

# MED 404.02 COMMUNICATION LAB PROJECT

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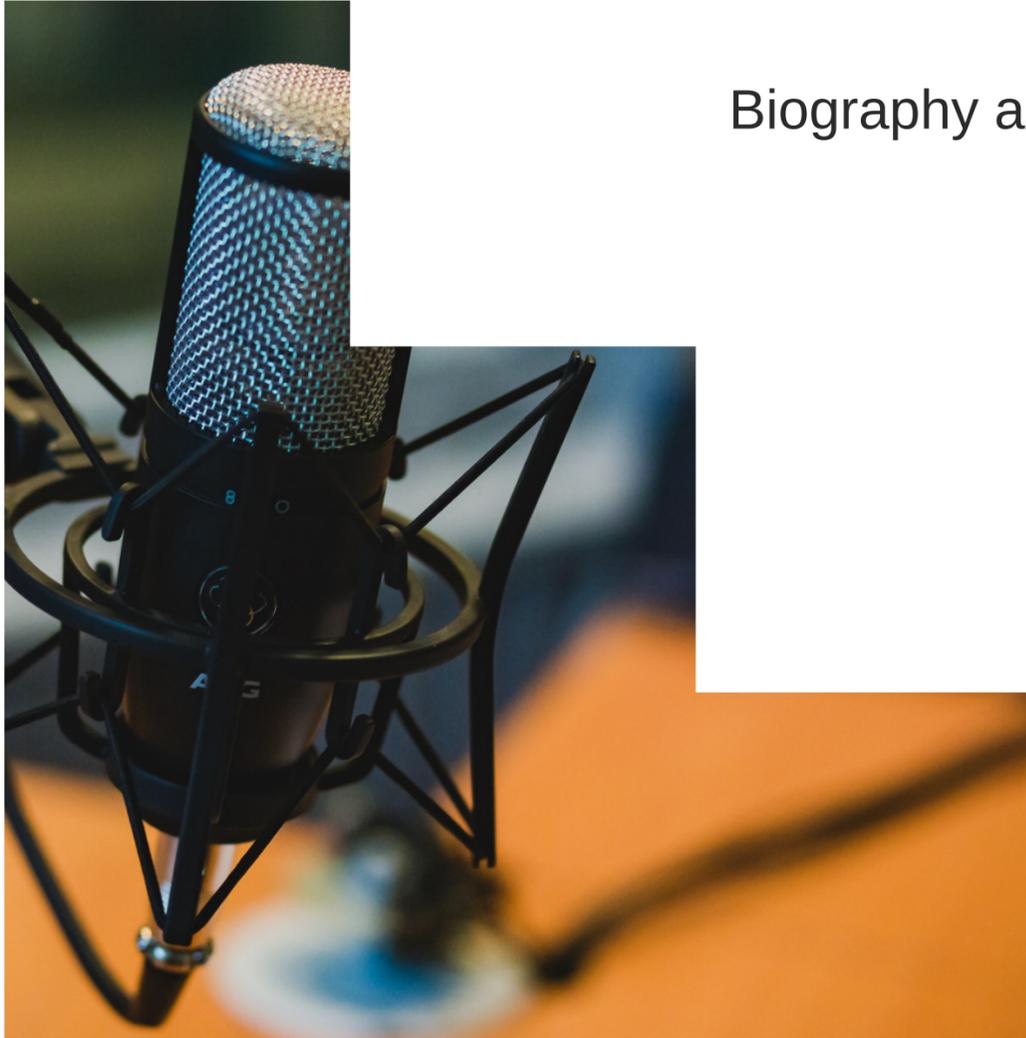
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# THE AIM

- The aim of this project is to analyze the podcast programs of women and LGBTIQ presenters in detail in terms of subject, content and approach. As a result, to produce a research report.

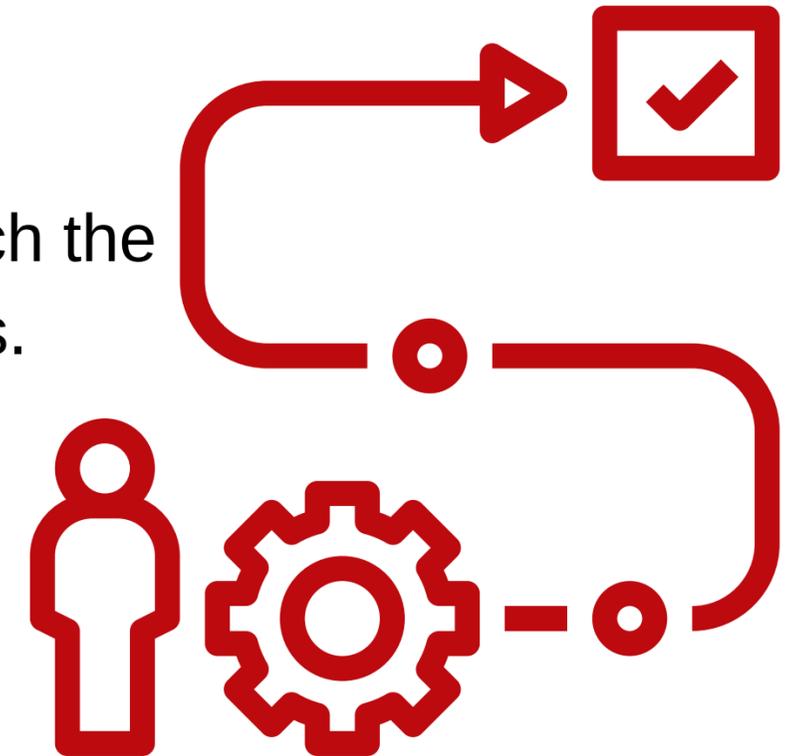


# METHODOLOGY

As project members, we've compiled a list of podcasts by women and LGBTIQ hosts. We all chose the podcast programs we wanted to analyze according to our own field.

We analyzed the podcast programs and topics we selected in the form of a detailed table of contents. We then categorized these analyzes.

As additional examinations, those of the project members who could reach the presenters of the podcasts they analyzed, interviewed the presenters.



# DİREN BİLGESU IŞIK

Personal Development and Women Entrepreneurs in Podcasts



«Yıldız Tozu» and «Yoldayız Geliyor Musun?»  
two podcast shows I chose to analyze.



## WHY

- Long-standing interest in personal development, mindfulness, and meditation.
- Successful women in business life were guests

## WHAT HAVE I DONE

- Research on Feminism, podcast, radio and women, women entrepreneurs, personal development, awareness and yoga.
- Interview with the host of the podcasts

**«How are the topics of personal development and women entrepreneurs handled by women hosts in the podcast area?»**

I looked at this.

# Yıldız Tozu

*52 EPISODES*

She talks about the importance of turning inward, listening to oneself and being aware of the fact that we sometimes forget who we are due to the environment we live in and the pressure on us. It emphasizes the need to question our beliefs. The host explains his belief in the universe by stating that he does not judge anyone.

# Yoldayız Geliyor musun?

*63 EPISODES*

The host talks about the difference between what the voice in our mind tells us, the ego, and the facts, knowing our own worth, accepting without judgment. It makes us question what we are successful and talented at and what we fail in our lives.

I made an interview with Gizem Vatandost, the host of the Yıldız Tozu podcast program.

Yıldız Tozu Saçan Kadınlar Series, born of cyberbullying on social media, and the host was affected by the insulting comments made by women against each other on social media. Gizem Vatandost thought about what I can do about this issue and started the series.

She thinks that women who make podcasts are assertive and successful.

She feels lucky to be able to make a podcast and to have a voice.

# conclusion



The subject of personal development is discussed through the topics of self-love, self-acceptance, self-care, compassion, love, awareness and meditation. Presenters focus on what the solutions might be rather than what the challenges are. This provides the audience with a therapeutic space.

Podcast creates a space of unity and togetherness for women.

Podcasts are somehow becoming a space for women to be encouraged as entrepreneurs, to communicate and relate to each other, to feel better about themselves.

I prepared a table of how much keywords such as **meditation**, **personal development**, and **astrology** are processed in the podcast.

# SENAY ARSLAN

LGBTIQ+ Politics in Podcast



Boysan'ın Radyosu, Velvele Podcast Serisi, Veganlık Üzerine Monologlar



## WHY

- My goal was to understand the effects of podcasting to the LGBTIAQ+ politics in Turkey by categorizing the subjects and the agenda of podcasts produced in LGBTIAQ+ context.

## WHAT HAVE I DONE

- I have focused on the studies which focused on LGBTIAQ+, gender and podcast context. Secondly created a summary of LGBTIAQ+ history of Turkey on the frame of Turkey's politics and media representation. Also evaluated nine podcast programs and choosed three of them to analyze each episode for creating a connection between podcasting and LGBTIAQ+ politics.

PODCASTS	FOCUSED ISSUES	SPOTIFY LINKS
Boysan'ın Radyosu 11 episodes	LGBTIQ+ History, Social Issues, Activism	<a href="https://open.spotify.com/show/0XFXCODvwCO8TMjL8BuJQM?si=4Q7m-XvnQtaKuR-evl8uPA">https://open.spotify.com/show/0XFXCODvwCO8TMjL8BuJQM?si=4Q7m-XvnQtaKuR-evl8uPA</a>
Velvele Podcast Serisi 9 episodes	LGBTIQ+ and Covid-19 Pandemic, Social Life, Relationships	<a href="https://open.spotify.com/show/1skaWwMO4PSBwWa80PkCp3?si=v4hOaBOfSgyrpiTZHMR3Hw">https://open.spotify.com/show/1skaWwMO4PSBwWa80PkCp3?si=v4hOaBOfSgyrpiTZHMR3Hw</a>
Veganlık Üzerine Monologlar 7 episodes	Bi+ activism, Society Norms, Vegan Culture	<a href="https://open.spotify.com/show/38NBcj0qLISZrqDXkxUj7v?si=u3N69ivbQFC-B7Erpy3smg">https://open.spotify.com/show/38NBcj0qLISZrqDXkxUj7v?si=u3N69ivbQFC-B7Erpy3smg</a>

I had an interview with Bawer Çakır who is one of the hosts of Velvele Podcast Serisi also co-founder of Velvele. In the interview I've found out that Çakır's words are significantly important as a queer individual and a podcast producer himself. Çakır, stated that Podcast medium covered space in the community with the possibilities of producing podcast without revealing one's identity and with the fact that censorship is not much involved into the podcast environment. Çakır also explained that produced podcast numbers also increased in the Covid-19 pandemic era and digital activism had been working well in this process.



# conclusion

In conclusion I aimed to create discussion rather than making an assumption on how podcasting as a medium may effect LGBTIAQ+ politics in Turkey.

Because it is important to have a platform for the community to be expressed and represented in a censored and monopolized media environment such ours.

# İPEK KUTLU

Biographie and Woman



I have analyzed "İlham Veren Kadınlar"  
Podcast for my project



I interviewed Nacide Berber, the creator of the “İlham Veren Kadınlar” podcast series.



#### READING

- Gender in everyday and public life
- Biography and gender

#### PROGRAM

- Inspirational Women
- Subheadings: Women Leading the Way, Women Who Left a Mark
- "Women who paved the way" was named for the women who were the first or among the first in the field.
- Women who are not the first in their field, but who are at least as important as the first ones, are called "Women Who Leave a Mark".



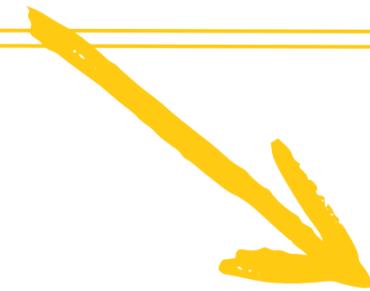
# content

These podcast series, in which the stories of women who paved the way and left a mark are conveyed; It was built in order to remember and introduce women who were pioneers in science, culture and art, which remained in the dusty pages of history, and so that these important names would not be forgotten, and so that they would inspire new generation girls and women.



**women who leave a mark**

**examples:**  
**Bergen**  
**Türkan Saylan**  
**Yıldız Kenter**



**women who lead the way**

**examples:**  
**Sabiha Sertel**  
**Semiha Es**  
**Afife Jale**

# conclusion

Studies on women's biographies in the popular podcast environment need to be increased and disseminated among the society.

Women suffer gender inequality even in biographies



# ÖMER TARIK TATLICI

Masculinity



«HeForShe» , «Adına da Derler Seks» and  
« Kendimiz için yapıyoruz» are podcast shows I chose to analyze.

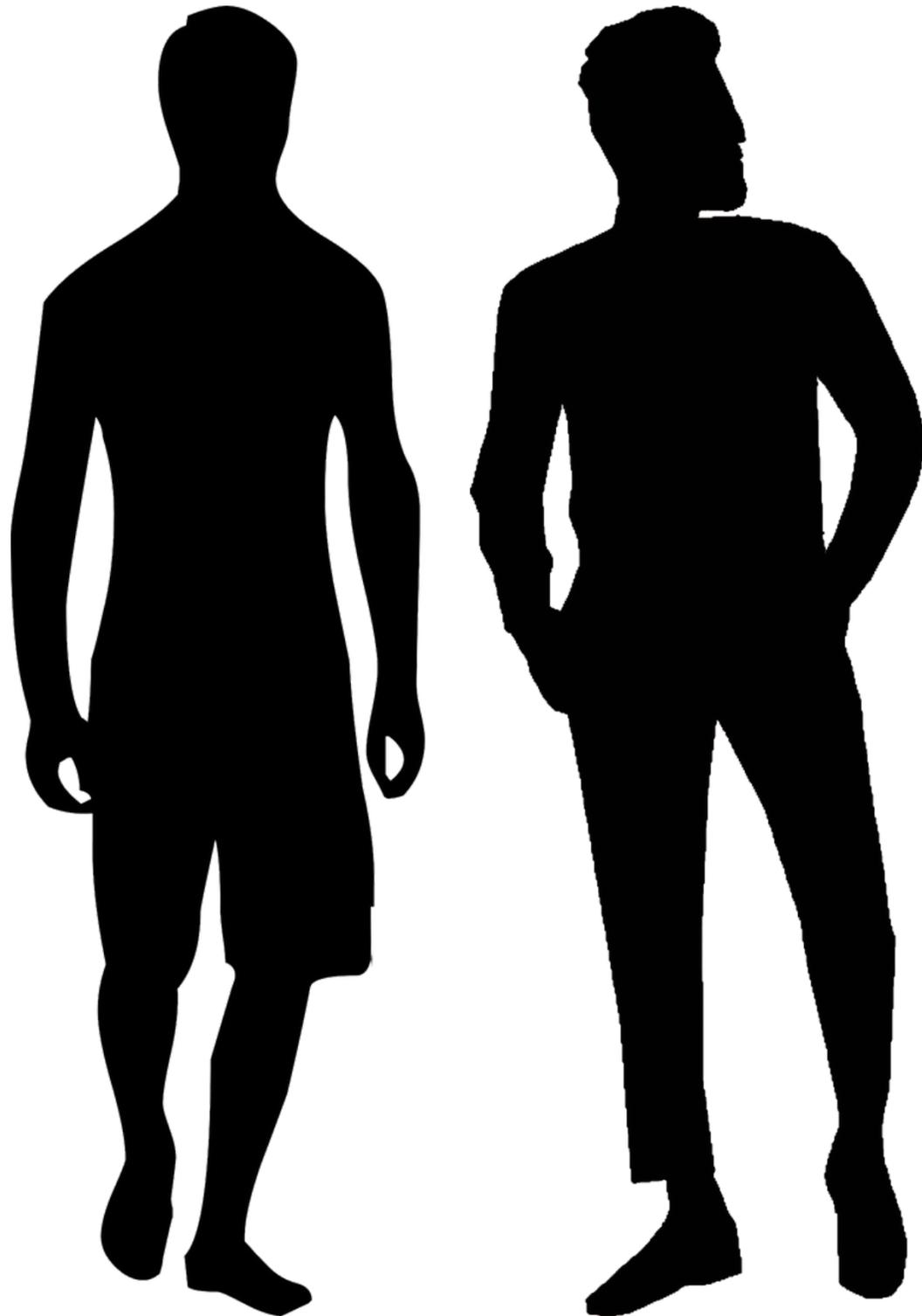
# What is masculinity and what people think about masculinity in Turkey's mainstream podcast series?"

## WHY

- The reason I chose these specific podcast series is that each takes on the concept of masculinity and allow for people from different backgrounds to voice their opinions.
- I didn't want to go with podcasts including only male views and look at the third podcast series hosted by four women friends, and hears what issues they brought up.

## WHAT HAVE I DONE

- I searched and read on fields such as sociology, psychology, sexology and anthropology to be able to analyse this concept from a scientific perspective and compare it current colloquial views.
- I examine 53 episodes overall and to conclude main stand point of all these podcasts is that males should be more aware of these gender inequality problems by starting from being more informed about these issues, observing their own constructed masculine behaviour and the underlying psychology.





In the podcasts, there are different topics related with gender equality and gender roles such as “being a father” in a society in which unequal gender rights are seen or “sport” themes. There are different guests to be able to discuss the topics within the context of gender rights and identities. Famous guests such as Salih Bademci, Melih Mahmutođlu and Aras Kocaođlan have attended to these podcasts to raise awareness in society regarding gender equality.



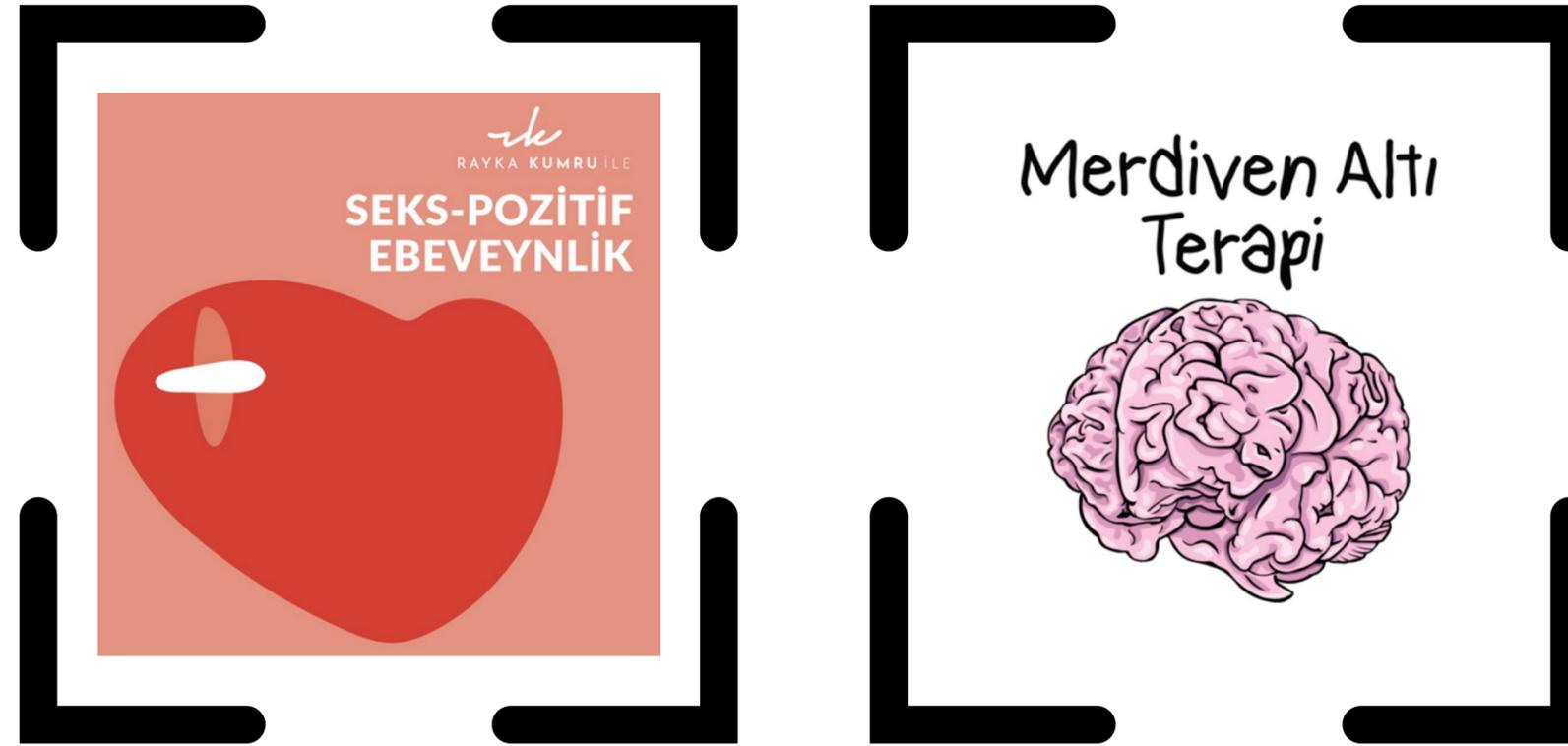
When the content is analyzed, we see that the main concern of Özgür Uysal is sexuality and relationships. Each episode has different topics. Some of the topics that are issued in these postcasts are: Sexual Identity and Tendency, Sexual Development in Children, Fetish Scientifically.



When the content is analyzed, there are various topics which are also discussed in Daily life. Among the topics, there are LGBTI, sociology, psychology, gender roles, beauty standards, social media, glass ceiling perception and so on. When we look at the content, everybody may find something familiar with themselves because it is very composite.

# İPEK GÖZGÜCÜ

Psychological Issues in Podcasts



«Rayka Kumru ile Seks Pozitif Ebeveynlik» and «Merdiven Altı Terapi» two podcast shows I chose to analyze.



## WHY

- My goal was to understand how psychological topics are covered in these podcasts.
- It was about grasping what the audience was feeling.

## WHAT HAVE I DONE

- I've read about feminism, psychology, podcasts, podcasts, and women. I studied them in detail and got help from them for my position.
- I analyzed 8 episodes from Rayka Kumru ile Seks Pozitif Ebeveynlik. And 30 episodes from Merdiven Altı Terapi.
- Since I could not reach the hosts, I examined the comments of the listeners from channels such as twitter, instagram, youtube.

## Rayka Kumru İle Seks Pozitif Ebeveynlik

*8 EPISODES*

The first podcast was aimed at parents. The aim of sexologist Rayka Kumru was to share information with parents about her specialty.

## Merdiven Altı Terapi

*30 EPISODES*

Deniz Dülgerođlu's aim was to share and talk with people, with a sincere language about the events that happen to all of us, even if she is not an expert.

# conclusion

deniz her videoda  
"diyorum ve bu videonun  
sonuna geliyorum"  
dediğinde offf yine bitti  
oluyorum mlsf ki 😊

seni youtube  
anasayfamda görünce  
içime enerji doluyor  
normal mi ya inanılmaz iyi  
hissettiren bir tarafın  
var denizz

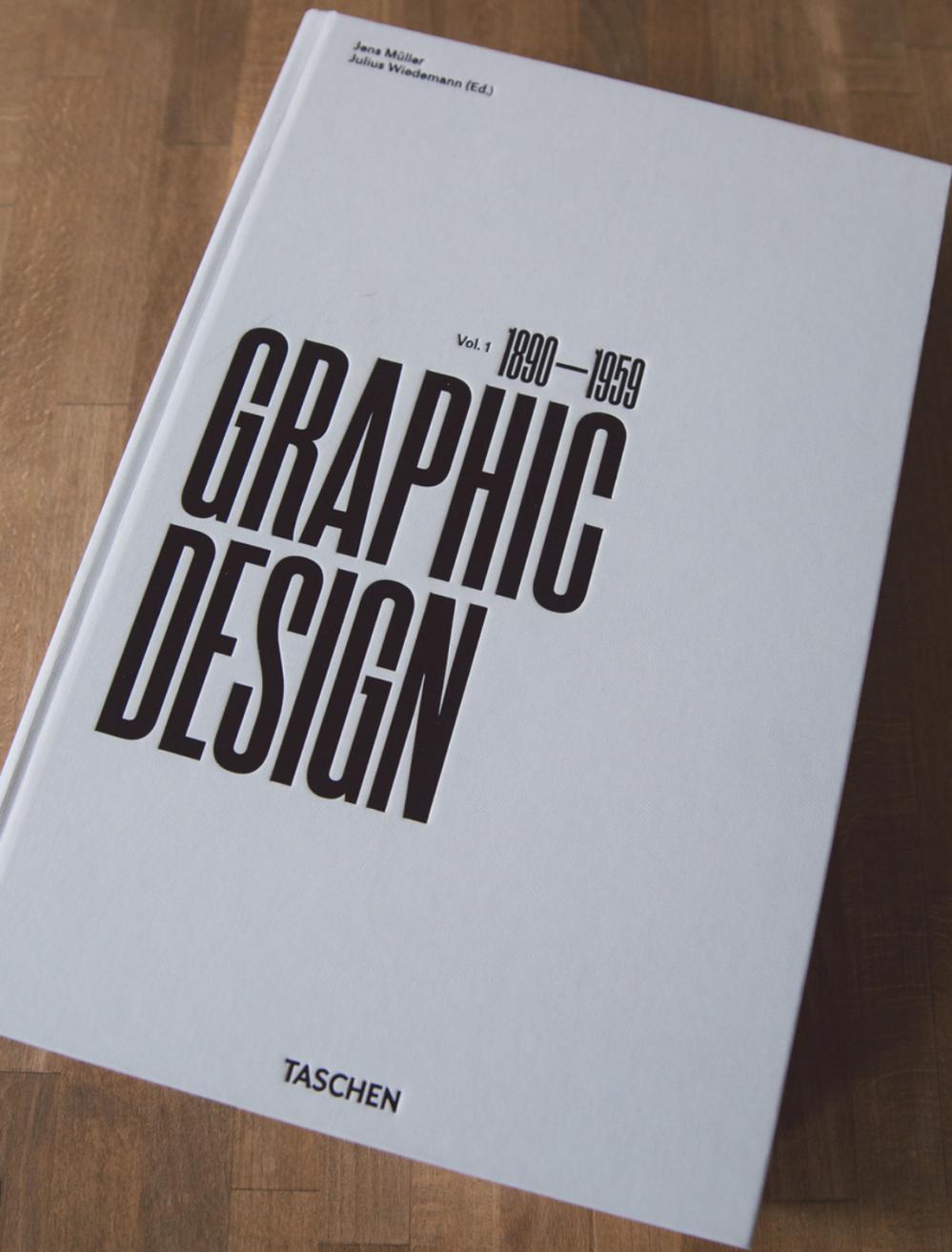
How to talk about psychological issues is very important because it is a serious topic and the audience will proceed accordingly. In both podcasts I reviewed, the hosts spoke very well and in detail and got full marks from the listeners. The audience trusted and bonded with the two people whose voices they only heard.

# BİHTER NEYMEN

## Layered Visual Reading of Podcast Images



«Mental Klitoris» , «Umarım Annem Dinlemez» and « Donum Sende Kalmış» are podcast shows I chose to analyze.



## The relation between the cover of the podcast and the content it self

### WHY

- Podcast visuals are also a medium. they contain content such as book covers or advertising posters. There is no research on how visually the podcasts match the content.
- Although there are certain guides that are followed while producing an image, there is no guide to review these images.

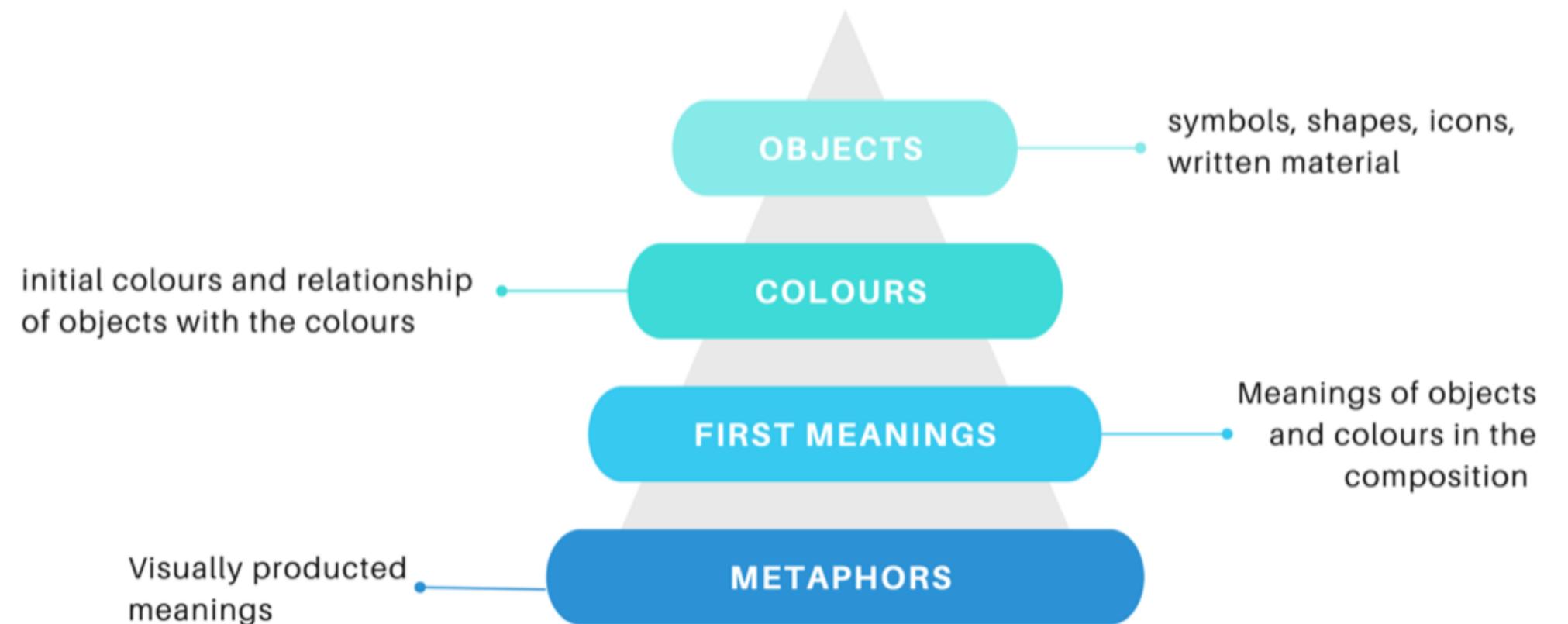
### READING

- Gaze
- Feminist and Queer Esthetique
- Color Theory
- Graphic Design
- Visual Reading

**I interviewed Hazal Sipahi, the creator of the “Mental Klitoris” podcast series.**

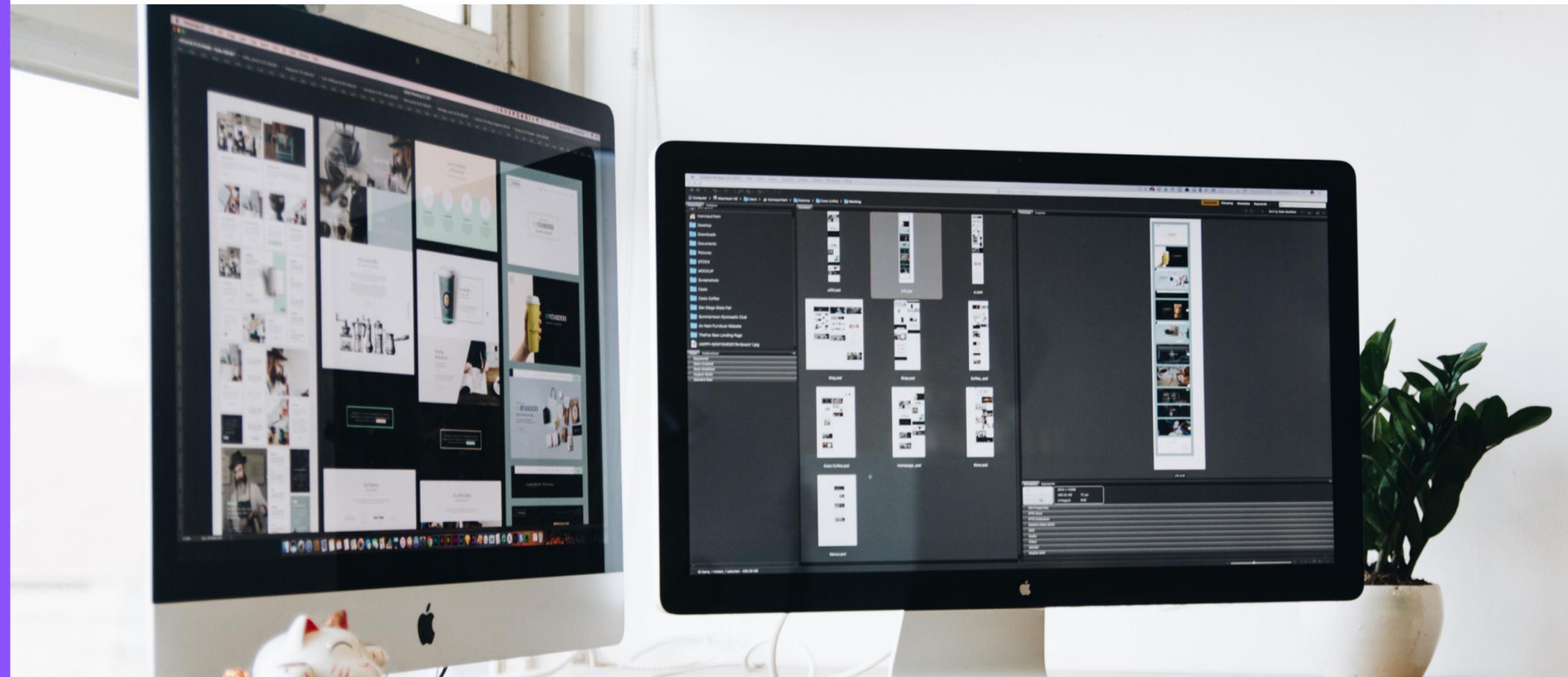
I created a layered method to review these images and examined three podcast covers for their relevance to the content.

## LAYERS OF IMAGE READING



# conclusion

- Although they do not experience self-censorship on images, they are subject to censorship.
- Since the images aim to create an identity, they are identical with the content.





# Thank you!

Do you have any questions?