Specifically, it appears that there is a strong link between advertising and speculation and gentrification, and that the formation of speculation is attributed to the gentrification process.

5.3 Socio-spatial Segregation

Because of the safety of the branded houses, all of the advertisements aiming to create demand for these properties actually trigger socio-spatial segregation. These advertisements, whose main objective is to create demand for these housing types, are highlighted by various features of branded houses. For example, in some advertisements, the location of these houses is desired to be created by eliminating the profits to be obtained from the houses in some advertisements and in some cases a privileged, isolated and homogeneous life from the society. The idealization of such a life directly emboldens and encourages socio-spatial segregation.

According to Özgür (2012, p.35), the clustering of a certain group of a certain group that is caused by an unequal society and the desire to isolate itself, the spatial segregation of neighbourhood doctrine is spread through housing advertisements. According to Harvey (2002, pp.10-11), advertisement, which promises status and prestige, plays an important role in shaping the preferences of wealthy groups. However, according to him, the preference of suburban life arises from proprietary individualism, fed by advertisers and forced by capitalist accumulation. According to Berger (2007, s.109), spatial separation that has become increasingly sharply reflective of social differentiations has played an important role in the marketing of space as a capitalist consumption item in the proliferation of projects (security houses). One of the sectors that undertakes the greatest role in marketing space appropriately to the capitalist consumption culture is the advertising sector. (Berger,

2007,p.109). This socio-spatial segregation continues with 'advertisement campaigns' (Öncü, 2016, p.93).

Becan (2017, pp.295-318) referred, in the study of housing advertisements by means of content analysis, that the most commonly used word / theme in advertisement texts is prestige / privilege, followed by intense happiness / love / peace, investment, pleasure / entertainment / shopping themes and then comfort / comfort, fantasy / magic // imagination, nature, difference, excellence / perfection and future expressions. In addition, he also examined what concepts housing companies have in their messages most and reached the result as the house is defined as 'experience / requirements' with 26,26 per cent, 'accessibility' with 18.44 per cent, 'status' with 16.20 per cent, 'meta' with 12.29 per cent and 'social environment' with 11.17 per cent. This affirmation of socio-spatialism is a threat to social peace. Because the privilege, the state of being separate and superior to others, is the superiority that some individuals and social groups have obtained due to the uneven distribution of concession, economic and political power, connected with or not connected with the law or the ceremony (Ayrıcalık, n.d.).

It is inevitable that the formation of hierarchies and inequalities in a society where a privileged group is formed and the promotion of socio-spatial segregation in advertising and socio-spatial segregation for prestige / status / elitism in advertisements cause a transformation in society. For instance, Cheung and Ma (2005, p. 77) linked the change in lifestyle in Hong Kong for the last fifty years to housing advertisements in their study. This process of stratifying the society causes urban conflicts to become hostile to each other and to dissipate heterogeneity and cause tolerance to be lost. In such a society, chaos comes to fruition and rebellion movements, conflicts arise.

According to Marmasan (2014, p. 232), the most interesting feature highlighted in branded housing advertisements is that these homes with high prices are located in isolated places from all the rest of the community. Advertisements encourage society to live in the houses where it is possible to live a safe life among the isolated walls, away from the complexity of the city, the noise, the pollution, and aim to provide the choice of such living places. According to Becan (2017, pp.295-318), branded housing advertisements lead to a structure that reinforces social differences and divergence and accept non-self. The main feature of the new settlements is that they isolate themselves in a separate region within an unsafe, uninhabited, rugged urban antagonism. Thus, the possibility of people to act together is abandoned, resulting in the loss of feelings like social belonging, cooperation and solidarity. Thus, values such as giving importance to self and comfort instead of solidarity, consumerism are being convinced.

To support the literature above, it is seen that the branded house advertisements are being used to trigger the socio-spatial segregation in Turkey. In this section, the advertisement will include how this agreement is legitimated / encouraged.

5.3.1 Yalı Ataköy advertisement.

1. Thematic Analysis

I forgot İstanbul is so special, the colour of the sunrise, but I have never forgotten the sea and the waterside residences. I always wondered how to wake up would be by the sea every morning. I have always wanted to experience the pleasure of, the smell of that sea, its freshness, its liveliness and its coolness twenty-four hours.

When I saw Yalı Ataköy, I realized that you can only understand the real privilege when you come across with it' (Proje Lansman, 2016c).

2. Photos

- A blonde-haired and beautiful woman were displayed looking at a beautiful view from the balcony of the house with a stylish night outfit flying. It was tried to give the impression that she is at higher status, noble and elite class with her good looking,

It is desirable to give the impression that the woman is wearing a nightdress at home with a gentle and naïve stance, well-kept and beautiful appearance, and a high, noble, elite class. The figure equalize the 'real privilege' with a happy life (see Figure 7.1). With displaying the beautiful woman figure pleased with the privileged life, the socio-spatial segregation was promoted, legitimated and encouraged.

- The same woman is displayed in different colour but again with charming looking and a flying dress in the balcony. The flight of the woman's clothes gives her a naive, beautiful, noble, acclaimed character. The figure presents the privilege in a way that should be elaborated and appreciated. For this reason, socio-spatial segregation was legitimated, promoted and encouraged.



Figure 7.1.

Figure 7. Yalı Ataköy Advertisement



Figure 7.2.

3. Main Event and Presentation Format

In the advertisement, a beautiful woman with a high income was displayed in a waterside residence. Yalı or waterside apartment is the building which can only be bought by those with very high-income level, and in which the socio-spatial segregation is clearly seen. It was determined in the advertisement that the waterside residence is a privilege. As it is seen in thematic analysis, the woman expresses that the waterside residence brings her a privilege. The waterside residence is presented as a privilege and presenting the privilege is as a careful, appreciated, acclaimed phenomenon, and creating socio-spatial segregation was legitimated and encouraged.

4. Syntactic Analysis

As it is seen in the sentence ‘When I saw Yalı Ataköy, I realized that you can only understand the real privilege when you come across with it’ realizing the privilege is connected to see the Yalı Ataköy. A branded residence offering a privileged life is active while a woman is passive. It has been shown that socio-spatial segregation must be legitimate, unquestionable, by bringing the branded house, which offers a privileged life, as an active position.

5. Word Selection

When we look at the word selection in the advertisement which is performed with a peaceful, calm and happy tone of voice, it is seen that words such as 'elegance', 'privilege', 'yalı pleasure are preferred. When we consider the word selection in the advertisement, which is performed with a peaceful, calm and happy tone of voice, it is seen that words such as 'elegance', 'privilege', 'yalı pleasure' are preferred. It is implied that socio-spatial distinction will bring happiness and pleasure. As it is seen in the statement ‘*When I saw Yalı Ataköy, I realized that you can only understand the real privilege when you come across with it*’, the gaining of the privilege is attached to the buying the branded house and the privilege is legitimated.

6. Rhetoric

As the advertisement rhetoric is taken into consideration, (with the purchase of the property) to increase the credibility of the privilege, it is seen that there is a woman who is elegant and beautiful displayed in the house with elegant clothes and it is clearly understood in the advertisement that she is happy and peaceful with both her gestures and movements (see Figure 5.1, 5.2). In addition, the name of the residence 'waterside residence' is also evoking the privilege itself. It is seen that when the advertisement is handled at the side meaning, it is implied that it will bring happiness, and that one of the conditions of happiness is shown as a privilege. Therefore, being privileged is being legitimated and encouraged.

5.3.2 Koru Florya advertisement.

1. Thematic Analysis

'Hi, I'm Ceren Sultan, (...) As the palace seemed narrow to me, I began to look for a place for myself. However, I could not give up my habits. Atlases and silks, I am used to it. In Koru Florya, a shopping mall is right at my downstairs. I can find everything I want. (To the servants who offer the products she buy) Honey, these are to Mina Sultan's room, these to the dressing room, and these to the shoes room. Shall I look for the Silk Road to find out what I am looking for in this period? (To the artist painting her portrait) Are you expressionist, dear?

External voice: 'Even the widest families will live like sultans²⁸ in Koru Florya. Come to our sales office; take your first step for your privileged life' (Advertisement Magazine, 2013).

2. Photos

²⁸ The idiom, living as sultans in Turkish is used to refer to the comfort one has experienced because others have to do a lot of work for her/him.

- The advertisement was shot in luxurious interior resembling Ottoman palaces. The figure ‘Ceren Sultan’ in the advertisement sits on a gorgeous sultan seat. Many service members around him shoot fire to entertain him, offer fruit, and place their clothes in their places. A very hierarchical relationship between Ceren Sultan and his servants is shown (see Figure 8.1). The Ceren Sultan figure was displayed in a privileged life that is experienced, attentive, legitimate, admired, appreciated, and affirmed.
- Just as medieval people invited painters to the palaces of important people and made their paintings, Ceren Sultan called an artist to paint her portrait in her room. Ceren Sultan asks the artist cynically ‘Are you expressionist, dear?’, but the artist does not respond. Anyway, in the advertisement, no one but Ceren Sultan speaks, and everybody only performs her orders silently. These images clearly show the hierarchical relationship. The Ceren Sultan figurine, which displays a privileged life, has been shown to be legitimate, positive and diligently.



Figure 8.1.

Figure 8.2. Koru Florya Advertisement



Figure 8.2.

3. Main Event and Presentation Format

Ceren Sultan stated that the palace was narrow to her; she looked for another place and found Koru Florya. Ceren Sultan who cannot give up her habits can fulfil her familiar life style in Koru Florya. For instance, the shopping centre underneath the residence is just for her lifestyle. The palace life, which socio-spatial segregation

existed, is presented, as it should be, admired, desirable, appreciated. However, this relationship shows a high-income inequality and social stratification. The palace is a housing where only a small minority with a high-income level is able to live, and imply socio-spatial segregation. Socio-spatial segregation is presented as a phenomenon that brings happiness and provides a comfortable life.

4. Syntactic Analysis

Ceren Sultan, who has a linguistically high-income level, is positioned as active. However, as it is considered within the frame of meaning, the main factor that change the life of Ceren Sultan is branded house. Therefore, in terms of the meaning branded housing is active, servants, Ceren sultan and painter are passive. With bringing the branded houses, which offer a privileged life, to the active position, branded houses were positioned to be strong enough to offer the life they desired for legitimate, power-seeking, privileged lives.

5. Word Selection

As the word selection in the advertisement text is taken into consideration, it is seen that the word ‘palace’ was used instead of the word house, the words ‘live as sultans’, ‘privilege’ were affirmed. In this advertisement as it is in the advertisement ‘Yalı Ataköy’, it is seen that the privilege ‘buying a branded house’ was bound to the condition with the sentence ‘*Come to our sales office, take your first step for your privileged life*’ and the privilege was claimed to ensure the happiness and comfort (*‘Even the widest families will live like sultans in Koru Florya*). With the use of the word palace, a residence resembling to a palace is idealized and socio-spatial segregation is legitimated, promoted and encouraged.

6. Rhetoric

As the rhetoric of the advertisement is taken into consideration, it is seen that the claim of privileged life is supported by elements such as a palace interior design, large rooms, a shopping centre under the house, where servants, scrolling mirrors and showy furniture are located (see Figure 6).

5.3.3 Avrupa Konutları Tem advertisement.

1. Thematic Analysis

Before breakfast I will definitely do exercise, I will stay away from the stress, I will try to see the pleasant side of life, I will always have smile on my face, I will be cheerful.

External voice: Filiz is a doctor. She bought her house in the heart of İstanbul, now preparing to meet with her noble neighbours. Your house is ready, your neighbour is ready (Artaş Group, 2012).

2. Photos

- Claiming that she is a doctor, a woman who is implied to have a high income in a natural surrounding is displayed doing exercise (see Figure 9.1). The area where the figure is exercising is the green surrounding of the branded house. The figure is displayed happily in the closed area, only determined persons can enter, and the circulation of residents are controlled. This segregation was justified, promoted and encouraged, showing that the socio-spatial segregation leads to a happy life.
- A secure entrance door for the branded house and a luxurious car entering the residence were displayed (see Figure 9.2). Secure-branded houses that deepen socio-spatial segregation were shown to be a favourable, acclaimed and appreciated place for everyone to enjoy.



Figure 9.1.



Figure 9.2

Figure 9.2. Avrupa Konutları Tem advertisement

3. Main Event and Presentation Format

The main event in the advertisement is that a woman, who is stated to be a doctor, has purchased a branded residence. The woman was shown very pleased with this preference. External voice stated that she was impatient to meet her distinguished neighbours. Socio-spatial segregation is presented as a place of peace, safety, happiness, good life.

4. Syntactic Analysis

Although the female is linguistically positioned as active in the text of the advertisement, the main factor is the branded house, because it is emphasized that the thing that changed the woman's life is the branded house. The woman was positioned as passive. With the introduction of branded houses, which are implied to provide a happy life due to female-socio-spatial segregation, the socio-spatial segregation was legitimated, promoted and encouraged.

5. Word Selection

With the selection of the word doctor, the woman is claimed as the one who has high income. With the word 'noble neighbours', it is determined that those, who are the residents of the branded houses, have high-income level. Having a high-income level is presented as a condition of being privileged. To be privileged, that is taking place in a higher segregation in society, social stratification has been promoted and encouraged. The word of 'noble neighbour' imply the socio-spatial segregation.

The coexistence of a high-income cluster, the society's resembling each other, is affirmed, and socio-spatial segregation is legitimated.

6. Rhetoric

The basic promise of advertising is the coexistence of the 'elite' social layers with high-income levels. In order to provide credibility for this promise, there is an external and distant image of the house. In this image, it is shown that the house is secured entry and a luxurious vehicle is entering the property. The display of security entrance as a positive feature legitimates the socio-spatial segregation.



6. RESULT AND DISCUSSION

Although the Republic of Turkey has long been unable to solve the housing problem, the branded houses, which deepened the housing problem more, were begun to be produced in large scale after the 2000s. Advertisements of these houses are also quite common in the media. The advertisements examined in the study were subjected to discourse analysis at macro and micro level. It was tried to investigate the ideologic stance related to how advertisements attached to the discourses in the analyses. The studies carried out on discourse aim to reveal how the social meanings are established, how the information is produced and who is the subject position of this information. Taking advertisement as discourse and analysing mean examining it from the processes, it is prepared and without breaking it apart from the power / authority relations that develop within the social structure. An analysis of discourse, an analysis of attachment, struggles to explain how power / authority relations are established in the discourse. For this reason, advertising text was subjected to the analyses of photographs, main event presentation format, syntax, word selection and rhetorical analysis.

The basic question of the research, 'How the construction-based growth, real estate speculation and socio-spatial segregation in the field of discourse is being legitimated, promoted and encouraged with the branded housing advertisements, ' was concluded. In the Evaluation of Findings section, the advertisements of Emlak Konut, which had the significant role in producing the branded houses in Turkey and attached to the Prime Ministry as an institution, turned into the affiliate of TOKİ, under the

heading of 'construction-based growth model', were analysed applying to the critical discourse analysis.

In the advertisements analysed under this heading, in spite of all the harms to the environment, it was determined that the construction-based growth model and branded housing production were presented as the phenomena reconstructing Turkey, and for this reason, beneficial for the whole society economically and respectful to the nation's values. It was seen that the symbols and songs of the national identity had been extensively used in order to increase the credibility of this growth model and that branded houses were beneficial for the whole society. Considering this reason, construction-based growth model and branded houses were shown as they were abstracted, as they should have been, from all the negativity they had created. It was determined that the society was encouraged to support the construction-based growth model by supporting branded housing markets for the powerful Turkey. This result proves the hypothesis of this study as 'the construction-based growth model was legitimated, promoted and affirmed in the branded housing advertisements.' The point to be argued here is whether the construction industry has really provided development. If this sector does not provide development, the presentation of this growth model as a phenomenon, where the completely gathering is beneficial, will become a communication strategy applied by the government to create false consciousness.

In order to implement the construction-based growth model, which is influenced by the inadequacy of publicly-qualified green places brought by over-built environmental production, the increase in environmental problems such as high temperatures, polluted air and unstable air currents, it is seen that this model is associated with development, strong economy and prosperity. However, this

perception that is created has contradictions in itself and is problematic. Because, in addition to the increase in national income of construction activities, it is necessary to prove that it positively affects ‘development’, which is defined as a fair distribution of income between social classes and geographical regions. Therefore, it is appropriate to look at whether this growth model contributes to income distribution or not. To evaluate the Gini²⁹ coefficient, which shows the income inequality, is a good method for this. As Gini coefficient is taken into consideration between the years 2002-2016 when the construction-based growth model demonstrated high rates, there is no significant change in income distribution and the Gini coefficient is observed to be around 0.40 in the period between these years (Çağrı, 2016).

According to the results of the ‘Research of Income and Living Conditions’ by Turkey Statistical Institution in 2016, the poverty rates in Turkey is 14,3 percent, continuous poverty rate is 14.6 per cent, material deprivation rate is 32.9 percent. On the other hand, the share of 20 percent of the highest income group reached 47.2 per cent with the increase of 0, 7 point compared to the previous year; the share of the 20 percent group with the lowest income rose to 6.2 per cent with the increase of 0.1 point. Consequently, this model cannot be said to contribute to the development. In addition, development is a phenomenon also associated with employment. As the unemployment rate that has increased in Turkey in recent years is taken into consideration, it is seen that (8,4% in 2012, 9% in 2013, 9,9% in 2014, 10,3% in 2015, 11,3% in 2016) this growth model do not contribute to the development in terms of employment (Arslan, 2017).

²⁹ The Gini coefficient is a coefficient that measures the distribution of national income in a country. The coefficient takes values between 0 and 1 and the higher values correspond to the larger inequality. For example, a population in which everyone has the same income. The Gini coefficient is 0 and this coefficient is 1 for the population in which all income is collected in one person (belonging to more than one person). In other words, the greater the inequality in income distribution in a country, the greater its coefficient. As this coefficient approaches zero, it turns out that the unfairness in the distribution of income diminishes (Çağrı, 2016).

In addition to the fact that construction activities do not contribute to development, there are also data on the slowing down of these activities. The reason for this is that the construction industry absorbs the resources, which must be transferred to the industrial sector, which are the creative sector (Keleş, 2015). The issue, whether the construction activities slow the development or not, can be dealt within the scope of 'luxury housing stocks that cannot be decreased'. The over-produced branded houses built not for those who need house but for those who do not need in Turkey, has brought a demand for more house stocks in Turkey and the resources of the society have been wasted with the wrong investments. For instance, according to the news 'housing stock has grown to 631 thousand in 45 months' published in Sözcü newspaper by Şahin (2016), because of the record breaking of housing sales each year, the number of unsold housing units is increasing due to the imbalance between supply and demand. According to TÜİK data, the number of the building, built, got the construction-based document and sold is calculated according to the years, it is seen that 197210 in 2013; 231875 in 2014; 132684 in 2015 and 70064 in the first 9 month in 2016 houses have been included in the housing stock (Şahin, 2016).

So, the opinions of Kolsuz and Yeldan (2014, pp.49- 66) and Keleş (2015, p.43), related to that the construction-based is not a growth model ensuring the development gain validity in this context. In short, the construction sector is shown as a sector that contributes to the development of Turkey as stated in the advertisement is no impact on development even play a role in slowing down development. On the other hand, branded housing investments are increasing at full speed and cause a housing density that deprives cities from green areas and healthy climate conditions. This growth model, which not only slowed down the development but also caused

environmental problems, continues to be implemented without regard to the right of the society to the environment. The legitimacy of this growth model as both a formal policy and a promotion of this growth model causes the right to remain on paper, contradicting the right to the environment. Because, the environmental right recognized in national and international contracts and pacts (Kapani, 1981, p.51; Özbudun, 1993, p.110; Kaboğlu, 1992, p.123; is directly related to living in a healthy and balanced environment (Dadak, 2015, p.309-326; Keleş & Ertan, 2002, p.81). The support of the state institution to this growth model, which causes the environmental problems to increase and to the branded house production, contradicts with the responsibilities and assignments burdened to state institutions for the protection of environmental rights in Article 56 of the Constitution of the Republic of Turkey (Dadak, 2015, p.309-326).

The question, 'how gentrification is affirmed and legitimated in the field of discourse produced by branded housing advertisements' which is one of the questions related to the advertisements analysed under the heading of 'gentrification' with the method of critical discourse analysis, was answered.

According to the results of the research, the confirmation of speculation arising because of gentrification has been confirmed, legitimated and affirmed by its affirmation as an opportunity and profitable gain, and this speculation is attributed to the process of gentrification. Society was encouraged to speculate. Thus, gentrification and speculation were shown and encouraged in the right, proper, and as it should be. Society is encouraged to speculate on real estate. Gentrification was put forth as an argument to encourage this speculation. Therefore, the speculation that is to be gained is connected to gentrification.

The legitimization of real estate speculation in branded house advertisements is also a problem. Real estate speculation was portrayed as a way to provide unearned income.

Providing unearned income was legitimated and the fact that the labour should be the counterpart of the earning was ignored. As Keleş (2015) refers, the new value system, which promises to be rich in speculative shortcuts such as expediency and trickery, has quickly displaced and cities have begun to be used as a means of being rich in a short time (Keleş, 2015, p.45). This legitimated, encouraged speculation has had a detrimental effect on income distribution (Harvey, 2011, p.103). Like infrastructural studies, the value increases on property derived from taxation are collected in the hands of property owners with the help of private property agency by speculating real estate. This value, which is confiscated through private property, is a value that the whole society has created jointly. In the regions where various infrastructure services such as the subway are carried out by ignoring this situation, the encouragement of speculation is also encouraged and justified of unearned income. In such a society, income injustice will increase and the working class producing the original value will become unable to afford the cost of housing. Thus, the cost of housing will increase even more.

In this case, the housing right will only be a right stated right on paper. However, related to the housing right stated in the agreements and pacts as The Universal Declaration of Human Rights (Kaboğlu, 2016, p.26), The Declaration on Social Area Advancement and Development (1969), The Vancouver Declaration on Human Settlements (1976), The Declaration of Development (1986) the state is charged with important assignments and is responsible for ensuring that all citizens are able to exercise this right, beginning with the weakest layers of the people. For

this reason, the housing right is inconsistent with the active role of the state, which takes place in the gentrification process.

The critical discourse analyses of the advertisements analysed under the heading of 'socio-spatial segregation' were done and the question questions: 'How is socio-spatial segregation in the field of discourse produced by 'branded housing advertisements' being affirmed and legitimated, and what arguments are encouraged by socio-spatial segregation in society?' were answered.

Because of the photo analysis of the advertisements under this heading, it was determined that people with high-income levels were appeared in all advertisements. It was displayed that the branded houses enabled these people to live in beautiful, natural and clean environments. As the advertisements were analysed in terms of the main event and presentation format, it was noticed that the main event in the advertisements is to live a privileged life in the city and that this privileged life was legitimated, promoted, affirmed and encouraged by being shown as happiness, well-being, peacefulness, quality life. As the advertisements were analysed in terms of the syntax, it was determined that branded houses were positioned as active that change people's lifestyles and determine their lives completely and that branded houses were shown as strong, authority owner and legitimate in all the advertisements. As the words used in the texts of the advertisements were taken into consideration, the words implying the socio-spatial segregation as 'palace', 'waterside apartment', 'like sultans', 'privileged', 'elite', 'noble neighbours' used with being affirmed and promoted, the society was promoted and encouraged to this segregation. As the advertisements were examined in terms of rhetoric, it is observed that luxurious interiors, qualified residential surroundings, security systems, stylish clothes, servants, elite neighbours, luxurious cars were used to promote and encourage a privileged life. As a result, the

socio-spatial segregation in the analysed advertisements was legitimated, promoted and encouraged by being presented as a safe, peaceful, happy and quality life.

The legitimization of socio-spatial distinction in branded house advertisements causes the right to urban security to remain on paper. Encoding and affirming life as a quality, happy, peaceful life put on branded houses that constitute homogeneous islands apart from the society can cause conflicts, threatening social peace and collective development.

However, in international documents such as the Montreal Charter of Rights and Responsibilities (2006), the World City Charter (2004), the European Urban Charter (Akgül, 2010), the right to security is listed as the most basic rights of the society and the state is given responsibilities for its use. State and city governments should take necessary measures to ensure that the community exists peacefully and collectively. For this reason, it is contradictory to this responsibility of states to take an active role in the production of branded houses, which make it impossible for the state to exist in peace and exclude collective development and which is a trigger for socio-spatial segregation, which increases social stratification and exclusion.

As a result, there is a conflict between the rights the society has or should have and the capitalist mode of production, branded houses and advertisements.

A communication activity, which serves the interests of the ruling bourgeois class, used to rebuild and recreate the capital it is possible to see it as a media output that serves the production of false consciousness because it affirms, legitimates and verifies the causes of the housing problem. In addition, it can be referred that the ruling class creates an ideology and discourse, which confirms, protects, indispensable and helps to show the truth as it should be, appreciate the current mode

of production, norms, values and political organization type to protect its own existence (Marx & Engels, 1992; van Dijk, 1999, p.331), and for this reason, the branded housing deepens the housing problem created by the capitalist mode of production.

If the current management approach based on the principle of self-governance of the people is democracy, the question of why the principles of the market mechanism is prioritised to the interests of the society ignoring the rights of the society should be discussed. Brown (2010, pp.51-53) pointed out that democracy today has reached unprecedented global popularity in history, but it has never been so vague conceptually, as hollow as the name:

The current popularity of democracy is perhaps based on the openness of meaning and practice, and even on its hollowness: just like Barack Obama, democracy is a hollow display in which everybody can load their imagination and hopes. Perhaps capitalism, which is the twin of the modern democracy, even if not one from the lay of a single egg, and whose twin is always more robust and wakeful, democracy is reduced to a 'brand', a late modern version of this commodity fetishism that is completely cut off the image of a ridiculous product's saleable product in the end(..). Liberal democracy, the dominant form of Euro-Atlantic modernity, is a variant of the sharing of political power implied by the Greek term kept on hand. *Demos* + *cracy* = is self-government of the people and in opposition to the aristocracy, the oligarchy, the tyranny, and the state of exploitation or occupation. Nevertheless, democratic constitutional constitutions cannot be defended in a convincing way that includes decision-making, participation, free market, rights, universality, even equality (Brown, 2010, pp.51-52).

Brown (2010) refers that liberal democracy has initiated a frontal attack on the basic principles of freedom and equality of democracy, instead of these basic principles, the mechanism of the market predates principles such as profit maximization and productivity and emphasizes that there is a liberal democracy in which the liberal market prevails in the source of the contradiction between rights and capitalism. At this point of the discussion, the thoughts of Engels (1992) is being proved. Engels emphasized that the main cause of the housing problem is the capitalist mode of production. The environment, housing cost and urban security problem, construction-based growth model emerged, gentrification and socio-spatial segregation dealt with in this research, were occurred as a result of the capitalist production style, played role in increasing this problem with the branded houses and branded housing advertisements. In this context, as long as capitalist mode of production preserves the existence, the solution of the housing problem will become impossible; the media used by the capitalist class will continue to affirm, legitimate, promote and support the source of these problems.

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Appendix A: Large sizes of the advertisement images



Figure 1.1. Emlak Konut Advertisement



Figure 1.2. Emlak Konut Advertisement



Figure 1.3. Emlak Konut Advertisement



Figure 1.4. Emlak Konut Advertisement



Figure 1.5. Emlak Konut Advertisement



Figure 1.6. Emlak Konut Advertisement



Figure 2.1. Emlak Konut Promotion Advertisement



Figure 2.2. Emlak Konut Promotion Advertisement



Figure 2.3. Emlak Konut Promotion Advertisement



Figure 2.4. Emlak Konut Promotion Advertisement



Figure 2.5. Emlak Konut Promotion Advertisement



Figure 2.6. Emlak Konut Promotion Advertisement



Figure 3.1. Güçlü Türkiye için Birlik Vakti Advertisement



Figure 3.2. Güçlü Türkiye için Birlik Vakti Advertisement



Figure 4.1. Bulvar Loft Advertisement



Figure Figure 4.2. Bulvar Loft Advertisement



Figure 5.1. Sinpaş Finans Şehir Advertisement



Figure 5.2. Sinpaş Finans Şehir Advertisement



Figure 6.1. Adım İstanbul Advertisement



Figure 6.2. Adım İstanbul Advertisement



Figure 6.3. Adım İstanbul Advertisement



Figure 7.1. Yalı Ataköy Advertisement



Figure 7.2. Yalı Ataköy Advertisement



Figure 8.1. Koru Florya Advertisement



Figure 8.2. Koru Florya Advertisement



Figure 9.1. Avrupa Konutları Tem Advertisement



Figure 9.1. Avrupa Konutları Tem Advertisement

Appendix B: List of Abbreviations

TÜİK: Türkiye İstatistik Kurumu (Turkish Statistical Institution)

IMF: International Monetary Fund

Emlak Konut GYO: Emlak Konut Gayrimenkul Yatırım Ortaklığı (Emlak Konut Real Estate Investment Corporation)

OECD: Organisation for Economic Co-operation and Development

IMO: İnşaat Mühendisleri Odası (Chamber of Civil Engineers)

Appendix C: Curriculum Vitae

I graduated from The Advertising Design and Communication Department of The Faculty of Communication in Yeditepe University in 2012. I had my master's education in The General Journalism of The Institute of Social Sciences Department in Yeditepe University in 2014. I have been studying at the Media Studies Department of the Institute of Social Sciences in Yeditepe University for my doctoral education since 2014.

