T.E.D ANKARA COLLEGE FOUNDATION HIGH SCHOOL

THE PROPAGANDA POSTERS USED IN THE PERIOD OF DEMOCRATIC PARTY

(1946-1960)

IB GRADUATION THESIS

Extended Essay

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CONTENTS

1.THE TURKISH POLITICAL HISTORY BEFORE DEMOCRATIC PARTY

1.1. The Political History of the Ottoman Period

If considered to involve the period of the Ottoman Empire, Tanzimat Edict of 1876 is accepted as the beginning of the political system [1]. With the Tanzimat Edict, a new process began and many changes occured in the Ottoman society. Many works of literature, newspaper articles and philosophers' books reflect these changes. The most considerable fact is that the last years of the Ottoman Empire passed with arguments and political inner fights [2]. As a result of this, the Ottoman Empire came to an end.

The period up to the declaration of the Constitution until the Republic have passed with wars and efforts to establish a new state. Until the establishment of the Republic in 1923 to 1950, multi-party period, the political history have not been very active due to being goverened by single-party system [3].

The Turkish Political History began with the War of Independence (1919-1922) of the Republic that had been built on the fundamentals of the Ottoman Empire by Atatürk and his colleagues.

1.2.The Political History of Republican Period

A new government was established on 23 April 1920 by Atatürk who was born in 1882 and founded the Turkish Republic. However, while the war was still going the new system had not been named to prevent contrary ideas and deterioration of the unity. On 29 October 1923, by changing the certain articles of the constitution, the form of government was changed to Republic. Atatürk's revolutions can be shown as an example of the democratic and political relations between the public and the young republic institutions. Atatürk emerged and held meetings, that promote the new system, in Anatolia to introduce it to the public. This way, the Turkish Political system started working [4].

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(1) Kemal H. Karpat. Turkish Political History Evolution of the Political Sytem, Timaş Publications
(2) Ahmet Bedevi Kuran. Revolution Actions and National Struggle in Ottoman Empire, İstanbul, 1956.
(3) Ozan Deniz HİNTBAHAR View from Ottoman to the mono-partied Political Life Period
(4) Ahmet Bedevi Kuran. Revolution Actions in Ottoman Empire and Turkey,1959.

The first party regime of the Republic of Turkey began with the establishment of the Republic Party (Cumhuriyet Halk Fıkrası) on 9 September 1923 by Atatürk and it is the first political party of the Republic of Turkey. Only this party took part in the state management and it was prohibited to establish another party because Ottoman Empire colleagues would have take part in these parties and ruin the newly established republic.

When the elections were made the Republican People's Party won them. The reason of this elections was to provide the connection of the public with the state.

Days after the proclamation of the Republic, differences of opinion formed between Atatürk and his colleagues and therefore, the first opposition movement started. As a result of this opposition, some politicians such as Kazim Karabekir, Ali Fuat Cebesoy, Refet Bele, Rauf Orbay and Adnan Adıvar, set up a new party called the Progressive Republican Party.

However ,Progressive Republican Party was cancelled on June 5 1925, because of the matter in the party program "Our party respects the beliefs and ideas of religion" . It was responsible for keeping the rebellion after the "Sheikh Said Rebellion" . Atatürk accused the party founders for hostility, the endorsement of the empire and caliphate, British partisanship, incitement to riot and treason. [5]

Since 1925 ,in Turkish political life 5 different party was established in 5 different time but none of them did last long. These parties were , " The Free Republic Party "founded by Ali Fethi Okyar in 1930, " The Community Republic Party" founded by Abdulkadir Kemali Öğütçü in 1930, " The Turkish Republic Workers and Farmers' Party" founded by Architect Engineer Kazim in 1930, " The Secular Republican Workers and Farmer's Party" founded by Arif Oruç in 1931 and lastly, "The National Development Party" founded by Nuri Demirdağ in 1945.[6]

After the death of Atatürk, İsmet İnönü was elected as the President of the Republic. İsmet İnönü had a very wide authority in his administiration since being the president and the CHP leader.

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(5) Mustafa Kemal Atatürk, "Nutuk" volume 2, page 528, Ministiry of Culture (1980).
(6) TBMM Official Website Sources

İsmet İnönü was elected and declared as unchanging general president and the National Chief at CHP's 3th congress in December 26, 1938. This National Chief title comes from the current of fascism. Thus, the 12 yeared National Chieftaincy began. This period had lasted until 1950 and it is also known as the Single-Party Era of The Republic of Turkey. However, this period is not remembered very well by the public. In fact, some applications which had been done in that time, have some influences on today's government.

After the war which had started in 1946, rapid and sudden changes occured that ended the single-partied administration and set the country's bases on the liberal and parliamentary democracy. Actually, this process started in 1945 when Turkey joined the United Nations.[7]

2. TRANSITION TO MULTI-PARTY SYSTEM AND THE ESTABLISHMENT OF DEMOCRATIC PARTY

2.1 TRANSITION TO THE MULTI-PARTY SYSTEM

After Atatürk's death, it was told that İsmet İnönü became the president and Republican People's Party only power over the country's management. In earlier times viz during Atatürk's period (1923-1938), the trials on transiting to the multi-partyed system was particularly mentioned.[8] When the failure of attempts to form parties, consideration of the implementation of revolutions made necessary single -party political life until 1945 .

However, even in this period, Republican People's Party is directed to multi-party democratic regime because of its confidence that people must manage themselves and have own self-oriented.

In 1939 ,A group was established under the name of the "Independent Group" to control the power. This was the first demokratic step. During the II. World War days, İsmet İnönü began to gather around disgruntles, and though to provide successful in the war's day. [9]

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(7)   Ali Yaşar Sarıbayır, Ersin Kalaycıoğlu, Political Changes and Modernization in Turkey, Alfa,2000.
(8)   M. Serhan YÜCEL. Democratic Party; Ülke Publications-10; İstanbul −2001; s 37
(9)   Feroz AHMAD. Annotated Chronology of Multi-Party Politics in Turkey (1945-1947); Bilgi Pub.; Ankara-1976; s.15

He became successful in this strategy. In fact, the most important reasons that made Republic to be a multi-partied system were internal and external developments.

The war affected the economys badly and monopolization started in big cities. This situation created urban richness. In rural areas, as a result of recruitment of the young people, the production of farmers had decreased and the cost of living had increased. The Power, thought that the solution to this situation might be the law to legalize "Wealth Tax Law". The law was accepted in 1942. [10]

Everyone who wasn't able to pay was sent to a labour camp in Askale - Erzurum. 21 persons died because of the hardships. Inside and outside the country protest rose. New York Times published a critical article about the consequences of the Wealth Tax "Turkish Tax Kills Foreign Business". It helped the Turkish government to moderate the law In the same month, September 1943, the deportees were allowed to return. It lasted till April 1944 before the law itself was abolished.[11]

Another important event that creates the opposition was "The Land Reform ". With this law, the territory of large landowners is intended to distribute to the farmers to support the poor farmers. However, the state in Turkey have more than 70 % of the all of the land, therefore the landowners have already channeled into the ranks of the opposition . This reform has also raised in increasing the number of detractors against the government.

As a result of statism applications of one-party rule the economic downturn occured. All these inaccuracies, the society has started confrontation against the government. [12] Towards the end of the war, especially intellectual circles and press began "Democratic Society" rhetoric has become apparent in the country . The situation of Turkey after The Second World War was like this.

It is a must to know the outer political improvements besides the inner political improvements of Turkey transiting to the multi-partyed poitical life.

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(10) Prof. Rıfkı Salim BURÇAK,Turkey's Transition to Democracy 1945-1950; Olgaç Printing Press; Ankara-1979; s.203

(11) Ali Esen.Economic Development and Progress Between Years 1950-1960;Democrats Club Publications 6;Ankara 1992;

(12) Burhan Felek . Milliyet Newspaper, 15 January 1975

After the war, SSCB revived their historical aims. In 17th December, 1925, they canceled the friendship and non-aggression agreement and requested from Turkey to;

a) Give the regions back of Kars and Ardahan to SSCB
b) Give military installation to the Soviet Union in the Straits
c) Change the regime in straits which determined with Montreux Straits Convention.

In the face of these demands, Turkey; started having great concerns and started looking for some solutions. Of course, co-operation can only be done with the winners of the war who is the Allied Countries whose condition of democracy is multi-partied life. İsmet İnönü, was afraid to stand alone against the Soviet Union so he believed that he should give up on the single-partyed system. In 1st November, 1945 he announced this idea.[13]

2.2 Establishment of the Democratic Party

The most important factor in transiting to multi-partied system and preparing the foundation of the Democratic Party is the debates on "Land Distribution Law" in the parliamentary and the criticisms against the government. Adnan Menderes, Refik Koraltan, Fuat Köprülü, Celal Bayar and Emin Sazak who criticized government's economical implementations, prevented this law from applying and vetod in the elections. This situation speed up the process of foundation of the Democratic Party. In conclusion, in 7th June, 1945 Bayar, Menderes, Köprülü and Koraltan made a motion to the Parliamentary Group Headship.

With this motion is ,which is also known as the "Memorandum of the Four", they wanted the democratic principles to gain interoperability in the country and inside the party. The party management's very tough response did not take too long to give. This condition caused them to export from CHP with the reason of behaving against the party's discipline. Afterwards, Celal Bayar, who was the leader of the opposition movement in CHP, resigned from his membership in the parliament and the party in 1st December, 1945. Thence, the skeleton crew of the Democratic Part which will be founded in the future was formed.[14]

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(13) Orhan Cemal FERSOY. Named after a circuit that Prime Minister Adnan Menderes; Maytaş Publications, p.120

(14) M. Sozer. Uğur Tanyeli. Concepts and Terminology Glossary of Art London 1986, Remzi Bookstore. s. 13th

Celal Bayar, announced in the same date he resigned; that they will be founding a party. He was called by İnönü to the Mansion and got the necessary support from the President to found the party. After that event, in 7th January, 1946 the Democratic Party (DP) was founded.

3) WHAT IS THE POSTER? EFFECTS OF THE PROPAGANDA POSTERS ON HUMAN PSHYCOLOGY.

3.1 What is a poster?

Posters are the promotional tools in which design and art are used in balance. It is a type of a graph which serves for the aim of promoting and delivering any kind of product, event, institution and idea to the public. It comes into our language as a variety of the French word "affiche".[15]

"Posters are either everything's source or nothing's. It either makes or breakes a product or a brand in 15 days. It's aim is to leave trace. It should thrust through a wall just like how an actress comes to the silver screen and tears it apart."[16]

Poster, is the art of transfering an idea in a fast in direct way. It has its own language. This language began used to sell more and convince more after the Industrial Revolution. For all that, it give rise to make consuming more and consumer society to grow. More improved printing tools helped the product to be introduced better.

Because of posters' feature of delivering a message, it is also used in political public relations.[17] It is edited to draw the attention of public to the slogans in posters. It is not enough to start and carry out a campaign but posters have a huge impact in delivering a message which can become a trigger sometimes.

3.2 What is a Propaganda Poster?

It is one of the most used tool in political communication. Especially in democratic systems constituencies , who determine which government will come to power through the elections, extremely affected from the

(15) Jagues Senguela. Do Not Tell My Mother I'm A Advertiser. İstanbul 1989, Afa Publications, p.57
(16) Ana Britanica Encyclopedia, İstanbul 1986, Volume: l p. 122
(17) Gülsüm Karamustafa. The current functionality, Picture-Poster Interaction in the Process of Transformation in Performing Arts, Ist. 1980

propaganda posters. In these posters, some various issues are handled about the current conditions of the society.The most handled topics are; unemployement, security, inflation, corruption, external pressures and the cost of living.

It is the cheapest and the easiest prepared communication tool that is why it is indispensable through the election campaigns.

3.3 The Effects of Propaganda Posters in Human Pshycology

The propaganda posters, help the voters to decide in such hard decision conditions. It learns the voter's interests in the decision-making process and with using these informations, it tries to makes the best decision.

The first aim of a succesfull poster is to win those who is abstained or neutral, to weaken the opinion of the opposite views, and at last to give the symphatizers a sense of resourcefulness. Posters may also appeal to the classes seperately just like how it appeal to the whole society

4. THE USE OF THE PROPAGANDA POSTERS IN TURKISH POLITICAL HISTORY

4.1. Reasons to use Propaganda Posters

The period between proclamation of the republic in 1923 and 1946, the free elections was not in question so there was no need to the election campaigns. In this process, radio and posters were used as communication tools. As soon as Turkey's capitalist democratic views began, election campaigns started to accelerate. The elections of between the years 1950-1960 was important in Turkish political history as well as it is important in using different methods of communication.

4.2 Effects of Propaganda Posters on Turkish Political History

In Turkey, propaganda posters started using in 1946 when transiting to the muli-partyed system. Because of not having any documents before that date, the date of usage of the posters should start at this year. Before the 14th May, 1950 elections, in streets, village shops there were posters which include the slogans that CHP and DP had used.

In 1950s, propaganda posters become the indispensable announcement element. However, we can see that the common usage of these posters is in 1957.[18]

Between the years 1923 and 1946, Turkey's communication tools were in the hands of government. Despite the first multi-party elections in 1946, even the radio was not allowed for the opposition parties' usage. Yet with 1950 election law, opposition parties started having the right to use the radio.[19]

Owing to this law, in the Republican time period, for the first time there was political competition between the parties in the general elections, more than one party participated in the election and had the right to make propagandas. The DP, had used a ravishing poster in 1950 elections. That poster was drawn by Selçuk Milar, copied and hanged all around the country in just one night. In the poster, a hand making a stop sign and the slogan "ENOUGH! THE WORD IS THE NATION'S!" was drawing a lot of attention. This poster, had a huge impact on DP wining some sympathy from the public in the elections. It became a poster which symbolize the transition of Turkey to the multi-party life.[20]

Since that day to the current time, a lot of propaganda posters affected the election results and the decision of the voter. It is possible to find these under the topics we are going to examine later. However, the important thing is that these posters are used in our political history first in the period of DP and the effects of it on the Turkish history. The Democratic Party, was elected with the help of its posters and stayed at the power for 10 years and taken from the power in the 1960 coup.

5. PROPAGANDA POSTERS WHICH ARE USED IN THE PERIOD OF DEMOCRATIC PARTY

5.1 The Propaganda Posters Used by the Democratic Party

The Democtaric Party began to attract an intense interest since the day it was founded. This interest surprized CHP as well as it surprized the DP itself. With that flurry, early elections were decided. It was decided to be done in 21st July, 1946 and that day become the day Turkey transiting to the multi-partyed political life.

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(18) Semra ÇEVİK . A Tool for Political Communication: Election posters p.3,113,130. İletişim Publications, 1999.

(19) Ferruh UZTUĞ. Political Communication Method: Creating A Brand in Politics . page.26

(20) Kayıhan İÇEL .Mass Communication Law. p.39. Beta Publishing, Istanbul, 1998

For the first time, there were political competition in an election and more than one party participated to the election. These competition on the election areas reflected to the posters. Democratic Party, used a really striking propaganda poster in the 1946 elections. [21]As a result of the anger CHP had in the effect of these posters, architecture Selçuk Milar deported to Urfa 20 days after the election.

The same poster was used in the general elections in 14th May, 1950. The Democratic Party announced that the 27 yeared CHP power will end and nation will be in power from now on. The poster was supported with photography and slogan. The slogans, designs and all the elements of the poster gives information about the political spirit and the era. The huge fist in the poster symbolises the power.

Democratic Party successed to become the power by using "**Enough! The Word is the nation's!**" slogan. With the help of this slogan, it was told that Democratic Party will say "**Stop**" to the explotation of the nation.[22] This poster played a huge role and exploded in the 1950 eleminations.

Another poster that was used is the one that said "**I Want Your Support for the Great Turkey".** It is an important poster to and the one very similar to this was used in United States. These similar posters' content and shape are almost the same.

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(21)   ÇEVİK, Semra. A Tool in Political Communication. p.3,113,130. İletişim Pub., 1999

(22)   Selçuk Milar, *Architecture an Art of Living,* (03/1991) p.46.

In Turkey's poster Adnan Menderes wants the support of the nation. In U.S.A's poster, the president wants the American nation to join the army in the Secınd World War.[23]

In the elections of the years 1955 and 1957, Democratic Party mostly used posters that will have slogans which include their actions. In the contrary of the posters that was used before, these ones draw attention to the slogan rather than the graphs, pictures and patterns. The posters usually prepared with 3 or 5 colours and in the slogans the union of Democratic Party, incriminating remindings of the rival party CHP's period and a commanding tone was dominant.[24]

When Democratic Party become authority, before the election campaign they printed brochures and books in order to introduce the innovations they will make.

5.2 The Propaganda Posters Used by the Republican People's Party

CHP, who managed the country on its own for a long period of time, tried to pull workers' and unions on its side. It left with lost from the 1950-1954 and 1958 elections. That is why they prepared posters with the slogan "We founded democracy, we will complete it".[25]

In the propagda posters of CHP "water for villages, road, light, teacheri doctor, judge, midwife, land registry clerk, registrar and cheap clothing" themes were mentioned. They started using the style of Democratic Party and tried to gain nation's love with the posters "free press, autonomous university, secured the dominant, free meetings, free and relative electoral".
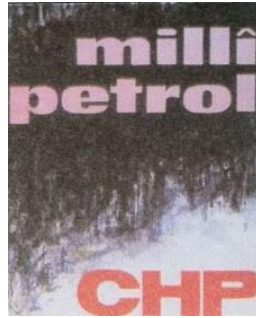
(23)   Mengü Ertel, "Art of Posters in Turkey". Graphic Arts Magazine, İst. 1986, p.26
(24)   Albayrak, M. (2004). Democratic Party in Turkish Politics (1946-1960). Ankara:
(25)   Eroğul, C. (1998). " Founding of the Multi-Partied Order", Inside: Turkey in the Transiting Period.

After the elections which Democratic Party won, authority and opposition juggled. CHP criticized DP with not finding any petrol with the tractors imported from America and not doing enough actions about petrol. CHP's solution to this problem was National Petrol and it told this understanding to the public with posters.[26]

The decrease in agricultural sector, gave the chance to CHP to be opposition in a subject that affect the nation. This made Menderes and Democratic Party to take precautions.

CHP's "Vote for CHP for happier tommorrows" poster, presented a higher qualitied life in economic and social subjects.

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(26) Feroz Ahmad, (1994). Turkey in Democracy Period (1945-1980), İstanbul:Hil.

While DP was doing the emphasis of CHP's corporate identity approached comunism, CHP was offering to found a Supreme Court that will cut down the power of authority.
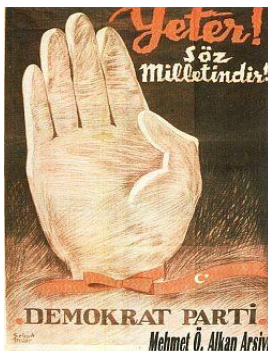
3 Effects on the Voter

"Enough! The Word is nations!" slogan made a huge impact on nation. Even the ones who can not read or write were able to understand the message and memorize it. This reaction of the nation made the authority gave more importance to slogans.

When DP was telling about its actions, it also draw attention to the mistakes and wrong politics CHP were following. In the nation's view, DP become the honest, new, citizen pro and CHP become the dishonorable, thief and robber party.

6. PROPAGANDA POSTERS ACCORDING TO THE SELECTION PERIODS
6.1 Posters in the 1950-1954 period:

In the propagda posters of CHP are;
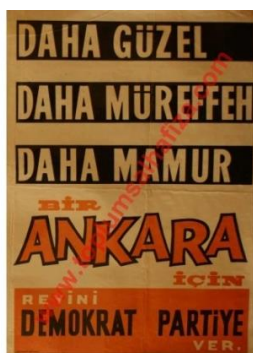1.We have established the Republic, We rescued the country from enemies.

3. DP is trying to create schism.
4. Enriched villages. We're not in trial time.

6.2 Posters in the 1954-1957 period:

1.What we have done is the colletral of what we will do.
   Developing Turkey is your work don't let it collapse.

   2. We are traveling our country.
   3. Healty head is located in healty-body.
   4. What we did, quarented what we will do.
   5. Light, school, water our road leads to the village.
   6. You trusted, you picked protect your work!
   7. Do not vote for who sees 30 cent is extra to your wheat.
   8. One roof for one worker
   9. We wee all alone now the whole world is with us
10. Worker Citizen! Democratic Party is the guard of the rights. Your party is the "Democratic Party"
11.Vote for DP for a better, a prosperous, a flourishing Ankara.

6.3 Posters in the 1957-1960 period:

1.Bigger factories... Filled with grand prosperous villagers and urban citizens.
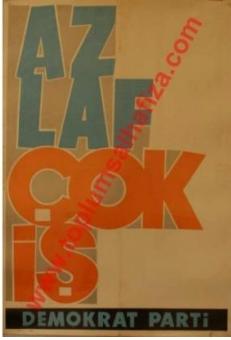
2.More roads, more factories, more welfare.

3.Mountains become roads, wrecks become bonds.

4.Villager Citizen, DP will not allow you to put upon

5.Less Talk, More Work

6.Do Not Forget Who Steal, Who Fraud, Who Spank... Give Your Vote to DP.

7.No Gossip! Let's Do Our Work With Company. DP Deserved its Vote for an Improved and Strong Turkey

8.The Work Which Has Started Need To Finished, Keep On Improving! Vote For DP.

9.More work. Welfare and assurance fort he worker

10. They Say There Is Expenses, Do Not Forget How They Make You Eat a Kilogram of Sugar for 5 Liras.

11. Do Not Vote for Those Who Will Increse the Work and Will Stop the Ones Which is Done.

12. Cheapness is: Cutting Down from Your Gain and Your Fare.

13. The Democratic Party, The Party Which Made Turkey Grander in 7 Years.

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