

# **Discourse Analysis for Ads in Turkey: Pegasus Airlines and Anadolujet**

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## **Abstract**

One of airline marketing activities is to encourage new passengers to air travel. For this purpose, mass media plays an important role to inform customers about promotions, such as tariffs and price, comfort, and service convenience of airline companies. In this context, television ads cover a large part of airline marketing activities to have passengers' attentions. In this paper, current state of airline ads are determined within the framework of ads presentation with messages and social perspective. In line with this purpose, airline ads, after deregulation in Turkey, selected and are examined by Judgmental Sampling, and analyzed by using Critical Discourse Analysis (CDA). The study focuses on how two domestic airline companies (Pegasus and AnadoluJet) in Turkey manipulate audiences and de facto consumers by using ideological and hegemonic factors in their advertisements. For this purpose, As a result of discourse analysis, it is determined that airline companies in Turkey use rhetorical figures such as nationalism, socialism, capitalism, equity among society in ads to influence ideas and choices of audiences and de facto consumers.

**Key Words:** Discourse Analysis, Airlines, Ads, Marketing, De facto consumer.

## **1. Introduction**

To attract passengers to a region is one of main issues that airline focus on. Airline companies afford on advertisement, promotion and customer relationship for first time travelers and these efforts affect passengers to make a choice (Law et al., 2008).

In competitive airline industry, carriers try new methods including commercial messages, which is a marketing strategy besides traditional methods like route development, in-cabin comfort and services to increase profits and to adapt environment (Driver, 1999; Chuang&Wu, 2006). So, these companies try to reach needs of passengers and to cater to different cultural groups

with commercial messages. In line with this purpose, companies use some rhetorical figures in ads to influence choices of consumers.

Words that are used in advertisement texts reflect product language, meaning on audiences and social system (Williamson, 1984, p.12; Cook, 2001). In addition, advertisement texts are important for rhetoric and ideology.

Our responses to ads reveal our social and ideological personality (Fairclough, 1992, p.1) Discourses in ads come also together with text which includes linguistic form and context includes material, music, picture, behavior, sound, situation, judiciary, effect, sense, message, message receiver and giver. (Fairclough, 1992, p. 4)

In this study, we investigate linguistic features and discursive practices of airline advertisements in the market of Turkey. So, the research lets us know what kind of ideology and hegemony are used in ads to manipulate audiences and de facto consumers which are audiences except passengers. In this context, two main airline companies are selected via their market share in Turkey. According to (TOBB –The Union of Chambers and Commodity Exchanges of Turkey, 2012) as a subsidiary of Turkish Airlines, AnadoluJet and Pegasus totally share %75 (%25,5 Pegasus, %49,5 THY) of domestic passenger shares in Turkey.

In the following parts of the paper is organized as follows. In section 2nd what we outline is advertising and airline advertisings. In section 3th we present methodology. Then we examine results and discussion of the analysis, which underline three main parts of Fairclough' s critical discourse analysis (CDA). Finally, the conclusion part of the paper we specify significant results and possible research topics related to the subject.

## **2. Advertising & Airline Advertising**

Clearly, advertising that plays a private role in business consists of some mass media instruments such as radio, TV, magazines, newspapers etc. and is displayed as pictures, graphics, texts, voice and video to give messages to consumers for different target markets (Deshpandea, Ahmedb, & Khodec, 2014).

As a part of language and culture, advertisements reflect personality of customers by building awareness and preference for brand (O'Guinn, Allen, &Semenik, 2011, p. 10-11).

Advertisement that is one of the most important element of marketing communication (Verbeke, &Mosmans, 1992) is a matter including promotion which is part of the marketing mix (Kotler, 2002. p. 10).

Several definitions have been made for advertising that is a very large in the literature. (Burkart, 1962) defines advertising as a technique of communication, and in the marketing context, he says, "advertising is used to stimulate demand".

According to (Kotler, 2002, p. 578) "advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by and identified sponsor."

AMA (American Marketing Association) defines advertisement as "Any announcement or persuasive message placed in the mass media in paid or donated time or space by an identified individual, company, or organization."

At this point the distinction between advertising and advertisement must be very well. While advertising is all communication activities for the brand of a company, advertisements are specific messages that attract audiences. Thus, a successful advertising is performed with different advertisements, which evoke the same feelings via various media tools (O'Guinn, Allen, & Semenik, 2011. p. 14).

Additionally, there are four important aspects of advertising in marketing process. These are, according to (O'Guinn et. al, 2011. p. 22) "contributing to the marketing mix on promotion, developing and managing the brand, achieving effective market segmentation, differentiation and positioning, and contributing to revenue and profit generation."

"Classically the function of advertising is thought of as the stimulation of consumer demand and it probably remains true in the airline industry." Hence, to increase sales and demand, and also to reach the customer directly, advertising is one of the most important mean of marketing in the competitive airline sector. Therefore, "the creation of demand and competition between airlines has especially turned on large-scale advertising" (Burkart, 1962). Also, because of security, requirements concerning safety and competition between firms, advertisement is most needed by aviation for image. (Small, Harris, Wilson, 2008). Advertisement tools such as TV commercials, in-flight magazines, social media, cinema, billboard are used for to develop image of companies that serve in this competitive sector.

As indicated above, the main objective of airline ads is to create a positive image on audiences and to encourage customers to buy by giving specific messages such as network structure (Fleming, 1984), speed, size of the airline, cabin comfort, ticket price (Lyth, 2009) etc.

Especially for commercial airlines, to create a global image with positive messages, they use also some information about their destinations in ads (Fleming, 1984).

Consequently, there is no doubt that, like most sectors, aviation, especially for airlines, advertisements used for being successful are important tools to attract potential customers (Shaw, 2011, p. 289) who may choose the airline that advertises better.

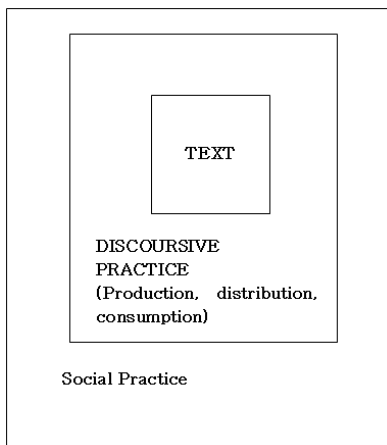
### **3. Methodology**

Quantitative practices are important to understand discourse in ads and what it means according to audiences. Thus discourse analysis, which is one of quantitative practices, is used in this study.

Data in the study are collected from six advertisements (three ads for each airlines) published via TV, cinema and social media by AnadoluJet and Pegasus Airlines that operate domestic after deregulation in Turkey, texts are translated to English and analyzed with discourse analysis.

Selected airline ads. are examined by Judgmental Sampling, and analyzed by using Fairclough's Critical Discourse Analysis (CDA) as theoretical framework. This framework is used for to investigate type of texts and social practice. In addition, CDA investigates discourse genre and meaning of texts, which is built for strategies behind social life (Teun, & Dijk, 1993).

According to Fairclough, as a different type of action, discourse represents point of view of people to the World and each other (Fairclough, 1992, p. 63). Another aspect of discourse is to reveal the dialectical relationship between social culture and practice. (Fairclough, 1992, p. 64) Discourse is not only to explain the World but also to mean, to rule and to signify the meaning of it. Discourse covers social practice which includes economic, politic, ideological and cultural factors. (Fairclough, 1992, p. 66). Main concern in discourse is to understand how texts are built, distributed, published and consumed. (Fairclough, 1992, p. 72) Based here, Fairclough constitutes three-dimensional model (Figure 1). This modal investigates the relationship between language, ideology and hegemony.



**Figure 1. Fairclough’s three-dimensional model, 2006**

#### 4. Results and Discussion

Discourse analysis is a multidisciplinary activity (Fairclough, 1992, p. 74) which consists of three main parts; text analysis, discursive practice and social practice.

##### 4.1. Text Analysis

Reference, text production and /or interpretation are the corner stones of talk process (Fairclough, 1992, p. 74). Thus, discourse analysis cannot be thought without text analysis which is micro aspects of discourse practice. According to Fairclough, text analysis is investigated under four main topics. These are grammar, cohesion, vocabulary and text structure (Fairclough, 1992, p. 75). Each of them underlines the ideology of ads and address question of meaning under discursive practice, which are shown in the table below.

Table 1. Text analysis

TEXT ANALYSIS		AnadoluJet	Pegasus Airlines
VOCABULARY	Wording	<p>love, smile, fly, longing, convergence, happiness, country (Turkey) <b>(The one who love too much misses too much)</b></p> <p>miles, check-in, parking, transfer, catering, free and affordable <b>(Services)</b></p> <p>child, play, dream, climb, gush, fly and smile <b>(Let there be no child who hasn' t flown!)</b></p>	<p>birthday, wonder, employee, Paris, life, new places, transform aviation, planes, destination, guest, seat <b>(They flied to Paris on birthday)</b></p> <p>sea, breakfast, summer, photograph, Fedon <b>(Fedon)</b></p>
	Metaphor	<p>The one who loves takes wing takes wing like a bird, comes by flying. (cultural)</p> <p>Happiness comes with open arms. (cultural)</p> <p>AnadoluJet that flies to the four corners of Turkey. (Cultural and technical metaphor)</p> <p>Children want to fly freely. (cultural metaphor)</p>	<p>You get high too! (cultural)</p> <p>...destinations we flied were less than <b>ten fingers</b> (cultural)</p> <p>Life is short, capture it with Pegasus. (Ideological)</p> <p>... <b>transform</b> aviation (technical)</p> <p>Fedon has also fallen into the sea. (Cultural metaphor) Life is short, capture it with Pegasus. (Ideological metaphor)</p>

<p><b>GRAMMAR</b></p>	<p><b>Transitivity and Theme</b></p>	<p>Sentences in discourse are connected each other with pronouns. Convergence nominated as a goal and to reach this goal it is estimated what the company flies to four corner of the country at the end of the text. Main themes in discourse are people who attract longing and the airline that wants to connect this people. <b>(The One who Loves too much misses too much)</b></p> <p>Sentences are connected each other with the confidential subject "you". When it is sad that "Let there be no one who hasn't flown!", everybody is nominated as a goal. Main themes in discourse are services that company presents. <b>(Services)</b></p> <p>Sentences are connected each other with nouns and pronouns. Smile is nominated as a goal in the sentence "To see smile on their face is enough for us."</p>	<p>Sentences in discourse are connected each other with pronouns. Aviation is nominated as a goal in the sentence "When we said that we would transform aviation" and it is reported to achieve this aim. Main themes in discourse are the number of aircraft that the airline has, destinations, number of passengers, growth and situation in the future. <b>(Pegasus-The New Image)</b> Sentences in discourse are connected each other with questionnaire and pronouns. "getting tickets of summer" is nominated as a goal and audiences are attracted to this aim in the sentence "Get all tickets of summer already. Travel more. Live the summer more like Fedon.". <b>(Fedon)</b></p>
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		<p>Main themes in discourse are children, their behaviors and their excitement from them. <b>(Let there be no child who hasn't flown!)</b></p>	
	Modality		<p>much <i>like</i> an employee of mine... they <i>would</i> go Paris <b>(They flew to Paris on birthday)</b>  we <i>would</i> transform aviation...  This year they (planes) <i>will</i> be 44. <b>(The New Image)</b>  Live the summer more <i>like</i> Fedon.</p>
COHESION		<p><b>The one who</b> loves too much misses too much... like a bird, comes by flying. When <b>the eyes</b> see... for <b>the end of this longing</b>, for <b>the convergence</b> of all people in <b>the country</b>, <b>we fly the four corner</b> of Turkey. <b>(The One who Loves too much misses too much)</b></p> <p>There are (<b>You</b> have) free check-in, catering, flight miles, also more at AnadoluJet <b>that</b> flies to the four corners of Turkey. <b>(Services)</b></p>	<p><b>The other day</b>, much like an <i>employee</i> of mine came to ask for <i>permission</i>. <b>It</b> is very important for me, <b>he</b> said. Ok, take <b>it</b>, <b>I</b> said. But <b>I wonder</b> and <b>asked the reason</b>. <b>It</b> was <b>his</b> birthday. <b>They</b> would go to Paris. <b>You</b> leave the work... go to Paris for just a birthday! <b>They</b> get high!  <b>You</b> get high too! For example on <b>your</b> birthday. Give <b>yourself</b> a present. <i>Life</i> is short, capture <b>it</b> with Pegasus! <b>(They flew to Paris on birthday)</b></p> <p>When <b>we</b> said that we would transform aviation, <b>we</b> had just <b>14 planes</b>. <b>This</b> year <b>they</b> will be 44. <b>It</b> is not bad...</p>

	<p><b>Children</b> want to play, to follow dreams, to run, to climb, to gush. <b>Children</b> want to fly freely. %50 discount from <b>us</b> to children during april. To see smile on their face is enough for <b>us</b>. <b>(Let there be no child who hasn' t flown!)</b></p>	<p><i>destinations we</i> flied were less than <b>ten fingers...</b> we had a <i>thousand planes</i> guests. <b>It</b> was our <i>first flight...</i> thanks to <b>you, we</b> growed... <b>The future</b> is <b>ours...</b> <b>The future</b> is Turkey. <b>(The new image)</b></p> <p>Have <b>you</b> missed the summer? The moment <b>you</b> jump into the sea for the first time? Have <b>you</b> missed getting lost in some places <b>you</b> never know... to photograph something that <b>you</b> see there had little time for <b>the summer</b>. Ah, here <b>he's</b> arrived! <i>Fedon</i> has also fallen into the sea.</p> <p><i>Life</i> is short, capture <b>it</b> with Pegasus!</p>
<p><b>Text Structure</b></p>	<p>The one who love too much misses too much. (Monologue) Services (Monologue) <b>Let there be no child who hasn' t flown! (Monologue)</b></p>	<p>They flied to Paris on birthday (Monologue) The New Image(Monologue) Fedon (Monologue)</p>

In the analyzed ads, while AnadoluJet indirectly addresses the audience with third-person pronouns, Pegasus Airlines preferred to address directly by using first-person pronouns. Texts in the study give information about social identity (Glinert, 2005). For example, AnadoluJet uses words such as convergence, longing in texts and connects them to the sentences and slogans such as "we fly the four corner of Turkey". So this company appeals Turkish people. Pegasus also appeals to different social identities with such words like employee, dear and Fedon. Metaphors that both companies do support this situation. The company builds sentences that makes air transport attractive and encouraging by connecting such words like miles, check-in, parking, transfer, catering with some words such as free and affordable.



## 4.2. Discursive Practice

Discursive practice contributes to the re-establishment of social identities, relationships, beliefs and information systems. (Fairclough, 1992, p. 65) This level of discourse analysis has three processes which are text production, distribution and consumption. (Fairclough, 1992, p. 79) Discursive practice consists of interdiscursivity that includes genre, tenor, mode, rhetoric, subject positions and dimension of text, intertextual chains and manifest intertextuality that includes discourse representation, presupposition, metadiscourse, irony and negation as we indicate in the table below.

To start with rhetorical mode, ads are produced with a wide range of stylistic ways such as expository, descriptive, narrative and argumentative.

In addition, one side titles of some advertisements in harmony with the gists like advertisement "The one who loves too much misses too much" of AnadoluJet, the other side, titles do not reflect the gist in some ads like Pegasus' "The New Image" advertisement.

The characteristics, behaviors and response of target audience that the advertisement tries to reach are in strong relationship (Nowak, 1992). Consequently, companies address to different audiences. The ads analyzed in the study address also different audiences in society and at the same time in some advertisements like "The New Image" and "AnadoluJet-Services" are watched by *de facto* audiences which (Fairclough, 1992, p. 80) described.

Table 2. Discursive practice

Discursive Practice		AnadoluJet	Pegasus
Genre		All genres of texts are advertisements	All genres of texts are advertisements
Tenor		All tenors of advertisements are spoken	All tenors of advertisements are spoken
Mode		The One Who Loves Too Much Misses Too Much. (Conversational) Services (Conversational) <b>Let there be no child who hasn't flown!</b> (Conversational)	The New Image (Conversational) They Flied to Paris On birthday (Informal conversational) Fedon (Conversational)
Dimension of Text		<b>The One Who Loves Too Much misses too much</b> <b>Topic:</b> Convergence people in Turkey and the end of longing <b>Areas of knowledge:</b> Social relationships constructed from	<b>The New Image</b> <b>Topic:</b> Transformation of Aviation in Turkey <b>Areas of knowledge: Aviation in Turkey constructed from Pegasus points of view</b> <b>They flied to Paris On birthday</b>

	<p>AnadoluJet points of view</p> <p><b>Services</b>  <b>Topic:</b> Aviation services  <b>Areas of knowledge:</b> Aviation</p> <p><b>Let there be no child who hasn't flown!</b>  <b>Topic:</b> Let there be no child who hasn't flown!  <b>Areas of knowledge:</b> Aviation</p>	<p><b>Topic:</b> Flying to Paris on birthday  <b>Areas of knowledge:</b> Aviation is used as an area of knowledge constructed from business and ethic perspective</p> <p><b>Fedon</b>  <b>Topic:</b> Living summer like Fedon  <b>Areas of knowledge:</b> Social Relationships in summer</p>
<p><b>Intertextual Chains</b></p>	<p>Texts are produced by advertising agency that airlines contracts, transformed to into text, distributed to TV, Cinema and Internet and consumed by viewers, internet users and also de facto consumers. A narrative and emotional style is used in ad and request of the company to satisfy these emotions is brought to the fore. <b>(The One Who Loves Too Much misses too much)</b></p> <p>Texts are produced by advertising agency that airlines contracts, transformed to into text, distributed to TV, Cinema and Internet and consumed by viewers, internet users and also de facto consumers. Audiences are informed and privileges that passengers and airline have is brought to the fore. <b>(Services)</b></p> <p>Texts are produced by advertising agency that airlines contracts, transformed to into text, distributed to TV, Cinema and Internet and consumed by viewers, internet users. There are also de facto consumers (families) of the</p>	<p>Texts are produced by advertising agency that airlines contracts, transformed to into text, distributed to TV, Cinema and Internet and consumed by viewers, internet users and also de facto consumers. A competitive style is used in ad. and the works that is carried out by the airline is brought to the fore. <b>(The New Image)</b></p> <p>The idea of what everyone has right to meet the transportation needs on special days is brought to the fore. <b>(They flied to Paris On birthday)</b></p> <p>Texts are produced by advertising agency that airlines contracts, transformed to into text, distributed to TV, Cinema and Internet and consumed by viewers, and internet users. The message of what the company is familiar with transportation business like Fedon is familiar with the summer is given. <b>(Fedon)</b></p>

	advertisement. A persuasive language is used in the ad and airline's interest in children is brought to the fore. <b>(Let there be no child who hasn't flown!)</b>	
<b>Discourse representation</b>	Text is vocalized with the scenes of people from various classes who longing to attain. <b>(The One Who Loves Too Much misses too much)</b> Text is vocalized by a hostess of the airline. <b>(services)</b> Text is vocalized by an adult with the scenes of a little happy girl. <b>(Let there be no child who hasn't flown!)</b>	Text is vocalized with the various scenes of firm. <b>(The New Image)</b> Text is vocalized with some images of a boss, a couple that goes to Paris for birthday. <b>(They flied to Paris On birthday)</b> Text is vocalized with various images of summer. <b>(Fedon)</b>
<b>Presupposition</b>		Guess what is going to happen in the future? <b>(The New Image)</b> The idea of what to go somewhere on holiday is implied by saying "Give <i>yourself</i> a present.". <b>(They flied to Paris On birthday)</b> Questions in ad can be answered as "yes" by audiences. <b>(Fedon)</b>
<b>Negation</b>	Longing is fulfilled. (There is no longing after that) The one who loves <b>does not</b> stop, Let there be no one who <b>hasn't</b> flown! (The One Who Loves Too Much misses too much) Let there be no one who <b>hasn't</b> flown! (services) Let there be no child who <b>hasn't</b> flown!	Destinations we flied were less then ten fingers (We had not much destination to fly) Oh come on! (It is not possible) (The New Image) <b>You</b> leave <b>(You may not)</b> the work... go to Paris for just a birthday! (They flied to Paris On birthday) Have you missed getting lost in some places you <b>never</b> know? (Fedon)
<b>Irony</b>		<i>You leave the work... go to Paris for just a birthday!... They get high... you get high...They flied to Paris On birthday</i>

### 4.3. Social Practice

Social practice is a dialectically discipline that compromises discourse, social relations, power, materials, rituals and beliefs. (Harvey. 1996; Henderson, 2005) As a part of three-dimensional framework, this analysis explains the effect of discourse on audiences. (Fairclough, 1992, p.

237). The table below summarizes ideological and hegemonic structures of advertisements created by AnadoluJet and Pegasus.

Table 3. Social Practice

Social Practice	AnadoluJet	Pegasus Airlines
<p><b>Ideology</b></p>	<p>A nationalist approach is demonstrated by saying “For the convergence of all people in the country (Turkey)”. <b>(The one who loves too much loves too much)</b></p> <p>A nationalist and egalitarian stance is displayed by saying “AnadoluJet that flies to the four corners of Turkey.” <b>(Services)</b></p> <p>Freedom and attraction is emphasized by saying, “Fly freely” and “Follow dreams”. In addition, it is implied that children should not have limits like adults have. <b>(Let there be no child who hasn’ t flown!)</b></p>	<p>Egalitarian between passengers is emphasized by calling them as a guest. A nationalist stance is demonstrated saying " we have been the fastest growing airlines in Europe.” And "The future is the future of Turkey."<b>(The New Image)</b></p> <p>Capitalist and socialist elements are given together with the words of “employee” and “permission”. Besides, it is implied that employees have rights to obtain permission and travel on special days. So, the airline could appeal to middle-income citizens. <b>(They fled to Paris on birthday)</b></p> <p>Values and aspirations of the community for the summer are the ideology of the advertisement. <b>(Fedon)</b></p>
<p><b>Hegemony</b></p>	<p>Equality in society is shown with the images of soldiers, villager and urban. So, hegemony belongs to the society is emphasized. <b>(The one who loves too much loves too much)</b></p> <p>It is implied that everyone should fly with the slogan “Let there be no one who hasn’ t flown!”. In addition flying is also carried out by AnadoluJet is emphasized. So, the firm</p>	<p>The power and ideological stance of the firm against other companies brought to the fore. <b>(The New Image)</b></p> <p>Bosses’ power on employees and attitudes towards ethics are brought to the fore in advertisement, in general.. <b>(They fled to Paris on birthday)</b></p>

	<p>envisages services and flying under its hegemony. <b>(Services)</b></p> <p>Smiling that is provided only by the company is emphasized with the sentence "To see smile on their face is enough for us." <b>(Let there be no child who hasn't flown!)</b></p>	
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## 5. Conclusions

Advertisers used various linguistic features such as vocabulary, direct pronouns, and appropriate grammar structures to attract consumers in the analysis taken from the ads. Words such as employee, children, smile, fly, longing, convergence, country (Turkey) that make up ad texts reveal ideological messages given by firms may cause flying. As a sub-brand of Turkish Airlines, AnadoluJet gives the message of what everyone from kids to adults should fly with this airline with nationalist words in general, while Pegasus brings socialist imagery to the fore by giving messages that are congruent with community values. Technical words used in ads underline sides of companies' strengths. While Pegasus is seeing the elements such as rapid growth and cheap prices as its power and trying to reflect them to the audiences, AnadoluJet that claims what it flies four corner of Turkey touts number of destinations as power.

In the study, both firms have underlined that they provided solutions to the problems of passengers before and after flight. For example, in the advertisement of "Services", AnadoluJet gives the messages of what passengers can do their parking and check-in free and easier before flight; in addition, they can fly everywhere in the country. This attitude in ads of AnadoluJet, supports study of (Akamavi, Muhamed & Pellmann, 2015) that shows what service is one of the most important aspects of passenger satisfaction. On the other side, Pegasus gives messages of what passengers can arrive at everywhere Pegasus flies on-time, and even employees who have limited budget and permitting time can spend their short-term holidays with fun and inexpensive in the ad of "They flied to Paris On birthday". This situation is the evidence of what firms attract passengers lowering prices as pointed out in the study of (Jung ve Yoo, 2014).

While messages are given, one of firms uses topics such as affection, compassion, child, wage; the other one uses topics and imagery such as love, on-time performance, and authoritarian but paternalistic boss as manipulation tools on both passengers and competitors. So that while clients purchase tickets, opponents goes to stop being race.

As a result, the main theme in ads is based on the optimum emotional benefits that customer needs. Moreover, it is benefited from the difference between customer and consumer in ads. In the ad of "Let there be no child who has not flown", while children is shown as consumer, main customers are families who have financial means to buy the ticket. On the other hand, Pegasus creates the perception that each of its passenger is a customer, while it calls them as "guests" in ads.

## 5.1. Limitations

There are some limitations for this paper. First, we were unable to sort advertisements by date, because all advertisements that both companies made are listed complex and there is no an exact publishing dates of ads in their websites and funpages. Also, we were unable to translate some Turkish phrases that are used in advertisements directly.

## 5.2. Future Research

Future research would extend the investigation in several directions. First, discourse analysis would be applied to advertisements of other airline companies and service sectors. Second, it would be used for radio broadcast advertisements.

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