



## **Discourses and Outcomes: Marketing of Housing Projects in Trabzon**

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### **ABSTRACT**

The housing projects are marketed with discourses such as “the long-awaited life”, “ideal home” and are constructed on the urban fringes. Producers try to ascribe certain meanings to the houses that they describe in their marketing discourses. The study aims to probe into the discourses that are used in the advertisements and marketing of the residential projects in the east fringe of Trabzon, and to find out about the extent the companies realize their discourses. In the study 41 residential projects are selected and marketing discourses of each project are studied. To this end, their web sites are visited, meetings are held in the sales offices, and on site surveys are made. The study revealed the meanings that were assigned to the houses in the advertising and marketing discourses of each housing project. In addition, the researcher reviewed the related literature and defined what the houses mean to people. The projects examined are similar in terms of physical space arrangements and marketing discourses. It does not coincide with the meanings ascribed in the literature. The construction methods and processes of the projects are similar.

**Keywords:** House, Housing Projects, Marketing Discourse, Meaning of Home

### **INTRODUCTION**

Planning and design of dwellings and residential areas which meets the need for the most basic need of sheltering is one of the most important topics of architecture and planning. Depending on globalization, urbanization and soacial and economic developments, the demand and preferences for houses and investment and planning activities for residential areas have undergone a change and transformation (Görgülü, 2006). During this period, the investments in residential areas, especially in the early period of the new republic, were realised with the support of public sector and some small local investors. After



1945, due to the rural-to-urban migration, the need for residences increased (Tekeli, 2011). This resulted in the creation of an optional market and as a result three different production models appeared. The build-and-sell model which was for meeting the needs of the middle class for residences, illegal shanty houses, and cooperative housing societies for meeting the needs for residences of those with a regular income (Bilgin, 1996). Following the introduction of the Law of Property Ownership in 1965, the model of producing apartment buildings and the ownership structure changed. The apartment buildings that were constructed on the basis of build-and-sell model became common (Çoban, 2012). Globalization and government policies made this type of production possible. Developments in technology, communication and information web due to globalization have had an impact on this type of residential production. Local and global transformations, and especially the 1973 economic crisis, changed the normal flow of daily life and resulted in a postmodern lifestyle which is called as a "consumer society" (Baudrillard, 1998). Based on this life-style, the notion of consumption has become an indispensable part of human life. These changes and the process of globalization resulted in an increase in the pressure over the cities and urban areas and investments in lands and the consumer society have become a critical problem (Keleş, 1998).

In this system which sees all kinds of objects of production as objects of consumption, the houses have also become objects of consumption. With this understanding, houses were produced and marketed as mass housing projects. However, a house should not be considered solely as an object of consumption. Buying a house is both an economic and a social investment. The housing projects that are seen as objects of consumption have turned into concept projects with the effect of some new sectors such as the service sector. These projects, together with all their other functions, are planned as a package; are marketed with such discourses as "the long-awaited life", "ideal home" (Bilgin, 2006), and are constructed in the large parcels of land on the urban fringes. Therefore, housing areas that appear independent of space without establishing a relationship with the space result in the urban sprawl (Berköz etc. 2009). This type of housing areas usually addresses high-income group, are given the names of new types of homes such as residence and loft, and their names are used as a tool for marketing though they do not hold the qualities that they refer to (Gülmez, 2008). This is so much so that the types of their marketing precede the architectural characteristics of the houses and their positions in the urban texture (Görgülü, 2006). As stated above, in the marketing of the houses that are seen as an object of consumption, strong advertizing discourses are used in order to accelerate their consumption. Slogans that are one of the strongest tools of marketing houses in the cities and especially in the metropolises show similarity in many housing projects. Some of these advertising discourses that become prominent are like



the following: *'Unique Living Spaces, Realizing the Dreams, A Lifelong Profit-bringing Investment, A Lifestyle Full of Privileges, A life in the Middle of the City in Touch with Nature, A safe and Comfortable Life, Aesthetic and Technology, A New Culture of Living, Appealing to Different Styles, Meeting Different Needs, Satisfying Different Preferences, Presenting New Living Spaces, Presenting Freedom and High Living Standards.'*

The housing and housing environment that the housing projects describe in the marketing rhetoric is trying not to have specific meanings for the individual / consumer. These meanings do not resemble the meanings of the individual in the literature. Moreover, it is seen that the housing environments depicted in the discourses are usually at the level of advertising and marketing, and the projects are often not implemented in their applications. Especially in recent years, housing projects in urban fringes presented to the people via marketing discourses such as catalogs, billboards, internet and media, in the city of Trabzon. Projects resemble each other in terms of their lifestyle and concepts. Also, as a result of the applications of the projects; enclosed and unidentifiable environments that are lacking public realm, emerge. In this study, the advertising and marketing discourses of the completed and ongoing residential projects in the development areas, Kaşüstü and Yalincak neighborhoods, where the housing projects have increased rapidly in recent years, have been examined. It is aimed to reveal the extent to which projects are related with the meanings in the literature in the advertising discourse.

### **STUDY AREA**

Kaşüstü and Yalincak neighborhoods are located about 15 km from the city center, especially in recent years, in the urban area of the city where accommodation, shopping, health, court services and luxurious housing investments are concentrated. (Figure 1).

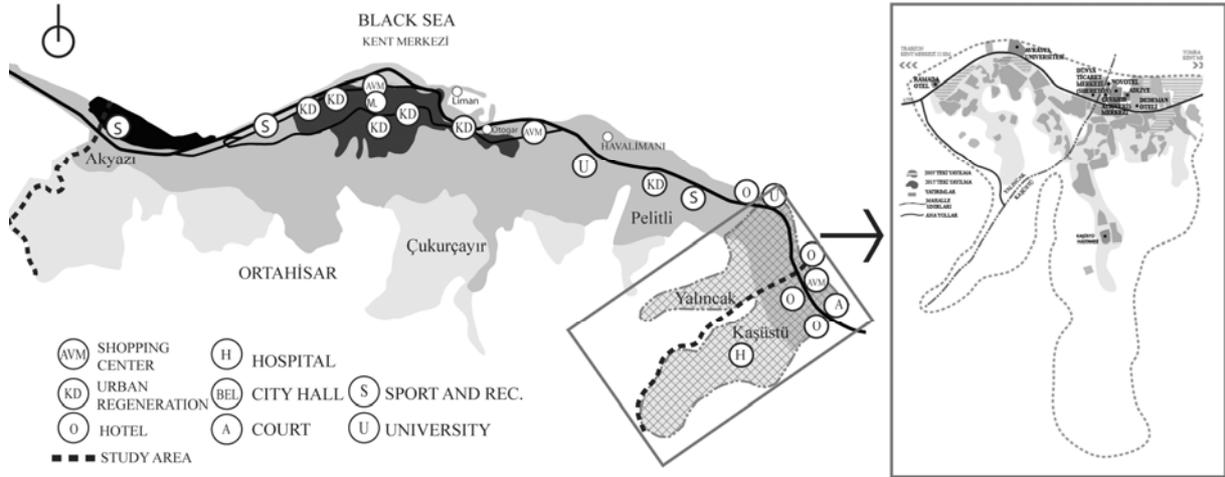


Figure 1. Spatial distribution of public and private investments in Trabzon and the study area (Source: Authors 2016)

Investors are attracted to these neighborhoods due to its proximity to services such as airport, health, education, accommodation and shopping; sea and nature oriented topography, the presence of large parcel, the preference of the upper income group and foreign investors (especially Arab investors) and the high level of urban rent. By the end of 2017, in 55 hectares area 4171 housing units will be completed (Karadeniz, Türk, 2016). This has created a huge market growth for housing, but uncontrolled developments have caused changes and negativities in the place. Houses in the study area have indoor and outdoor living areas, such as swimming pool and children's playground, which offers spacious and luxurious facilities in the type of apartment or residence.

## METHOD

41 residential projects were selected in the study and advertising and marketing discourses of selected projects were researched. To this end, their web sites were visited, meetings were held in their sales offices, and their catalogues were examined. The meaning of housing in the advertising and marketing discourses of each housing project is defined. Additionally, Sixsmith, 1991; Dovey 2010; Brummett 1997; Rapoport, 2004; Després, 1991 and Yener, 2010, the meanings of literature related to housing were also defined (Table 1).

Table 1: The Meanings Ascribed to the House and the Related Concepts

<b>RESEARCHER</b>	<b>HOUSE-RELATED DEFINITIONS/MEANINGS</b>	<b>CONCEPTS</b>
<b>DESPRÉS (1993)</b>	Security, control; reflecting the thoughts and values; a customizable place; continuous and permanent social bonds; being the center of actions; escape from the outer world; a symbol of status; a place to be owned	<b>Safety, Identity, Continuity, Status, Commodity, Privacy, Social environment, Spatial equipment</b>
<b>SIXSMITH (1991)</b>	Personal, happiness, sense of belonging, reflection of identity, important experiences, continuity, privacy, time, meaningful places, information, desire for coming back	<b>Identity, Privacy, Continuity</b>
	Quality of relation; Type of relation; Friends and environment; Emotional environment	<b>Social environment</b>
	Physical structure, Comfort services, Architectural style, Work environment,	<b>Architectural discourse, Environmental equipment</b>
<b>MASLOW (1954)</b>	Need for safety (body, job, resources, ethics, family, health, and property safety)	<b>Safety, Social environment, Identity</b>
	Sense of belonging, love, tenderness (friendship, family)	<b>Identity, Social environment</b>
	Need for respect (self-respect, confidence, success, respect from others, respect to others)	<b>Status</b>
<b>DOVEY (1978)</b>	Regular buildings in the space, emotional and meaningful relationship among individuals and between the individuals and their environment	<b>Social environment</b>
<b>DOVEY (1985)</b>	Awareness of self and of where he is, finding a place/direction in the space, a safe shelter	<b>Safety, Status</b>
<b>DOVEY (2010)</b>	A house is a concept that is affected by the cumulative effects of cultural, socio-demographic, psychological, political and economic factors in time.	<b>Identity, Social environment, Commodity</b>
<b>BOESCH (1991)</b>	Core of the culture	<b>Identity</b>



<b>MOORE (2000)</b>	That which regulates human behaviors and which is a landmark: a breakpoint and a turning point	<b>Social environment</b>
<b>(HAYWARD (1975)</b>	A place in which we perceive and experience the world	<b>Spatial accessories/control/needs</b>
<b>CASE (1996)</b>	A social environment in which individuals interact with others	<b>Social environment</b>
<b>ALTMAN (1976)</b>	A place that acts as a tool to separate the individual and his household from the public space and which specifies the privacy	<b>Privacy</b>

A list was created consisting of the concepts that become prominent in both the related literature and the advertising and marketing discourses of the projects. In this list, the concepts were classified under three main groups as personal, social and physical. This classification was made according to the Sixsmith's (1991) classification of the meanings of home. The sub-notions of these main groups were defined by considering the notions that are repeated frequently and become prominent in both the related literature and the advertising and marketing discourses of housing projects (Table 2). The discourses of the housing projects and the meanings in the literature were compared in terms of their contents.

Table 2. List of Concepts

<b>PERSONAL CONCEPTS</b>	<b>SOCIAL CONCEPTS</b>	<b>PHYSICAL CONCEPTS</b>
Identity	Status	Technology
Security	Social environment	Accessibility
Privacy	Spatial accessories	Urban infrastructure
Commodity		Company profile
		Architectural discourse
		Natural environment

## **FINDINGS**

As mentioned above, sub-concepts of concepts classified as physical, personal and social have been defined, literature and project discourses have been examined accordingly. (Table 3). Personal concepts; identity, security, privacy, commodity; Social concepts; status, social environment and spatial facilities and physical concepts; technology, accessibility, urban infrastructure, firm profile, architectural discourse and natural environment.

Table 3: Conceptual Contents of Marketing

CONCEPTS		CONCEPT DEFINITIONS IN THE LITERATURE	ADVERTISING-MARKETING DISCOURSES
PERSONAL CONCEPTS	IDENTITY	The whole of characteristics that are similar to and different from the environment	New and authentic
		Symbol and culture of who he/she is (Goffman, 1959)	Renew yourself
		Economic condition	Living humanely
		Profession, Level of education, Family, Home	Being wise, just, determined, virtuous
		Reflection of thoughts and values (Cooper, 1997)	which presents a life style
		Life style	That which adds quality to life.
		SECURITY	An area with security measures under the control of the individual
	A control mechanism (Després, 1991)		The principle of trust policy
	Security cameras (Ibikoğlu, 2003)		Security and life quality
	PRIVACY	Control of the environmental and individual relations.	Reliable land conditions
		Right for the control of the social relations (Öymen, 1996)	Spaces where you can feel safe
	COMMODITY	An object of culture	It will add value to the area.
		An object that can be purchased (Lee, 1993)	In the midst of popular investments.
			An advantageous investment
	CONCEPT	STATUS	A language that define the diversified life styles



		(Chaney, 1999)	
		Job, culture and level of education, style of consumption	A different dimension in the city life
		Possessed valued	Works of art that elevate living standards.
		Status in the society	A project that will add prestige to your life
		Access to the basic rights in return for money (Baudrillard, 1998)	A new life outside the existing one.
	SOCIAL ENVIRONMENT	Individual's meeting his basic needs (Maslow, 1954)	A happy life for you and your family.
		Individual's maintenance of familiar relations	A comfortable living space.
		Relations with the family and friends, sharing	Open parks and recreational areas.
		Meeting the physical needs	the philosophy of "humans first", a social life with other people, social life spaces for all age groups
	SPATIAL ACCESSORIES	Spaces where the individual spends time	Facilities like hotels,
		A space to be visited	Facilities like cafeterias and restaurants under the luxury houses.
		Spaces that satisfy the social needs (Gehl, 2011)	Social activities that a modern urban man needs.
	PHYSICAL CONCEPTS	TECHNOLOGY	Diversification of the building sector
Acceleration of spatial production process			that which does not compromise on quality
A variety of spaces and buildings (Yürekli, 1983)			Comfortable and safe buildings
Flexible and customizable house production for different			Unique features designed with a maximum productivity



	groups.	
ACCESSIBILITY	Effective access to all kinds of urban and regional services.	A project which will lay your dreams before you with its central location
	Applications for all age groups and the disabled.	5 minutes away from the most strategic areas in Trabzon.
	Access to environmental, economic, social and cultural facilities.	In the fastest developing part of Trabzon.
URBAN INFRASTRUCTURE	Presence of urban social and technical infrastructure.	In the fastest developing part of Trabzon.
	Public spaces (parks, squares, recreational areas)	Close to new elite points.
	Educational and health services	Very close to the urban equipment
FIRM PROFILE	Certificates (LEED)	AK Construction Co. meets with you with its quality
	Sectoral experience	A leading brand in housing industry.
	Technical staff, time management	Quality material with perfect labour in every detail.
ARCHITECTURAL DISCOURSE	New trials in architecture (heading for natural science, etc.)	Modern architecture.
	Sustainability, environmental awareness	Requirements of dynamic and modern architecture
		A luxury and comfortable architecture
		Many details with which you can indulge yourself.
NATURAL ENVIRONMENT	A design/an urban planning approach that is sensitive to the natural environment	Without disturbing the texture of the nature.
	Sustainable, economic and smart design	Tranquility of the green, serenity of the blue.



		Taking into consideration the environmental effects	Investing in nature and human beings.
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## Personal Concepts and Context

### *Identity*

As seen in Table 3, in literature a house has important symbolic meanings in order for the individual to be able to express himself, to be able to set up relationships with the society, and to be able to be in a group. A house is a place where an individual can reveal his personal, social and cultural conditions and identity. Within this context, identity is described with such contents as 'reflection of thoughts and values', 'lifestyle', etc. In the housing projects that this study investigates, identity is described with such contents as 'New and authentic', 'That which adds quality to life', 'That which presents a life style', etc (Table 3). When we compare these semantic contents, we see that concepts show similarity as definitions, but the meanings that they emphasize do not overlap. In the literature, the concepts have defined and meaningful equivalents, but in the marketing discourses of housing projects, these concepts are nothing more than discourses as a tool for marketing (Figure 2).

### *Safety*

The need for safety is inherent and is one of the most basic needs of human beings. Human beings have a natural tendency to protect every time and every where their lives, their relatives and their properties from unexpected dangers and from possible harmful environmental factors. In places where there was a traditional neighborhood life, social ties and the fact that close relatives were living in the same place helped a healthy operation of safety mechanisms. However, due to the fast urbanization individuals moved away from their immediate surroundings and the resulting heterogeneous social structure have contributed to a change in the individuals' need for safety. Within this context, models of 'safety' systems, which were once common in residential areas of high-income groups and which are now an indispensable part of any housing estate, have been taken up. This is so in the definitions of the concept of safety in both the related literature and the housing projects that this study investigated. For example, while the first definition of safety in the literature was "an area where security is provided under the control of the individual", in later definitions, the definition becomes "A control mechanism" (Després, 1991), or "Security cameras" (İbikoğlu, 2003) (Table 3). The study found that in the investigated housing projects, "24-hour security" or "24-hour camera system" is the most common slogan or discourse, which is also the most

preferred one by individuals (Table 3)(Figure 2). Within this context, it can be said that security is a meaning that is frequently used and marketed in marketing methods.

Personal Concepts			
 <p>Identity</p>	<p>Security</p> 	 <p>Privacy</p>	<p>Commodity</p> 

Figure 2: Advertising media of personal concepts (Source: URL2,5)

### *Privacy*

Privacy is one of the most important components of a culture and it has always been an effective factor on the ways of living of the societies and their houses. Privacy is defined as a group's/an individual's desire to have the right of control for their/his social relations that they want/he wants to establish with his environment (Gür, 1996). In today's housing projects, the privacy between the individual and his environment appears to be the satisfaction of the individual's sense of security, and it is controlled by CCTV systems. Within this context, the marketing discourses of the investigated housing projects contain such sentences as "spaces where you will feel secure" and "reliable land conditions" (Table 3). Therefore, it was found that the marketing discourses do not contain any contents that directly refer to the concept of privacy in the literature. In addition, it was found that there is generally a tendency to the maximum use of the land in the investigated projects. As a result, the distances between the houses are reduced to a minimum, and together with the equipment that come with the project, extremely dense environments appear. Such type of arrangements/designs results in spaces where a complete privacy cannot be provided (Figure 2).

### *Commodity*

The commodity meaning that is ascribed to the house in the literature is defined as "an object that can be bought" (Lee, 1993), and "an object of the culture" (Table 3). Therefore, a house must be perceived as an object which can be bought, which reflects a culture, and which has a cultural value. Furthermore, a house is an asset which an average individual can have once or a few times in his lifetime. However, due to the changing consumption habits in the modern day and the developments in the construction sector have made the house something that can be bought and sold like any

other commodity. In this sense, the houses in the projects that this study investigated are marketed with such discourses as “An advantageous investment”, and “A project which will increase in value in time” (Table 3). It can be concluded from this that the meaning that is ascribed to a house is that it is a commodity that can be bought and sold as an object of investment rather than an object which reflects the values of the individual and its place and that meets the sheltering needs of the individuals.

## Social Concepts and Context

### Status

In the literature, the factors that play a key role in determining the status and especially in choosing a house are an individual’s job, culture, educational background, and style of consumption (Table 3). Status is directly related with an individual’s position in a society and therefore his place of living and environment become important. In the marketing discourses of the investigated housing projects, status corresponds to such discourses as “prestige”, “A new life outside the existing one” and “elevating living standards.” They try to give the impression that such environments will have a positive contribution to an individual’s status. In addition, famous people in the society are also used in the advertising and marketing slogans as an indicator of status. For example, *using one of the leading soccer coaches of Turkey, Şenol Güneş of Trabzon, as the face of the Trabzon Towers Kaşüstü project* (Figure 3).

Consequently, it can be said that the use of the concept of status in the advertising and marketing discourses of the investigated projects are important in the marketing of the houses and in distinguishing the project from other projects.

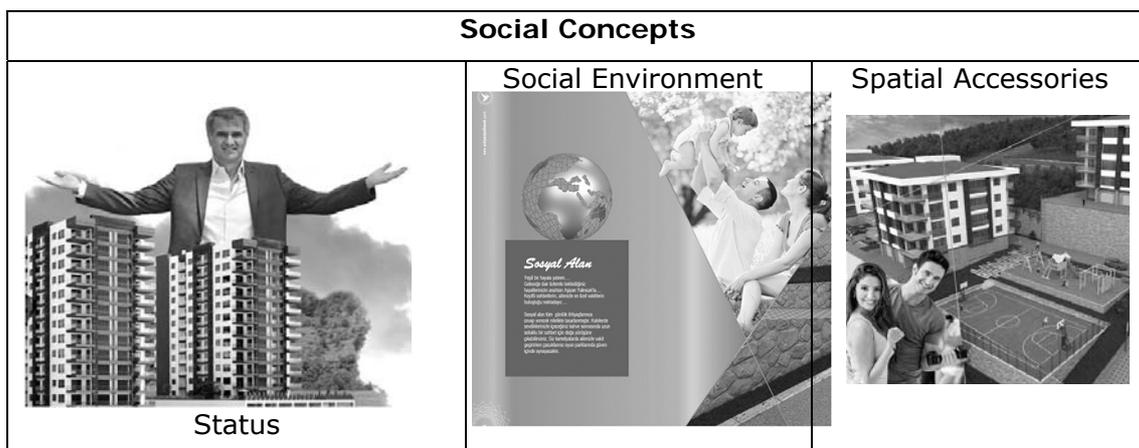


Figure 3: Advertising media of social concepts (URL 6,8)



### *Social environment*

In the meanings that are ascribed to the issue and its environment in the literature, the Social Environment is described as an important concepts for 'meeting the needs of an individual, maintaining his his relationships with his family, his relationships with family members and friends, and meeting his physical needs' (Table 3). In meeting such needs of an individual, the presence and quality of the social environment of a house as well as the house itself are important. In the projects that this study investigated, the Social Environmet is emphasized for an individual and his family as a happy life, a comfortable life, social activities for a modern urbanite, open parks and recreational areas (Figure 6). However, it can be said that the social environment qualities that are defined in the housing projects in Trabzon are far from matching the meanings of relationships with the family and friends that are defined in the related literature. In addition to this, it was found that any project is independent of the residential and social areas in the immediate surrounding, that the projects have very limited number of equipment and that they are not defined clearly.

### *Spatial accessories*

Spatial equipment are important in that they meet all the social, physical and economic needs of an individual. In the related literature, the concept of Spatial Equipment is defined as "spaces where an individual spends his time", "a place where one wants to go", and "spaced that meets the social needs" . It follows from this that the spatial diversity starting from the immediate surrounding of an individual and spreading to the whole of the city and the facilities are important for an individual in choosing his house. It was found in the housing projects in Trabzon that the houses are marketed with discourses that emphasize luxury and consumption-based uses rather than with spatial equipment that the residential area must have and that will meet users needs (Figure 6). In addition to this, it emphasizes only the project-specific, very limited and clearly defined facilities, irrespective of surrounding housing areas and social areas (Figure 3).

## **Physical Concepts and Context**

### *Technology*

The new construction methods that have come with the technological advances have accelerated the process of spatial production. Additionally, these new construction methods also offer variety, flexibility and spatial variety in house production (Table 3). However, it was found in the housing projects that this study investigated that instead of the opportunities of difference and variety that the new technology offers, they emphasize such limited discourses as "buildings with security and comfort" and "unique buildings designed with maximum productivity" (Table 3, Figure 4). Consequently,

buildings and spaces that are similar and far from variation appear. Besides, this sameness is also seen in the economic values of the houses which results in social dissolution.

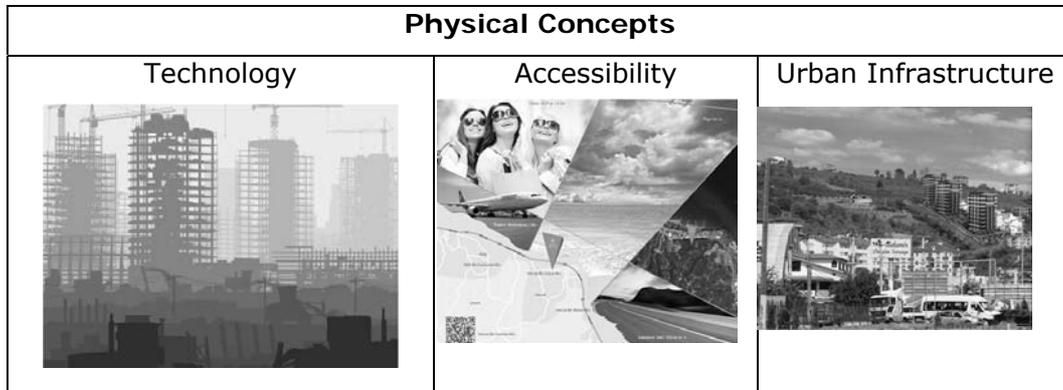


Figure 4: Advertising media of physical concepts (URL9,11)

### *Accessibility*

Accessibility is one of the physical factors that affects an individual's choice of house. In the related literature, "effective accessibility to urban and regional services", "accessibility to social and cultural events", and "practices for all age groups and the disabled" in the residential area are important criteria. Within this context, in the investigated housing projects in Trabzon, such discourses as "central location" and "5 minutes away from the most strategic areas of Trabzon" become prominent in the marketing of the houses (Table 3). It can be said that because the housing projects are near such urban services as the airport, hotels, and shopping malls, such discourses come to the fore in the marketing (Figure 4). However, the study has found that the investigated projects that were investigated did not create an effective infrastructure for such services and for the access to the social and cultural events, that there is no public transportation and that there is no practices for the disabled in both their discourses and project designs.

### *Urban infrastructure*

For each individual who lives in a city, public spaces (parks, green areas, recreational areas) as well as such services as educational, cultural, health and entertainment services are important (Table 3). In the marketing discourses of the investigated projects, the emphasis is on the proximity of the houses to the points of attraction in the city (e.g., "In the fastest growing region of Trabzon", "Very close to the urban equipment and elite points") (Table 3). This shows that these areas are parts of the city which in fact are close to the outer world. However, the marketing discourses of these projects do

not contain any references to such technical infrastructure as green areas, transportation, waste, storage, sewer system as parts of the city (Figure 4).

### *Firm Profile*

A house is something that one can have once or a few times in a lifetime, and therefore its qualities are as important as the company that produces and sells it. Such certificates as LEED, which is rather common in developed countries, show that a building meets many criteria and has a certain standard (LEED=Leadership in Energy and Environmental Design). This is also an aspect that is presented as part of the marketing process. It was found that the housing projects that the study investigated use their own company experiences as a marketing tool and that they market their products as a reliable investment equipped with the “the latest technology” and made with the “class A materials” (Table 3, Figure 5).

Physical Concepts		
<b>Firm Profile</b> <p>BİR KUŞ YÜZÜNDEN NE KADAR EMEK YARSA,        AŞIYAN YALINCAK'TA        O KADAR ÖZEN VARDIR.</p>	<b>Architectural          Discourse</b> 	<b>Natural Environment</b> 

Fig

ure 5: Advertising media of physical concepts (URL:12,14)

### *Architectural Discourse*

It can't be said that the architectural style has a direct impact on an individual's choice of a house. However, the environmentally friendly and sustainable methods (zero-energy, smart houses), which we frequently hear in the present day, are also used in the housing projects. The main aim here is to reduce the magnitude of the harm to the environment and to save from such basic consumption items as heating, water and electricity by utilizing the technology. However, it was found that the housing projects that the study investigated did not have any outstanding architectural style and that they did not completely realize their architectural discourses. They are projects only with some façade arrangements and insulation systems such as modern, luxurious and comfortable architecture (Table 3) (Figure 5).



### *Natural Environment*

Nature is emphasized in the project discourses; however, it was found that the end products have ignored the nature. Nature is used as a tool for marketing and is presented as very limited green areas in the project areas. Accordingly, the marketing discourses of the housing projects in general overlap with the related literature (Table 3). However, the concepts that the housing projects use in their discourses do not reflect their relationships with the spatial arrangements of the projects, their locations and the environment (Figure 5).

### **CONCLUSION**

With the promotion of consumer society, the residential areas have changed and they have become living complexes and new generation consumption spaces with ancillary services. In the housing market, a house is defined only according to its material value and some quantitative values within the framework of certain life styles. In this context, housing projects produced in Turkey, especially in metropolises, generally in urban fringes, are marketed with popular discourses that can be associated with concepts such as 'different, new, family, nature and peace'. This study reveals similar findings. In general, both the physical space designs and marketing discourses of the investigated projects show similarity. It was found that in the marketing discourses of the projects, the living spaces where the house is are emphasized and that the discourses cannot go beyond a standard scheme. It was also found that during the marketing process of the housing projects, such personal meanings as security and privacy, which are the basic sheltering needs of the individual, are not emphasized. Instead, such physical and social meanings as social environment, nature, and technology, which are commonly used in the housing market, become prominent. It was found that the sizes of the houses, plan schemes and the brands of the materials used in the houses are usually shown in the project catalogues. The houses are presented to the users without a flexible design approach and with standardized spatial arrangements. When the marketing discourses of the housing projects were examined, it was found that the meanings that are ascribed to the house in the related literature do not match with the meanings that the housing projects ascribe to the house in their marketing discourses and that those meanings are interpreted differently. For instance, the concept of nature which is defined in the related literature as the use of environment-friendly design and ecological approaches is reflected in the marketing discourses of the housing projects as such physical conditions as the size of the green areas and the view. In addition to this, the concept of technology which is prominent in the physical meanings is also used differently in the marketing discourses referring to the materials used, building quality and durability. The concept of identity which is emphasized most in the personal meanings is used as a marketing



strategy in the marketing discourses. A sense of identity is created through the use of visuals in the catalogues and marketing discourses promising the individuals their dream life styles.

Although the project discourses include expressions such as sea view and being interwoven with nature, unplanned and uncontrolled developments result in topographical and concreted environments that destroy green areas are emerging. The housing projects that were built in the past ten years show similarity in terms of building types and processes. In general, the housing projects are developed as urban design projects in housing zones above a certain size that are defined in the development plan law. These project areas are defined as housing zones in the complementary development plans. The upper scale master development plans define the housing zones, green and social areas and other areas of use and their sizes. However, the master development plan decisions change in complementary development plans. During this process, the green and social areas in the master development plans are converted to housing zones in the complementary development plans and urban design projects are built in these areas. Consequently, the integrated green and social areas that the master development plan define become fragmented by being taken apart from the whole and these fragments change into housing zones. Thus, the green and social areas that are open to the free use of people are sold to the individuals as a commodity through urban design projects.

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