Representation of Future in The TV Ads: 2014

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Abstract— **Futuristic studies were always the main concern of the human and they always wanted to dominate the future. The media provides us so many different concepts either related with the past or today. Yet, more commonly, they provide concepts about the future. The future image of the world in the next decade, the hopeful changes of the next century are always interesting and enjoyable for the masses. The millions of people do not buy the products but the image and the hopes they provide or represent. Thus, the representation of future in the television ads is a very important topic to be discussed.**

The media images, the newspapers and television are full of messages providing a kind of implied or indicated future perspective. In future, there are either utopias or dystopias provided for the audience. If it is a dystopian advertisement, it would be focusing on the fear appeal theory to sell the product. In its more optimistic point of view the message would be concentrating on creating a utopic future image. In both cases, the masses would be affected through the message.

This paper aims to concentrate on how the concept of future is handled in the media especially on television commercials in Turkey. Turkey provides an interesting perspective in respect to media and its representations since the media images regarding the future would be functioning in a way to tell the truth about the future expectations of the audiences as well. Regarding the concept of future for the Turkish audience, the paper mainly focuses on the data involving the one-month collection of the advertisements. The data is analyzed to see how much the issue is handled, the qualitative and quantitative analysis of the data.

Mainly concentrating on how the concept of future is presented and positioned in television commercials, this study aims to understand the possible changes within the presented social relations, situations, women problems, how the future statue of the women or the places belonging to them (houses, schools, kitchen, bathroom, etc) and actions involving them are designed in these commercials. In other words what kind of differences could be seen between the present world and the future design?

The collection of the out coming images would provide us the main data to be deciphered in economic, political and social as well as communicative perspectives. The main outcomes of the paper would be the future picture of the country and what kind of innovations is expected within the country in the upcoming years. The other perspective is to make us to see that how much 'future' is sold for the present generation. The yielding of the research would be used as a tool to understand the expected standards of life, values and possible changes within the society through the advertisements.

Key Words: Tv Commercials, Future, Values, Media Impact

I. INTRODUCTION

Future starts from today. The future is what will happen in the time after the present. Usually, we think of the past and learn from the past. All the schooling systems, education given by the parents and family, manners, information, culture are for the future happiness, success, appropriateness and survival. We want to be ready for the upcoming future. The family and elders in the society tell us stories about their past and we take lessons to be applied in future.

Today we name is as forecasting as the process of estimating outcomes in uncontrolled situations. Forecasting in its modern sense is applied in many areas, such as weather forecasting, earthquake prediction, transport planning, and labour market planning. Due to the element of the unknown, risk and uncertainty are central to forecasting. Yet, the individuals now have a bit of a power of forecasting their own situation thanks to the films, ads, serials, etc. We all use the agenda and make notes for the future meetings, important events to plan our time. We change our route if we learn that there is an accident in the main street, we keep our umbrella with us if the radio announces an upcoming shower.

Future is inevitable, unknown but dynamic. We do not know when the future would come but we prepare ourselves for the future. In the past, one type of learning was encouraged but now we encourage interdisciplinary work since any part of knowledge might be useful in future. In order to plan and shape the future we need reality and dreams, philosophy and pragmatics, religion and science, creativity and design.

Future gained more importance in the 20th and 21st century. The first man on the moon, the space activities, travel in far lands, more and more scientific knowledge everyday provided enough setting for the dreamers. Due to the long wars, food

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problems, immigrations, alternative life styles, people were forced to concentrate on the past and present up to the late century. They had not enough time and facilities to dream about the future except the holly book ensuring people that there is life after death and they were promised lands, food and better life in their next lives. Religions consider the future when they address issues such as karma, life after death, that study what the end of time and the end of the world will be. In religion, major prophets are said to have the power to change the future. After renaissance the people started to think more on the everyday lives and designed their working places, houses, summer houses and future holidays. Now we see more of the future thanks to technology and media.

Future studies, or futurology is the science, art and practice of postulating possible, probable, and preferable futures and the worldviews and myths that underlie them. Future studies seek to understand what is likely to continue, what is likely to change, and what is novel. Modern practitioners stress the importance of alternative and plural futures, rather than one monolithic future, and the limitations of prediction and probability, versus the creation of possible and preferable futures. Part of the discipline thus seeks a systematic and pattern-based understanding of past and present, and to determine the likelihood of future events and trends. A key part of this process is to understand the potential future impact of decisions made by individuals, organizations and governments. Leaders use results of such work to assist in decision-making.

More generally, science fiction is a broad genre of fiction that often involves speculations based on current or future science or technology. Science fiction is found in books, art, television, films, games, theater, and other media. Science fiction differs from fantasy

The future has been explored through several art movements and cultural genres. The futurism art movement at the beginning of the 20th century explored every medium of art. Apart from painting, sculpture, poetry, theatre, music, architecture and gastronomy, futurism expanded to encompass other artistic domains and ultimately included industrial design, textiles, and architecture.

In modern times, almost all the individuals want to live in the Global World which has different kinds of cultures and customs introduced mainly through the mainstream media and technology. They have an idea on almost everything but nobody has more time, energy or motivation to get better sources than media. So, societies are shaped by the media.

Today's parents, teachers, politicians, academics live in a global society of diverse cultures and customs. Mainly, their understanding of the other cultures is often limited to 30-second news-clips they see on television. Though they realize the importance of understanding other cultures, thinking of the past, present or future few of them actually go deeper sources, philosophy or science. The scientists of San Diego University proved that the normal human being is exposed to 100.500 new words and concepts per day that is equivalent to 2.3 words per second. Within such a hurry most of them have no time to decipher and classify what they really know and what they do not know. All the images and concepts mix with each other having no opportunity of proving themselves about their real meaning in real world. Thus, people, should think over and over when it comes to the prejudices, apriori information and values to help them understand and judge the world.

Our age is characterized by the interconnection of peoples, cultures, technologies, markets, problems, and politics on a world scale. Understanding the world, people from other countries and their cultures, lives, etc. is not a luxury or dream but it requires thinking everything deeply. To be a global citizen, one must try to understand what people are doing all over in the world. While doing that, first one should not forget what we know about people, in other words we have to eliminate our prejudices and stereotype ideas.

People just do not have enough time about the origin of these thoughts and values: They never think of who shaped them or what made them think or behave in such a particular way. They do not improve much of their mathematical skills such as compare and contrast, reasoning, identifying the objects or making judgments. The decision making processes are usually headed by the second hand information, yet, we all know that nothing compares the importance of the first hand experience. Although students understand the meaning of other cultures just a few students have the opportunity of studying in abroad. 'Global Understanding Project' is an opportunity for students to raise their awareness on cultural issues and understand other cultures without traveling to other countries.

The media creates individuals, groups or societies through the several types of broadcasting. Every single second in the media has an aim to change the world and to make it mediatic. The individuals or groups consume the media messages willingly or reluctantly. Usually, the audience is exposed to the messages they do not intend to get. Media helps the people to provide them the images as long as they keep an eye on the visuals and images. The least the media is interested in is to provide a structured, designed and well equipped education. However, the media messages usually teach the audience something. The main dilemma is weather these are the ones to help people to be the good people or the bad ones since with the scientific research it's been proved that the people willingly become bad as much as they see the negative characters in screens. These might be past events to be questioned, to be examined or these could be the future events to think on and to find solutions before you come to that.

The media images, cinema, the newspapers and television are full of messages providing a kind of implied or indicated future perspective. In future, there are either utopias or dystopias provided for the audience. The films, the serials and advertisements are full of future scenarios. If it is a dystopian advertisement, it would be focusing on the fear appeal theory to sell the product causing some kind of uneasiness in the heart of the audience. In its more optimistic point of view the

message would be concentrating on creating an optimistic future image. In both cases, the masses would be affected through the message.

Futuristic studies were always the main concern of the human and they always wanted to dominate the future. The media provides us so many different concepts either related with the past or today. Yet, more commonly, they provide concepts about the future. The future image of the world in the next decade, the hopeful changes of the next century are always interesting and enjoyable for the masses. The millions of people do not buy the products but the image and the hopes they provide or represent. Thus, the representation of future in the television ads is a very important topic to be discussed.

Putting the dilemma in a twofold way, we may question who wants to have an idea on future and what kind of a future is expected on both sides, audiences as well as the media. It is easy to estimate that the media expects to have an enlarged number of audiences, ready to consume whatever is provided to them. Thus, the audience should be mobile, ready to go wherever the media calls them. Yet, it is not the same. The audience expectations at the beginning were also similar to that of the media, to have as many channels as possible and to be able to reach media anytime they want. It was one or two decades ago. Nowadays, we may argue that the audience expectations changed a bit as to not to be the slaves of the media, more conscious, more mobile and choosy. The media literate audiences of today expect to consume only the things they need and require, they have higher tastes for better quality and imagination. We're at the point that television, cable television or pay tv are almost dead – long live internet! Most of the young and middle aged people are watching the serials not during their tracking time but via internet connections. More and more people get together around a television screen to watch the previously agreed television serial for five or six hours. The home cinema equipments, the larger television screens make it more effective as if they attend to cinemas.

In the last decade, the shrinking number of the cinema audiences made it possible for the television viewers to concentrate more on their demands and fulfill their expectations through their watchings. People learn both from television and cinema, the events that even if for a little bit of time in their lives they are indulged with the emotions and 'feel like' they are a part of it. This feeling is becoming more and more important as we may prove through the video games and online clubbing activities. They want to be ready for the future. When we classify the best films of the year list as the utopian and dystopian films it would be too innocent since even from the films concentrating on the past we may produce some future messages.

Regarding the most watched films list of the above in Turkey, we may find out that in 2013 out of 20 films getting the best results 8 of them are foreign films and the rest is Turkish films. Thus, 60% of the films are preferred because they are Turkish films. When we consider this list, we may see the film Hobbit for example, showing us an unknown past or future. Thor - the dark world, Hunger Games, Iron Man could also be classified as the same type of film. This is an interesting result to show us that all the foreign films are somehow carrying futuristic perspectives.

TABLE I. MOST WATCHED FILMS OF 2013

Film	**Source**
CM101MMXI FUNDAMENTALS	Turkish
CELAL İLE CEREN	Turkish
DÜĞÜN DERNEK	Turkish
KELEBEĞİN RÜYASI	Turkish
SELAM	Turkish
ROMANTİK KOMEDİ: BEKARLIĞA VEDA	Turkish
HÜKÜMET KADIN	Turkish
HÜKÜMET KADIN 2	Turkish
BENİM DÜNYAM	Turkish
HIZLI VE ÖFKELİ 6	Foreign
SU VE ATEŞ	Turkish
ŞİRİNLER 2	Foreign
AÇLIK OYUNLARI: ATEŞİ YAKALAMAK	Foreign
DÜNYA SAVAŞI Z	Foreign
HOBBIT: SMAUG'UN ÇORAK TOPRAKLARI	Foreign
IRON MAN 3	Foreign
ÇILGIN HIRSIZ 2	Foreign
ÇANAKKALE: YOLUN SONU	Turkish
THOR: KARANLIK DÜNYA	Foreign
TAMAM MIYIZ?	Turkish

When we have a look at the list of the most watched films of the first half of 2014 we realize that the similar proportion did not change much. The first six months of 2014 did not change the scene that much. Out of 10 films, 6 of them are national and 4 of them international films. These two examples purely depending upon the total income and total audience numbers show us the tendency of the Turkish cinema audience and their choices. 2 films out of the four foreign films of the last year concentrate on somehow a futuristic perspective. It is also similar for this year's films. Batman 2 is one of the films concentrating more on an unknown future to provide ourselves for the flying cars, technology based and mostly happy future. Cinema films are very important sources to shape the future for the societies. James Bond for example in each new film was providing some important object for the future use. This might be a cellular phone, a new type of lighter or some other useful equipment. The technology department was also responsible for the introduction of these

objects. The brands he was using were becoming hits of the time.

TABLE II. MOST WATCHED FILMS OF 2014 (6 MONTHS)

Order	*Film*	*Total Income*	*Total Audience*
1	*Recep İvedik 4*	*71.353.658 TL*	*7.219.428*
2	*Eyyvah Eyvah 3*	*35.022.168 TL*	*3.414.212*
3	*Düğün Dernek*	*28.874.996 TL*	*2.889.011*
4	*Patron Mutlu Son İstiyor*	*12.899.602 TL*	*1.297.536*
5	*Nuh: Büyük Tufan*	*13.663.068 TL*	*1.178.671*
6	*Karlar Ülkesi*	*12.338.624 TL*	*1.111.783*
7	*Mandıra Filozofu*	*9.123.051 TL*	*934.439*
8	*bi küçük Eylül meselesi*	*9.354.900 TL*	*919.474*
9	*300: Bir İmparatorluğun Yükselişi*	*10.202.846 TL*	*864.817*
10	*İnanılmaz Örümcek-Adam 2*	*7.655.800 TL*	*651.561*

II. AIM AND METHODOLOGY

As we may see from the above examples, the Turkish people do not consider that much of the foreign films or the futuristic perspectives. However, thinking of future and reasoning power to prepare the self for the possibilities is very important. Being ready for the unknown and finding solutions for the problems that might occur would provide people to solve not only the future problems but also the past and present ones. This kind of skill could be improved through watching films, serials, advertisements.

This paper mainly aims to concentrate on how the concept of future is handled in the media especially on television commercials in Turkey. Turkey provides an interesting perspective in respect to media and its representations since the media images regarding the future would be functioning in a way to tell the truth about the future expectations of the audiences as well. Regarding the concept of future for the Turkish audience, the paper mainly focuses on the data involving the one-month collection of the advertisements. The data is analyzed to see how much the issue is handled, the qualitative and quantitative analysis of the data.

Mainly concentrating on how the concept of future is presented and positioned in television commercials, this study aims to understand the possible changes within the presented social relations, situations, women problems, how the future statue of the women or the places belonging to them (houses, schools, kitchen, bathroom, etc) and actions involving them are designed in these commercials. In other words what kind of differences could be seen between the present world and the future design.

The collection of the outcoming images would provide us the main data to be deciphered in economic, political and social as well as communicative perspectives. The main outcomes of the paper would be the future picture of the country and what kind of innovations is expected within the country in the upcoming years. The other perspective is to make us to see that how much 'future' is sold for the present generation. The yieldings of the research would be used as a tool to understand the expected standards of life, values and possible changes within the society through the advertisements.

The individuals are positioning and conditioning the 'self' mainly depending upon the media messages or other texts disseminated through the media. The media is applying one of the main functions as to tailor the future identities for the future individuals. Through the narratives, through the animations, representations, contextualizing the messages the media create new 'self'. This study mainly concerns the television commercials as the texts selling hopes and creating the future images especially for the women. The body, character and actions of the women in general are expected to be tailored through the television commercials in general. They are short but effective, silly but convincing, innocent but motivating that's why they repeat several thousand times, surrounding the society and changing it slowly and smoothly. On one hand analyzing the television commercials how they reach the ways of tailoring future identities of women, the study on the other hand aims to interview the women and their images of future in general and how they shape themselves in near and far future. Thus, we may be able to see how the media affect the women in establishing their future images for their new identities.

For this research, one of the main television channels in Turkey is recorded for a month in 2014. February is been decided to make it clear to reach the largest audience due to the winter break for the schools. The whole programs were recorded and the advertisements were taken out of the program. For the whole month, the total amount of time for ads was more than three hours. In this three hours film, the ones having incidences of future are classified. Specific attention is given to the ones mobilizing the values and concentrating on future perspectives. Especially the ones with the woman images are specifically classified.

III. FINDINGS AND INTERPRETATIONS

The future is a blurred sense since nobody has any access to the future in reality, we would like to be as sure as possible for the upcoming events, changes, etc. The scientists are talking about the six dimensions of the future: fast, urban, universal, radical, ethics, tribal, divided.

The story telling fashion affects not only the television serials but also the expectations of the audience. The television provided people a world of slices having problems and solutions presented in a certain order. The main aim of this slicing is not only find out more about the individuals but also to be more effective in going hand to hand with the audience with little steps. At first sight this may not sound

very clear or profitable yet, the cumulative impact of the slices is much more than the big events.

For many centuries, media is analyzing the audience responses and reactions. The search is about if shaping the society through narratives is possible or not. The impact of the feelings and expectations attached to the little volumes of the visuals are effective as much as the real experiences. That's why a few hours of watching television or cinema going activities would help us to shape a certain belief, to develop a certain stereotype or to practice a certain behavior pattern. For longer films in which the character development, plot, events and emotions are presented in a 90 minutes time this might be possible. It might even be possible for the television serials which are long-lasting for many years. But, would it be possible to shape the audience expectations and believes through 30 seconds commercials? How far the audience can change in such a limited time?

When looked at the commercials as a narrative text, as all the other texts we expect them to communicate with the audience. This might be a direct or indirect communication; however, the type of communication is less important than its function and impact. The main question is if you could make them buy something they've never seen or value before, little tiny something costing around 2000 dollars. You might say that it is impossible. Yet, the narrative styles could really be that much affective in some cases. By the end of the 1990's Turkey was a country of gold for example, but in two decades you may change the values of the society and make it a diamond society. It's the same for the tea or coffee. Turkish people were keen on brewing real tea leaves until the ads suggested tea bags to be dipped into the hot water only. All the traditional brewing ceremonies are gone with these little instant coffee bags.

The ads narratives are important source of information when they introduce the idea in a witty, intelligent and appealing way. The chance is doubled or tripled when your narrative involves the emotions, such as love, hate, envy, richness, happiness, success, etc. Sometimes people spend a lifetime to collect that amount of money and mostly the other dynamics of the society i.e. the banks are ready to 'help' them dividing it into reasonable sums of bills to be paid in a longer time.

When analyzed it is easy to see that the media is not giving messages about the events, but put them into the context that we might be affected through and eventually consume it. This consumption usually ends not with us but with the future generations. Thus, media willingly or reluctantly help us to shape the future. In this respect, it is a bit of an application of the 'cultivation theory' of Gerbner and Homans. Starting as early as 1970's George Gerbner, Larry Gross, Michael Morgan, Nancy Signorielli and other cultivation theorists has championed several ideas that serve as a preamble for this theory. According to the cultivation theorists, television is seen as the world's dominant storyteller. The highly stylized, stereotyped and repetitive messages presented and images portrayed on television have become a common potential source of socialization and everyday information. Cultivation, as defined by Gerbner, is concerned with the cumulative pattern communicated by television over a long period of exposure rather than any particular content or specific effect. But could we see the ads on TV having a cumulative effect on the traditional society causing them to change their whole value system in a certain given time?

How does it work, we may exemplify it by asking any ordinary person about his/her expectations. Usually, heavy media users would have no way to make up their original replies since the media has already numbed their creativity. They could watch or read, visually but could not tell us what they understand in their own words. They may only repeat the sentences in the given messages. If we expect them to write the messages we need to wait too much just for a few words because their writing skills would also be damaged. Regarding the creativity department of the brain, the heavy media users have no chance of creating their own original messages. Their creativity department in the brain might already been damaged.

Under all these conditions if we ask their opinion about something in future, consciously or unconsciously they would be giving us the details piled up in their minds through long hours or years. And this also means cultivation. Cultivation theory also gives way to the effects of television presenting a cognitive-functional explanation of television's influence on the acceptance of values by adolescents. Concepts and propositions are drawn from three theories of learning and socialization: Gerbner's cultivation theory; Bandura's social cognitive theory and Homans' social exchange theory.

Nowadays, the traditions are changing all over the world through the introduction of globalizing issues and different consumption styles. On one hand people are expected to conform the preset rules, roles and traditions, but on the other hand, they have to follow the rules of modernity.

The words are important to follow or keep the record of, the print media makes use of the words rather than the other elements such as voices, colours, movements, actions, etc. It is interesting to see how the visuals followed by the television can have an impact on the real values changing real life circumstances and causing conflicts in the self and in the society.

People have different attitudes and decision-making processes personally, in groups and in social classes as well as in different cultures; and throughout the time these attitudes, habit, traditions might change in different ways. Sometimes in a desired or controlled way, sometimes not! It is sometimes easy and sometimes difficult to find out about the latest trends and their reasons.

Here we may question the different attitudes and the reasons of their changes. We call it a kind of mobility. Let it be the mobility of the attitudes, mobility of the actions, and mobility of the values. When something is mobile, it is somehow changing throughout the time. Here, we may

question what is changing, why and how. We may also ask how long the change would last and what would be the impact of this change on the society, system, and culture and on individuals?

Very practical replies could be given to these questions. What is changing is the traditional ways are losing their importance. Instead, the practicality and easiness is getting more attention. To Gellner responding to why is a bit more difficult, since it is just because usually the global decision makers want it in that way. Nationalism is not a natural trend and it only appeared just a few decades ago and brought the need to analyze the conditions of a given society within its own dynamics [1]. In this case, first, the narratives are created to make the people believe that there are more valuable things around such as better kitchens, nice objects, softer shampoos, etc.

Responding to how it is changing is a bit complex. It is changing very slowly but effectively: The rules of the game, the rules of the society, traditions, and values are changing. It is changing very slowly giving enough time to everyone to keep up with the stream. To Morley & Robins, sometimes the anti-globalization tendencies lead people to create new ways of their own or new items to be followed, yet this has no guarantee that it would not bring a sort of cultural blindness or non-conformability. The speed and density of the new cultural trends are very much helped by the modern technology and it brings together unification as well as dissolving in the new established electronic societies consuming the items of these electronic cultural products offered [2].

The ads, as the little effective piece of films could be analyzed to exemplify the culture of exception and the impact of these on the society could be discussed as the sociology and ethics of the camp to reach to the new identities. In a way, each new commercial is a trial to establish a little camp in the society. In this part of the given society, the values and the actions have a different code and the ones watching this piece of virtual reality share these values. Thus, the made up one, the created culture or the culture of exception in the film turns into reality in time. This linear creativity could give us enough clues on how the future culture of exceptions would emerge and what the new identities look like. What is more striking is that, mostly, not only the film audience but also the high percentage of the people in the developing countries were affected by these virtual exceptions.

To evaluate the impact we must first focus on the changes. On one hand, this change will never last, there will always be something to change, something new to be replaced with the old one, yet on the other hand, it will last, when the new rules are fully accepted and obeyed. Considering the impact of this change on the society, system, and culture and on individuals, some will be affected deeply; some will not even realize it. It's just a matter of how much they value their traditions and how well they can make their moves on the way to globalization or modernization. In its wider sense, this is a matter of mobility. The mobility of the society or groups causes the mobility of the values. It is possible to check how the concept of mobility functions at different levels regarding the changes in the traditions, etc.

This also means that the cultivation of the modernization resulted in a way as the growing seeds of the more pidginized concepts, cultures and life-styles so that, part of it still represents the self yet, the other part represents "the other". The people purchasing the new and branded products are considered to be important people having links with the outer larger world. Thus, this purchase is a way of making ordinary people a bit more globalized and more important. Mannes and Lewis state that risk taking, being initiative, ambitious and having entrepreneurial freedom have always been supported in the states system [3]. But, the hero of the ads representing the "traditional values" seem to be giving up this leadership position and instead creating a new type of awareness for the future encountering with the other cultures.

To Mannes and Lewis, the current status of human development for children and youth is a byproduct of dramatic shifts in the social terrain over the past four decades including changes in family composition and mobility. It is just like the construction of a new identity for the "global village", the village people urbanized all of a sudden but in this new identity there are prints of nostalgia, old beliefs, family ties and sincerity they missed rather than a life in the metropolis, perhaps just to balance the disadvantages of the isolated, alienated city life. When we put it into the table as follows we may see how the changes are expected in life.

TABLE III. MOBILIZING THE VALUES VIA ADS

Value	**Value Mobilized**
Grouping – Family Relations – Sincerity and Affection	Individualization
Being a Part of, being Social	Loneliness and Alienation
A global brand in a local context	A local brand in a global context

The magnum ice cream advertisements for example the woman makes everything to be able to have a magnum and feel its taste, comfort and joy. Regarding the traditional position in the society as for grouping, family relations etc. the individualization of the woman is remarkable. In this sense, we may analyze the place of women in the years of 2014. It's not a single advertisement but almost all of them seem to put the women into the same traditional role. Just the costumes and appearance changes a bit in a more fashionable style, that's all. To see the difference between the things seen and practiced is very important. When you look at the scene, it seems very modern, normal and pleasant however in its deeper sense, we may see that nothing has changed in fact.

Apart from the ads, the women are still the objects of desire, or the subjects of the experiments in the society. They look like the ones in the culture of exception. The little effected pieces of films could be analyzed to exemplify the

culture of exception and the impact of these on the society could be discussed as the sociology and ethics of the camp to reach to the new identities. In a way, each new commercial is a trial to establish a little camp in the society. In this part of the given society, the values and the actions have a different code and the ones watching this piece of virtual reality share these values. Thus, the made up one, the created culture or the culture of exception in the film turns into reality in time. This linear creativity could give us enough clues on how the future culture of exceptions would emerge and what the new identities look like. What is more striking is that, mostly, not only the film audience but also the high percentage of the people in the developing countries were affected by these virtual exceptions.

Turning to our main example, the conflict between the old and new position of women in the society, it is somewhat a good example to see the how the habits and traditions are re-formulated in these new created cultures and societies. For example, in the last decade, the women are seen only as the housewives, cleaning, cooking, washing the dishes, preparing the meals, etc. It is interesting that even if they wear more modern clothes and look modernized it's the same responsibilities given to women in the ads in recent days. The only thing changing is their appearance. In the past ads they were 'doing the action' as the models or witnesses but now they act like authorities, such as an admired woman sitting alone in her modern living room, or a famous television speaker making interviews with the passerby people on how to clean their hands effectively. Only the brands or the instruments are changing not the functions. Here is a list of the women showing us what they do in the advertisements.

- Giving advice on how to clean the house using a better detergent having more effective powers and lower price
- Giving advice on washing hands with a better soap to maintain true hygiene.
- Giving advice on sweets of different kinds, each kind is represented with a different woman.
- Washing dishes, as a subject of an experiment to discover the right detergent for the machine.
- Using high technology (a notebook) to see what the man bought for her. She can enlarge the photo and become happy.
- Taking care of children – happy mother because she can choose the best nutritious baby food.
- Cooking – using the best possible margarine.
- Cooking – using the best brand for cooking pasta
- Washing the clothes – using the right detergent
- Looking forward to having a valentine's day present from her beloved
- Choosing the right furniture by smiling
- Using the credit card for more shopping
- Disappointed because her partner doesn't share his biscuits with her
- Happy women who found the right color for her hair to dye.
- Reading her horoscope and waiting for her prince to come
- Washing dishes – warned not to spend so much water and have some economy
- Washing clothes – warned to choose the right washing machine to spare time for herself
- Sleeping by the side of the husband because he's now using the right way not to snore
- Eating chocolates, talking to herself and giving herself a treat
- Taking photos of the group, enjoying, dancing day and night
- Taking care of the washing machine – cleaning it with the right instrument
- Working in a R & D laboratory to develop new ideas – snacks / cookies
- Being wet for fun of a little boy during a ride on the Ferris wheel.
- The oldest fairy tales modernized, a new detergent helps Cinderella to catch the ballroom
- Saying rhymes - Funny side of life with the snacks
- Having special care for the skin – for the beauty
- Talking in local languages for inviting people to taste a new product – traditional way
- Skin care – to overcome the shortcomings
- Anatolian women speaking in local tone of voice but creative and entrepreneur
- Teacher's role – for the better and cheaper use of technology
- Protecting the children using the right hygienic product
- Cleaning the house – protecting the family members
- Expecting valentine's day surprises
- Finding the right biscuit to start the life again
- Choosing the right nutritious food for natural and beautiful life
- Taking care of a houseful of children
- Giving herself a treat
- Choosing the right cleaning instrument for a better life
- Driving a car but always criticized by the man
- Coming to work but criticized by the boss
- Finding solutions by chewing gum
- Washing the dishes
- Giving birth to a baby – even if the husband doesn't want too much
- Getting a present in Valantine's day – But the present costs nothing
- Trying to be beautiful
- Hair must be beautiful
- A disappointed woman who's lover does not come
- A happy woman who can make an online order for diapers
- Choosing the best vacuum cleaner
- A mother discriminating between the girl and boy when buying diapers and cares for them
- Choosing the best toothpaste for her beauty
- Choosing the right coffee to drink with her friends

- An incontinent women who needs sanitary napkin
- An ignorant, illiterate old woman who could give her home key to the people she doesn't know
- A woman resisting a kiss by the lover but it was just to win a car or a lap top
- A woman brewing tea to make all the others happy
- A woman dying her own hair and being proud of it
- A woman taking care of her beauty and skin
- A woman having make up
- A woman preparing breakfast for the husband
- A woman taking care of skin with a mask on the face
- A woman knitting
- A woman using plump eyelashes
- A heartbroken woman who needs a bit more atone to forgive

The list is going on with similar repetitions but all in all in 3 hours' ads there seems to be no other figure than the traditional ones. Apart from all these traditional examples, there was only one futuristic appearance of woman going into a lab through pupil reading systems and sitting into the flying coaches and interacting to her friends via a highly developed GSM technology. A robot brings her bag and she takes her sanitary napkin out of her bag to show the audience the highest technology it involves.

Even if there seems to be no changes, to evaluate the impact we must first focus on the changes. On one hand, this change will never last, there will always be something to change, something new to be replaced within the old one, yet on the other hand, it will last, when the new rules are fully accepted and obeyed. In other words, it means that there will be new positions for women in the society but perhaps these will never occur in the traditional advertisements. For example we may come across with woman as a taxi driver or scavenger or as a postman delivering the letters. These are accepted as the rare possibilities and never approved or promoted. They stay as never mentioned stories. However, the other new positions that could be valuable for the media are the ones, carrying the woman to a position that she could have more money to spend and more time to follow the media. These new positions would require the new type of women to follow new media and create new styles of shopping, such as internet shopping, online ordering, etc. The better products need not to exemplify and befool the women. Somehow, sometime, all women will understand how the advertisements put them into a funny and miserable position.

IV. CONCLUSION

For the research the planned outcome was expected to reach a database which would show us the new positioning of women in life. The collection of the outcoming images would provide us the main data to be deciphered in economic, political and social as well as communicative perspectives. However, the outcomes reflect almost the similar traditional role of the women in future as well. This shows us that mainly the women centered activities would be planned for future. There would also be some precautions for the men as to take place in the ads as well as the future. As for the main picture of the country we may expect to have innovations on cleaning technology as well as the improvements on the products of individual care

The other perspective is to make us to see that how much 'future' is sold for the present generation. The yieldings of the research show that the future would not be somewhat different from the present situation. Yet, we still expect better standards of life. In these examples, not much of the values are changed except the humiliating factors for women in a few cases.

As a conclusion we might say that the individuals are positioning and conditioning the 'self' mainly depending upon the media messages or other texts disseminated through the media. However, the media has no intention to change the position of the woman in particular. Perhaps for many other roles, there are new definitions, replacements and the audience is prepared for the future. Regarding the women, there seems to be no hope. At least, the ads of February 2014 reaching to a 3 hours film does not recommend any difference.

We all know that the media is applying one of the main functions as to tailor the future identities for the future individuals. Through the narratives, through the animations, representations, contextualizing the messages the media create new 'self'. Mainly concerning the television commercials as the texts selling hopes and creating the future images especially for the women we see no changes between the past and present or future. The body, character and actions of the women in general are expected to be tailored through the television commercials in general. Now, they need to be more beautiful, slim, modern looking, taking care of themselves. They have no right to be ugly or humble or wear something old fashioned. The advertisements are short but effective, silly but convincing, innocent but motivating that's why they repeat several thousand times, surrounding the society and changing it slowly and smoothly. We know how effective they could be when we just glaze the number of the girls trying to become slimmer or go to the aesthetic surgery. How many more women lose their self confidence or self reliance due to their otherness because their physical quality doesn't match the presented ones on television. Through millions of repetitions they feel themselves as the others and try to look like the ones given more attention. If this is the only result we could have, the only identity the women could have is the loss of their real identity, real self.

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