

---

## From the Editor,

In the Spring 2025 issue of GMJ-TR, we present five insightful articles that explore various dimensions of today's communication landscape. These contributions span a broad thematic range, including the political economy of communication, health communication, hate speech, olfactory experience in urban spaces, and communicative practices on digital platforms.

The first article in this issue, titled "Turkish Media History from the Perspective of Cyclical History: Ibn Khaldûn's Ideas and Communication Studies", is authored by Özgür Yılmaz. This study analyzes Turkish media history through the lens of Ibn Khaldun's cyclical theory of history, focusing on the recurring fluctuations between media freedom and repression under shifting political regimes. Employing a historical-comparative and interpretive methodology, the research examines the Armistice era (1918–1923), the Democrat Party era (1950–1960), and the aftermath of the 1971 military memorandum period to identify the key mechanisms and recurring patterns in the expansion and contraction of press freedoms. The findings reveal a cyclical pattern—comprising stages of consent production, control, and repression—that has repeatedly manifested throughout Turkish media history and can be interpreted through Khaldunian dynastic cycles. Furthermore, by proposing a media cycle model, the study offers a novel analytical framework that bridges historical theory and the political economy of communication, demonstrating that press freedom in Türkiye remains contingent upon regime imperatives and continues to exhibit fragility in the digital age.

The second article, authored by Özlem Aksoy and İlknur Doğu Öztürk, is titled "An Analysis of Public Service Announcements on Substance Addiction within the Scope of Health Communication." This study examines public service announcements (PSAs) used in the fight against substance addiction within the framework of health communication, employing a semiotic approach. Five PSAs released and supported by the Turkish Ministry of Health and the Green Crescent between 2020 and 2024 are analyzed using semiotic analysis based on the theoretical frameworks of Peirce and Saussure. Through the evaluation of signs such as human figures, settings, colors, music, and slogans, both denotative and connotative meanings are identified. The findings indicate that PSAs addressing drug addiction predominantly employ themes of loneliness and fear to convey emotionally charged, dramatic messages. In contrast, anti-smoking PSAs emphasize family ties and personal responsibility, while anti-alcohol PSAs foreground themes of legal accountability.

The third article, authored by Memet Arslan, is titled "The Construction of Social Discourse Towards Syrians on Social Media During Crisis Situations: A Study on the 2024 Kayseri Events." This study examines the Kayseri incidents, which began on June 30, 2024, following public allegations that a child had been abused by an individual allegedly of Syrian origin. These claims triggered a wave of public outrage that escalated into violent acts targeting Syrians, culminating in a broader societal

---

crisis. The research focuses on the online platform Ekşi Sözlük. A total of 1,568 entries across five different discussion threads were analyzed using content analysis methods, including word cloud analysis, thematic analysis, and sentiment analysis. Entries classified as negative were further subjected to the Hate Speech Intensity Scale. The word cloud analysis revealed that the discourse surrounding the events concentrated on themes of identity, security, and politics. Thematic analysis identified anti-immigrant sentiment, criticism of current migration policies, and racism as the most frequently recurring themes. Furthermore, a significant number of negative entries supported attacks against Syrians and were found to align with the upper levels of the Hate Speech Intensity Scale—specifically, Level 4: Demonizing and Dehumanizing and Level 5: Violence. The study's findings demonstrate that, during crises, public discourse about Syrians on social media tends to be shaped by racism, xenophobia, and hate speech.

The fourth article, a review study authored by Beyda Kırıcı, is titled "Rethinking Urban Space through Olfactory Experience and Sensory Methods." Anchored in the notion that urban space is produced not only through physical or visual means but also via everyday practices, sensory experiences, and memory, the study brings together Henri Lefebvre's spatial triad (perceived, conceived, and lived space) and Michel de Certeau's distinction between strategies and tactics in everyday life. It explores the critical potential of sensory knowledge production in challenging representational approaches to urban planning. Within this framework, the study discusses this critical theoretical perspective through research employing sensory methodologies such as smellwalking and smellmapping, which reveal the tensions between the representational and experiential dimensions of spatial production. It focuses on how embodied, memory-based, and sensory forms of knowledge offer a critical alternative to the visually centered logic of modernist urban planning. Ultimately, the study advocates for a sensory foundation that enables a more holistic and pluralistic understanding of urban experience.

The final article in this issue, authored by Dursun Can Şimşek, is a review study titled "The Digital Capitalist Subject and the Transformation of Communication: Performance, Circulation, and Resistance." This study critically examines how the subject is reconstituted within digital communication practices in the post-capitalist era. Drawing on Jodi Dean's concept of communicative capitalism, Byung-Chul Han's notion of the performance society, and Shoshana Zuboff's surveillance capitalism, the study engages in a theoretical discussion that shifts the focus of communication from meaning-making to circulation, data production, and algorithm-driven performance. The article argues that communication has evolved from a tool of emancipation into a compulsory practice of performativity. However, it also emphasizes that this regime is not absolute; micro-level forms of resistance—such as silence, withdrawal, digital slowness, and the use of alternative platforms—remain possible. Furthermore, the study asserts that communication should be rethought not merely as a technical tool but as a political, existential, and ethical concern,

---

ism.

We believe that the articles featured in this issue will make valuable contributions to the field of communication studies and foster thought-provoking discussions for our readers.

Thank you for your interest and continued support.

Prof. Dr. Pelin Hürmeriç