

Reklam Sloganlarında Narsisizm ve Söylemin Eleştirisi *

Narcissism in Advertisements and Analysis of the Discourse

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ABSTRACT

In this study, the effect of some advertisements on the spread of the narcissism epidemic is discussed. As advertising reflects the culture of a society, it is also possible for the advertisement to affect the culture of that society. Advertisements containing cultural elements may also have contents aimed at changing cultural elements. In addition, the effect of advertisements on social and individual habits is undeniable. . The effect of advertising is seen in behavior and discourse as well as consumption practices in daily life. The use of advertising slogans in interpersonal conversations and conversations is important in terms of showing the place of advertising in our lives. Advertising as a commercial activity attracts the attention and attention of the individual and directs the individual to consumption. For this purpose, each advertisement produces a slogan. Advertising slogans are preferred to be short, concise and impressive. The fact that the slogans have these features causes both easy use and frequent use of the slogan. In this way, it becomes easier for the advertising slogan to have an impact on everyone and to be embedded in the language of every segment. Advertising slogans cause different effects on individuals. Arguments that will affect individuals from each category are preferred. Especially the effect on the younger generation is more pronounced. Narcissism, which is increasingly spreading among young people, is a reality of today's world. Although it is difficult to define narcissism, it is possible to explain it as an individual's excessive admiration and valuation of himself. The narcissistic individual exhibits behaviors that attach importance to showing off and are characterized as selfish. Here, the individual sees himself as different and superior to other people with his self, identity, intelligence, style and habits. The fact that today's modern world prioritizes the individual and individuality leads to an increase in the narcissism epidemic. Some advertising slogans emphasize the individual's seeing and showing himself as different from others. In addition, advertisements are based on the satisfaction of the individual. The study aims to examine the signs of narcissism in advertising slogans. Discourse analysis method was adopted in the study, which was designed as a qualitative research. For this purpose, the discourses that evoke narcissism in some advertising slogans are revealed in the study.

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