

COMMUNICATION STUDIES

FROM THE PERSPECTIVE OF WAR

Editors

Ersin TURAN

Mesut İRİS



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Communication Studies from the Perspective of War

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PREFACE

Studies on war and communication have shaped the fate of societies, altered the course of conflicts, and left deep imprints on human history. Communication, extending beyond mere information transfer, has provided moral motivation, shaped public opinion, and established strategic superiority. Especially during times of war, propaganda tools have played a crucial role in guiding the public, demoralizing the enemy, and maintaining the morale of soldiers.

Wars and major conflicts that have impacted the world on a global scale have demonstrated the effectiveness of communication and propaganda efforts. The posters, cartoons, leaflets, and photographs used during these wars have not only influenced the communication strategies of the time but continue to shape today's strategies.

Today, with the rapid advancement of communication technologies, war propaganda is conducted through social media, the internet, and other digital platforms. This situation highlights the evolution of communication and propaganda, emphasizing once again the importance of studies in this field.

This study provides a framework from a communication perspective on wars and their outcomes. Topics such as migration, propaganda, news and ideology, security policies, and strategic communication are among the subjects covered in this work.

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CHAPTER II

ÇANAKKALE WAR PROPAGANDA POSTERS EVALUATION ACCORDING TO GRAPHIC DESIGN

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1. Introduction

Jean Jacques Rousseau once said, “The moment a man fenced a piece of land and said ‘this is mine,’ equality among people was destroyed and wars began.” (Ayhan, 2007). Throughout human history, wars have inevitably affected human life, sometimes causing great destruction and even the complete annihilation of civilizations. With the advancement of technology and its integration into daily life, developments in the field of warfare have resulted in armies becoming more powerful, mobile, and destructive. Alongside technological advancements, political movements and media institutions worldwide have also transformed. Before going to war, countries have had to use media and propaganda as effectively as warfare itself to justify their actions to their own people and to other countries. Indeed, propaganda efforts have often proven to be more effective than military actions. During World War I, European states, seeking colonies and land, engaged in propaganda efforts to justify their actions to the world’s people and gain military support. Prior to and during the Gallipoli Campaign, the propaganda efforts of the British, French, and Australian governments led to groups that had never before confronted each other to unleash death upon one another from opposing trenches. Counter-

propaganda efforts during wartime have been employed in many wars since and are still in use today.

2. Objective

The objective of this study is to analyze the propaganda posters and methods used during the Gallipoli Campaign and, in this context, to compare them with contemporary propaganda techniques.

3. Methodology

This study was prepared through research conducted using the literature review method. The qualitative research method was employed in this article.

4. First World War

In the 19th century, two events disrupted political, economic, and social balances: the French Revolution and the Industrial Revolution. These events were the most significant developments leading up to World War I. The 1789 French Revolution sparked the wave of nationalism across Europe, leading to the emergence of new states. The establishment of political unity in Italy and Germany as new powers reshaped the European balance. These examples also encouraged Balkan nationalists to establish their own nation-states. Following the Industrial Revolution, which led to a production boom, colonial powers increased their need for new raw material sources and markets. Consequently, the economic competition among Europe's major states intensified, leading to blocs formed due to political crises. The "Triple Alliance" (Central Powers) was formed between Germany, Austria-Hungary, and Italy, while the "Triple Entente" (Allied Powers) was later established between England, France, and Russia. (Ertan, 2020)

The Ottoman Empire, having ruled for nearly 600 years, lost its sovereignty by the early 20th century. Just before World War I, in 1911-1912, it lost its last African territory, Tripoli, to Italy, and following the Balkan Wars of 1912-1913, it lost its last Turkish dominance in Rumelia. (Akçora, 2015) With these defeats, it became known as the "sick man" by Western powers, becoming a target to be divided through secret treaties. In the first half of the 19th century, Russia and France sought to expand over Ottoman territories. Russia eyed the straits and Istanbul, while France, after conquering Algeria, aimed to conquer

Egypt, Syria, and Lebanon to establish a presence in the Middle East. (Bol Yazıcı, 2015) As part of its policy to reach the Mediterranean, Russia set its sights on the straits and Istanbul. Russian leaders aimed to bring their country to a position to compete with European powers by reaching warm waters. (Akçora, 2015)

England, until the early 19th century, was not much concerned with the Ottoman Empire's situation. The Ottoman Empire safeguarded the route to India, preventing England's European rivals from approaching it. After Napoleon's campaign in Egypt to harm England, it became clear that the Ottoman Empire could not independently ensure the security of the Indian route. England then adopted a policy of protecting the Ottoman Empire's territorial integrity to safeguard its interests and prevent France and Russia from dominating the region, providing military or diplomatic support. This policy continued until the 1878 Congress of Berlin when England lost hope in maintaining the Ottoman Empire's integrity. (Bol Yazıcı, 2015)

England was troubled by Germany's growing political and economic power and sought to eliminate this potential rival. Additionally, England aimed to capture Palestine to secure the Suez Canal and the route to India. (Akçora, 2015) The enemies of the Ottoman Empire, considering their interests over Ottoman territories, united. The group of Allied Powers, including England, France, and Russia, did not include the Ottoman Empire in their ranks as they aimed to divide it by keeping it neutral, which led to the Ottoman Empire joining the war on Germany's side. (Avcı, 2015)

The Ottoman Empire was not eager to enter the war immediately and delayed participation by presenting excuses against Germany's pressures. Germany, to change the Ottoman stance and ensure its entry into the war, announced its purchase of the warships Goeben and Breslau, renaming them Yavuz and Midilli, and had them bombard Russian ports such as Odessa and Sevastopol in the Black Sea. Following this move by Germany, Russia, England, and France declared war on the Ottoman Empire, leading to its entry into World War I. (Bol Yazıcı, 2015)

5. Gallipoli Campaign

The Ottoman Empire's entry into World War I was not a result of national will, but rather the efforts of a few European enthusiasts and adventurers. Before the war, Midhat Pasha of the Committee of Union and Progress was serving as the Minister of War, effectively holding control over the Turkish army. The

Minister of the Navy, Cemal Pasha, and the Speaker of the Parliament, Halil Mentese, were also aware of this situation. However, neither the head of the government, the sultan, nor the council of ministers were informed of the decision to enter the war with two warships (Goeben and Breslau) reported as purchased from Germany. When Grand Vizier Said Halim Pasha learned of the decision, he wanted to resign but was threatened by the government to stay in his position. According to the constitution, it is not possible to make decisions of war and peace without the ruler's approval. Enver Pasha's aim was to reclaim the Caucasus and Turkestan territories lost by the Ottoman Empire through these wars, but his allies were not strong enough. During World War I and the Gallipoli Campaign, the Ottoman Empire lost many of its sons, yet it earned a place of respect worldwide through the heroism it displayed. (Öztuna, 1965) As a result of the war entered with the reliance on his allies, Enver Pasha saw the death of 500,000 people from both sides. After the Gallipoli Campaign, the resignation of Winston Churchill and his government was demanded in England. (Yüksel, 1965)

6. The Relationship Between Communication and Propaganda

The term “propaganda” derives from the Latin word “propagare,” meaning “to spread something.” In another context, it also means “to plant the soil for new saplings.” Although propaganda was first practiced during the Roman Empire, the origins of modern propaganda methods are known to be the techniques used by European states on American natives. Propaganda is the method of conveying information, ideas, opinions, supported by pictures, photos, or symbols, disseminated by an organized group or existing government to influence people's thoughts. The purpose of propaganda is to support the aims of a group or institution or to neutralize opposing discourse and actions, and it involves a deliberate intent in its discourse and action style. The term “propaganda” was first used by Pope Gregory XV in 1622 against Protestant beliefs during the religious wars of that era. According to Bağcan:

“The name of this institution established to protect the existing position of the Church and spread its belief understanding is *Sacra Congregatio de Propaganda Fide*. As an official organ of the Catholic Church, the institution centralized and standardized the belief understanding of the Church and its dissemination by its members, taking it under control. Over time, the Church systematically intervened in the belief understandings of non-Catholic countries through this means.” (Bağcan, 2021)

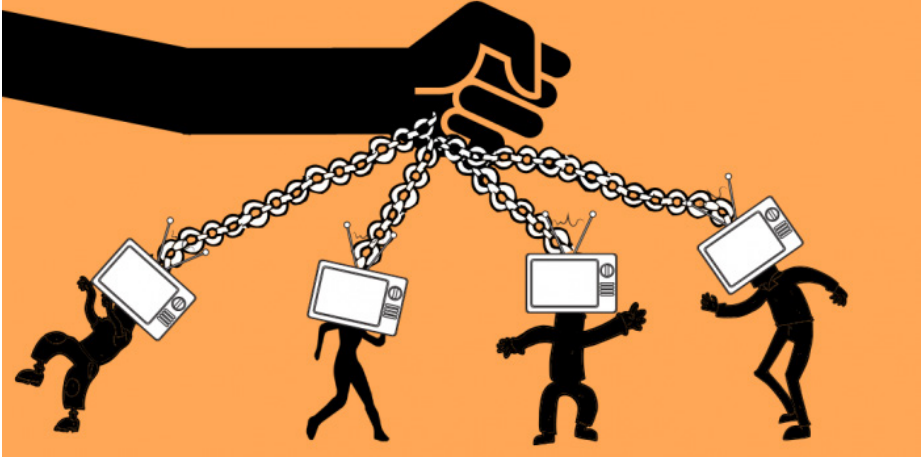


Image 1: Propaganda (<https://imi.org.ua>)

Although propaganda has been applied in various forms throughout human history, since World War I, it has advanced significantly in terms of scope, content, and system, becoming more than just a tool for influencing domestic or international expansion policies. World War I, especially for Western countries, served as a groundwork for creating colonies to obtain minerals, energy, and wealth. After this war, European countries that gained control over Middle Eastern countries' administrations obtained large colonies in Africa following the fall of the Ottoman Empire. European countries, using various propaganda methods under the guise of promising freedom, managed to recruit soldiers for the Gallipoli Campaign from many Third World countries they had deceived. Additionally, while England propagated Christianity to recruit soldiers from colonies like New Zealand and Australia, it propagated the notion of saving the Caliphate to recruit soldiers from India and Africa. (Bağcan, 2021)

The propaganda methods used during World War I are still in use today. Generally, religious rhetoric has often been used to impose political ideas. Furthermore, during wars between countries, propagandists have used various and covert methods to create an atmosphere of unrest and distrust among the public. Propaganda methods applied openly during wartime are not preferred due to the fear of losing support. (Özsoy, 1998) While conditions and times may change, propaganda methods with the same purpose in the modern world can be listed as follows:

1. White Propaganda
2. Grey Propaganda
3. Black Propaganda

6.1. White Propaganda

In this type of propaganda, the source of the message is clear and transparent, and accuracy is essential, as false information inevitably backfires. The parties involved aim to highlight their own strengths and advantages while emphasizing the weaknesses of their rival political formations to gain an advantage. They attempt to prevail over their opponents by repeatedly showcasing their own actions. During wartime, they strive to demonstrate their power and fairness to the population of the opposing country. (Dursun, 2008)



Image 2: Various Propaganda Methods Used in War (<https://www.bbc.co.uk>)

6.2. Grey Propaganda

This method is particularly at the forefront of psychological warfare tactics. It is termed “grey” because it creates uncertainty. The source of the message is never clear, and because the source is unknown, the accuracy or inaccuracy of the message cannot be verified. This increases the likelihood of success for those conducting the propaganda. Since the source is unknown in grey propaganda, the target audience may not realize that it is propaganda. It typically reaches the target audience through word-of-

mouth or whisper campaigns. For example, during wartime, messages in biased newspapers or through clandestine radio broadcasts might inform people that their armies are losing the war or that their leaders have fled the country. (Ayçe, 2016)

6.3. Black Propaganda

In black propaganda, the source of the message is known. However, there is an attempt to create the impression that the message is coming from somewhere else. Black propaganda, which also uses psychological warfare, can employ various methods such as falsehoods, slander, fabrications, and misinformation. (Ayçe, 2016) Ayçe has written the following on this matter:

“In the black propaganda method, the false messages given are in constant development. A beloved political leader is continuously vilified, and false information is given about them that their supporters would not want to accept. For example, a religious leader being slandered with allegations related to prostitution. This method was also effectively used during France’s occupation of Algeria. The reasons for preferring black propaganda include reducing the effect of counter-propaganda due to the hidden source. If applied during wartime, it paves the way for post-war occupation, creates hopelessness, reduces resistance, and causes distrust among parties by creating the impression of a traitor within. However, black propaganda also has its drawbacks:

1. It requires attention during application and preparation.
2. Its content is limited due to the hidden source; not everything can be said.
3. When applied to a highly respected and beloved leader, it backfires, making the leader even more loved.
4. It is difficult to use in mass media as it exposes the source.

An example of black propaganda is the British smear campaign against M. Kemal Atatürk during the War of Independence.” (Ayçe, 2016)

Propaganda is also divided into sections according to its usage form. Methods may change to achieve the goal. As in domestic propaganda, these methods are used to gather supporters among the citizens of other countries, apply them from student ages against the rights of states, weaken the trust of other nations in their states, and even make life difficult for them to rebel against

their own governments. These propaganda methods are listed as follows (Ayhan, 2007):

1. Armed Propaganda
2. Mixed Propaganda
3. Political Propaganda
4. Political Propaganda
5. Ideological Propaganda
6. Religious Propaganda
7. State Propaganda (Ayhan, 2007)

One of those who stated that the only guide in foreign policy should be national interests was Lord Palmerston, who served as the Prime Minister of England in the mid-19th century. In a statement he made in 1856, he expressed that the priority should be to make the interests of one's own country the guide in politics and that countries have no friends or enemies, only interests, thus expressing the propaganda purposes of Western countries. (Öymen, 2002)

In this context, propaganda consists of messages applied according to a certain plan to change or influence the emotions and thoughts of a society in a desired direction. Propaganda methods do not provide impartial information. Instead, they primarily present information that will influence their own audience. Even if the message is true, not all pieces of information are given because it is biased. Propaganda efforts used to influence individuals with different ideas and gain supporters are also employed to demoralize opposing groups. (Pratkanis & Aronson, 2008)

Unlike known propaganda methods, the propaganda method applied during the Gallipoli Campaign was multiple propaganda methods. During World War I, when the Ottoman Empire entered the war with the Central Powers in 1915, various Karagöz and Hacivat cartoons were published to boost public morale and recount the victories of our army against the Allied Powers. Additionally, the Allied Powers also issued propaganda posters to explain this alliance. (Avcı H. E., 2015)



Image 3: Multi-Propaganda Poster in The Gallipoli Campaign
(Avcı H. E., 2015)

7. Propaganda Posters in the Gallipoli Campaign

Striking and memorable posters hold a significant place in both advertising and propaganda efforts. In line with the saying, “The best advertisement is the one that stays in memory the longest,” posters are memorable tools for advertising and promotion. (Ayçe, 2016) A widely known poster used during World War I, and still used today in election campaigns or state propaganda, is the one featuring Uncle Sam with the slogan “I Want You.” Apart from this symbolic poster, in other periods, women were depicted in posters either in their home or work lives, or as sexual allure elements to increase enlistment during World War I. One notable period poster by British propagandists featured the slogan “Women of Britain say GO” to encourage enlistment. Another example from the war was the British poster with the slogan “The Spirit of Queen Elizabeth is at Gallipoli,” aimed at boosting the morale of soldiers and the public. Confident of a significant invasion, England also brought troops from its colonies to the Gallipoli front, designing propaganda posters to resonate with the people of those countries. In Australia and New Zealand, the emphasis was placed on religious and national identities. After the law was enacted in England in 1916 to conscript unmarried men between the ages of 18 and 41, England tried to recruit soldiers from countries within the British Empire not as Englishmen but as Britons. (Bağcan, 2021)



Image 4-5: “The Spirit of Queen Elizabeth at Gallipoli” Poster and the ANZAC Recruitment Poster (<https://tarihturklerdebaslar.wordpress.com>)

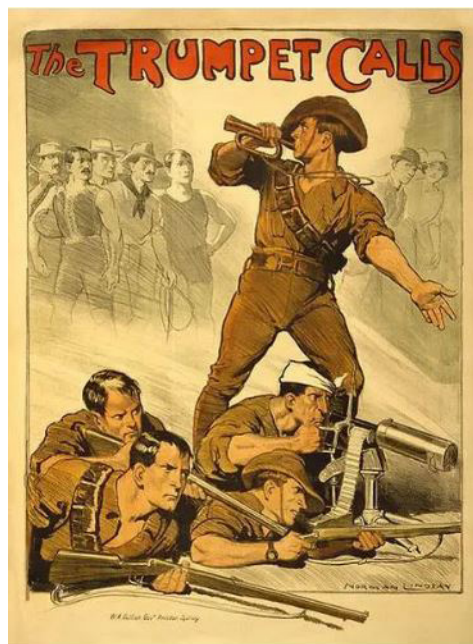


Image 6-7: “England’s Recruitment Poster for Colonies under the British Name, Maori: The Spirit of Your Ancestors Fights – The Trumpets Sound for You” (<https://tarihturklerdebaslar.wordpress.com>)

During the Gallipoli Campaign and World War I, one of the significant elements used in the propaganda of the Allied Powers was religious themes. Posters printed in England emphasized the Crusades of 1189. They aimed to draw parallels with the past and Christianity, while also highlighting the loot aspect of the Crusades, thus combining religious and material incentives. (Bağcan, 2021)



Image 8-9: “The Crusaders from 1189 to 1915” – The English propaganda poster connecting the Gallipoli Campaign with the Third Crusade. (<https://twitter.com>) and The Lord Kitchener Poster, similar to the image of Uncle Sam (Bağcan, 2021)



Image 10: British Recruitment Posters (<https://rachaelkayalbers.com>)

The purpose of propaganda activities is to influence the home front financing the war, as well as to demoralize soldiers on the front line. Soldiers are told about the strength and abundance of their own forces, while the fighting soldiers are reminded of their families to break their will to fight. Ulu states the following on this matter (Ulu, 2012). Additionally, in British propaganda posters, the female factor was used to influence men, or posters were made to promote pride and an honorable life (<https://rachaelkayalbers.com>).

“Such propaganda leaflets were frequently seen in the Gallipoli Campaign. One of them was dropped from a plane over Gallipoli. In the leaflet titled ‘Treatment of Prisoners, Call for Surrender,’ it was stated that Ottoman soldiers who were captured, hungry, naked, and desperate were taken care of exceptionally well by the British government, all their needs and even religious requirements were met. It encouraged Ottoman soldiers to surrender to British forces by stating, ‘Join the welfare of your captured friends.’ Another similar leaflet was thrown into the trenches of the 57th Regiment in June 1915 by the British. In the leaflet, it stated, ‘Oh soldier! ...Our arms are open for every Ottoman soldier who will take refuge with us...There is no other way to reunite with your children as soon as possible.’” (Ulu, 2012)



Image 11: French Propaganda Posters in the Gallipoli Campaign - Background: Istanbul and the Armada Fleet (<https://www.bitmezat.com>)

When examining the conditions of the Ottoman Empire during that time, the Allied Powers had significantly more means in terms of propaganda activities. The Allied Powers, with their well-developed technical infrastructure, continued their propaganda efforts during the war. In addition to classic methods such as wrapping printed propaganda papers in cigarette packs or stones and throwing them near the trenches, they also used methods like addressing Turkish soldiers with megaphones in front of the trenches or dropping leaflets from planes. Before and during the Gallipoli Campaign, the Ottoman Empire and the Central Powers also carried out propaganda poster campaigns. However, believing that the war would end in a few months and that they would regain lost territories, the Committee of Union and Progress lagged behind their rivals in propaganda efforts. During this period, articles were written to boost morale on the home front in the journal *Harp Mecmuası*. The words of mothers who sent their sons to the front were included. (Ulu, 2012)

During this period, priority was given to types of posters that were not only informative in the historical context but also visually striking, such as cartoons and propaganda posters. Photos were not neglected either. The emphasis in the photos was on portraying different aspects of the war rather than the dramatic nature of the scenes. Particularly, the victory of the Turkish soldiers at Gallipoli became an important promotional material in these works.



Image 12-13: The Sea Lion Trapped in the Crescent (Karikatür) and Post-War Sultan and Kaiser (<https://tarihogretimi.wordpress.com/>)

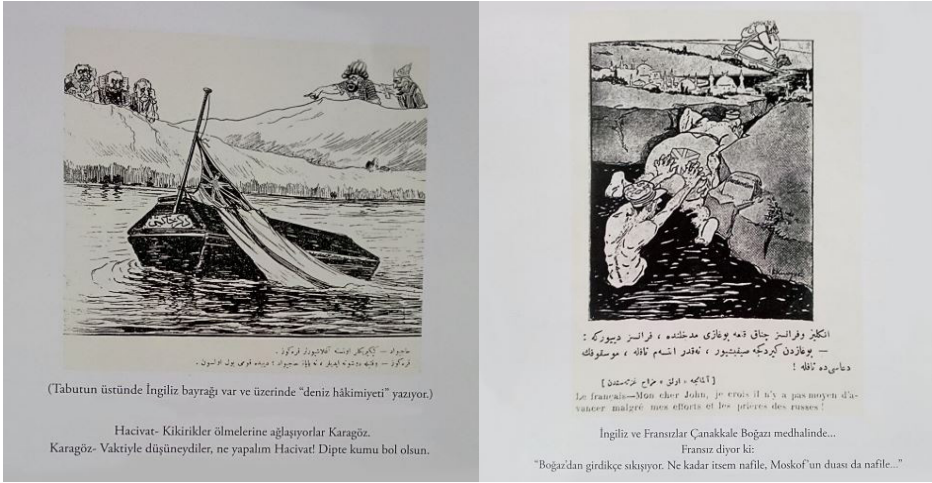


Image 14: Cartoon Depicting the Situation of the Allied Powers in the War (<https://tarihogretimi.wordpress.com/>)



Image 15: Ottoman Mobilization Posters (<https://tarihogretimi.wordpress.com/>)



Image 16: German Propaganda Posters (<https://artpictures.club/>)

In addition to cartoons and posters, the home front was kept informed and morale was maintained through photographs and news from the battlefield. During this period, the Ottoman Empire tried to carry out propaganda with black-and-white cartoons. The superiority of the Allied Powers in terms of color and technical quality in propaganda efforts is evident. In this context, Ottoman media had the advantage in content, while the Allied Powers had the visual superiority. (www.yenisafak.com/hayat)



Image 17: The Ottoman media also supported its propaganda efforts with a few photographs alongside cartoons. (www.yenisafak.com/hayat)



Image 18: Turkish Soldier on the Gallipoli Front

8. Conclusion

The World War and the Gallipoli Campaign hold significant positions in history. The heroics experienced in these wars are still written with praise in the history books of countries around the world. Although the wars have ended and are now memories, they caused significant loss of life at the time. The propaganda activities conducted before and during the wars have secured their place in the history of world politics. The research shows that, in terms of technical capabilities and preparation methods, the propaganda efforts of the Allied Powers were more orderly, comprehensive, and arranged using the techniques of the time. Although the Central Powers' efforts were also adapted to the era's requirements, the Ottoman Empire's propaganda efforts were weaker because it was not ready for such a war.

While the Allied Powers conducted propaganda efforts on the front lines with posters, postcards, leaflets, and megaphones, the Ottoman Media supported the war with cartoons published in *Harp Mecmuası* and newspapers, and also tried to boost the morale of the public on the home front. Both sides' propaganda efforts included cartoons and illustrations. The Central Powers focused more on calling for troop deployment to Gallipoli and Çanakkale, while the Ottoman Empire prepared mobilization announcements for national defense.

Both sides used photographs from the front as propaganda material. The Allied Powers showed captured Ottoman soldiers in good clothing to encourage surrender, while the Ottoman Empire published photos of its soldiers in the trenches. In its propaganda campaigns, Britain used slogans related to the Crusades, religion, women's support, and honor to recruit soldiers. Australia and

New Zealand used themes of victory and adventure to gather troops. To recruit soldiers from its colonies, Britain emphasized the support of their ancestors in this war and the opportunity to become Britons. French posters used the re-conquest of Istanbul and the support of the Allied fleet as propaganda materials.

German propaganda posters highlighted the unity of the Central Powers, sometimes illustrated with child figures. The Ottoman Empire primarily used black-and-white cartoons for war propaganda, besides mobilization posters. Ottoman media often mocked the constantly defeated Allied troops in the language of the time.

When examining the design of the Gallipoli Campaign propaganda posters, they were found to be well-designed and effective for their purpose, given the technological capabilities of the time. The drawings, cartoons, and slogans used were effectively utilized, adhering to design hierarchies. The illustrations and cartoons were also artistically very successful. Today, with photography replacing illustration and advancements in printing technology, more striking images are used in propaganda posters, making them more visually impactful. Although the use of television, radio, and especially the internet has made communication very fast and effective in the technological age, the propaganda methods used during the World War and the Gallipoli Campaign continue to be used worldwide and, to some extent, even today.

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