

8TH INTERNATIONAL
AEGEAN
CONFERENCE ON SOCIAL
SCIENCES & HUMANITIES

September 23-25, 2023
IZMIR, TÜRKIYE

PROCEEDINGS BOOK

INTERNATIONAL AEGEAN CONFERENCES
ON SOCIAL SCIENCES & HUMANITIES-VIII
September 23-25, 2023 / Izmir, Türkiye



PROCEEDINGS BOOK

EDITOR

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Issued: 04.10.2023

ISBN: 978-625-367-307-9

CONFERENCES ID

CONFERENCES TITLE

- **INTERNATIONAL AEGEAN CONFERENCES**
 - **on Social Sciences & Humanities**

DATE AND PLACE

- September 23-25, 2023 / Izmir, Türkiye

ORGANIZATION

- IKSAD- INSTITUTE OF ECONOMIC DEVELOPMENT AND SOCIAL RESEARCHES
- ATLAS INTERNATIONAL JOURNAL ON SOCIAL SCIENCES
ISSN - 2616 - 936X

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Online (with ZOOM Conference)
Meeting ID: 833 1287 1999
Passcode: 232425






DATE

- 24.09.2023



TIME

- 15⁰⁰–17⁰⁰



SESSION

- HALL-4
- SESSION-3

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Dr. İbrahim Bora ORAN Assoc. Prof. Dr. Muzaffer ERTÜRK Lect. Benay BULUT Prof. Dr. Mikail EROL	İstanbul Esenyurt University İstanbul Nişantaşı University İstanbul Esenyurt University İstanbul Esenyurt University	OVERVIEW OF THE ORGANIZATION OF TURKISH STATES COOPERATION ANALYSIS OF MEMBER COUNTRIES
Assist. Prof. Dr. Mehmet OKAN	Artvin Coruh University	HOW TO USE JOURNAL RANKINGS WHILE EVALUATING MARKETING JOURNALS
Lect. Dr. Yakup ÖZKAYA Assist. Prof. Dr. Kıvanç DEMİRCİ	Dokuz Eylül University Bitlis Eren University	THE IMPACT OF CLIMATE CHANGE ON STORM DISASTER: AN ASSESSMENT OF SELECTED PUBLIC INSTITUTIONS AND ORGANIZATIONS
Dr. Tuba ALDEMİR Lect. Berre Zeynep UÇAN KAYAALP	İstanbul Esenyurt University İstanbul Esenyurt University	THE USE OF CULINARY ELEMENTS IN TURKISH TELEVISION SERIES AS A TOOL OF GASTRODIPLOMACY
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**SİNEMA VE OTT PLATFORMLAR ARASINDA SEYİRCİ BEKLENTİLERİ
ÇERÇEVESİNDE ATATÜRK VE OPPENHEIMER FİLMLERİNİN İNCELEMESİ**
THE ANALYSIS OF ATATÜRK AND OPPENHEIMER FILMS IN THE FRAMEWORK
OF AUDIENCE EXPECTATIONS BETWEEN CINEMA AND OTT PLATFORMS

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ÖZET

Global ölçekte son yıllarda sayısı günden güne artan OTT platformların kaliteli içerik üretmesi ve dünyanın birçok ülkesindeki abonelerine yayın kuşağındaki bu akışı kolaylıkla ulaştırabilmeleri, sektörde iş yapan yapımcı, yönetmen ve oyuncuların küresel bazda tanınabilmesi ve takip edilebilmesi bakımından platformların potansiyeli günümüzde büyük önem arz etmektedir. Bu sebeple, Netflix ve Disney+ gibi abonelik sayıları 220 milyonun üzerinde seyreden platformlarda bir projenin yer alması, bu içeriklerin daha çok seyirciye ve bilinirliğe ulaşması yönünden önemli bir itibarı ve gücü elinde barındırmaktadır. Bu minvalde araştırma konusunda, sinema ve OTT platformlar arasında seyircilerin film izleme alışkanlıkları ve tercihleri üzerine yer alacak kuramsal aktarımların yanı sıra güncel veri ve bilgilerle bu çalışmanın örneğinde verilen filmler ekseninde durum analizleri ve tartışmaları yer almaktadır. Yakın dönemde sinema salonuna gitmenin ekonomik sebepler, zaman ve sağlık yönünden kısıtlayıcı bir aktivite olduğu göz önüne alındığında, *Oppenheimer* filminin sadece Türkiye özelinde 1.563.788 seyirciye ulaştığı bilgisinin yanı sıra dünya çapında gerçekleştirdiği \$777,977,010'lık gişe hasılatı da önemli bir başarının ve tanıtımın yansıması olarak ele alınmaktadır. Son dönemde, Netflix ve Disney+ gibi sektörde başı çeken platformlar, uyguladıkları yayın politikaları nedeniyle zaman zaman abone sayılarında kısmî düşüşler yaşamakta ancak bu düşüşlerin ilgili platformlar tarafından beklenen ölçüde dikkate alınmadığına şahit olunmaktadır. Bunun en önemli örneği, önümüzdeki günlerde Disney+'ta yayınlanması planlanan *Atatürk* film projesi üzerine yapılan siyasi lobiler nedeniyle, projenin bütün itiraz ve eleştirilere rağmen -her ne kadar proje başında planlaması bu şekilde olmasa da- Disney+ platformunda yayınlanmayacağı kararı bu eksende Türkiye ölçeğinde tartışmaları en üst seviyeye çıkarmış, konu bakımından ele alınması gereken meseleler hakkında tabî ve etik olmayan görünmez bir sansürün yansıması olarak kültürel hayatın etkileşimi içinde yerini aldığı bir gerçektir. Bu çalışma kapsamında, seyircilerin film tüketimlerinde sinema salonu ya da dijital platform tercihleri alanında detay bilgilere de yer verilmektedir.

Anahtar Kelimeler: Filmler, TV Dizileri, Sinema, Televizyon, OTT Platformları.

ABSTRACT

The potential of OTT platforms, which have been increasing in number on a global scale in recent years, is great importance today in terms of producing quality content and easily delivering this streaming content to subscribers in many countries around the world, as well as the global recognition and follow-up of producers, directors, and actors working in the sector. Therefore, the presence of a project on platforms such as Netflix and Disney+, whose subscription numbers are over 220 million, holds an important reputation and power in terms of reaching more audiences and awareness. In this respect, the research topic will include theoretical presentations on the movie viewing habits and preferences of the audience between cinema and OTT platforms, as well as case analyses and discussions on the basis of the films given in the example of this study with current data and information. Considering the fact that going to the movie theater is a limited activity in terms of economic reasons, time and health in recent times, the fact that *Oppenheimer* reached 1,563,788 viewers in Turkey alone, as well as its worldwide box office gross of \$777,977,010, is considered as a reflection of a significant success and promotion. Recently, the leading platforms in the sector, such as Netflix and Disney+, have been experiencing partial declines in their subscriber rates from time to time due to their broadcasting policies, but it has been witnessed that these declines have not been taken into account by the relevant platforms to the extent expected. The most important instance of this is the decision that the project will not be broadcast on the Disney+ platform despite all objections and criticisms due to political lobbying on the *Atatürk* film project, which is planned to be broadcast on Disney+ in the coming days, has brought the discussions to the highest level on the scale of Turkey, and it is a fact that it has taken its place in the interaction of cultural life as a reflection of invisible censorship that is not natural and ethical about the issues that need to be addressed in terms of subject matter. Within the scope of this study, detailed information on the preferences of audiences for movie theaters or digital platforms in their movie consumption is also presented.

Keywords: Movies, TV Series, Cinema, Television, OTT Platforms.