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Abstract

Even though the beauty phenomenon always includes a subjective judgement, it is always an important crossroads because it includes conceptualizations such as Westernization and modernization in the institutionalization of beauty contests.

Especially when we start to discuss over Turkey, external appearance -oriented explanations in which the Westernization and modernization can easily be observed and which are our reference points drag us up to the beauty contests.

The beauty contests, which can be examined as a symbol of social reconversion after the war of Independence, were ignored in social sciences studies, in particular the habit of reading through the window of History of Public Relations could not be established. These competitions are labeled with different disintegrations and different readings that appear or do not appear since the publication of the Republic of Turkey. Beauty contests and the reactions to them are an example of how even beauty might become politicized and might become a political space where the views of the country are transmitted by the media frames.

In this study, the first official beauty contest organized by the Cumhuriyet Newspaper in year 1929 is discussed within the scope of the history of Public Relations. In the study, articles, theses and various books were used regarding the subject. In addition, news published about the beauty contests at the Cumhuriyet and Hâkimiyeti Milliye¹ (Domination of the Nation) (Ulus) newspapers during 1929, which constitute the basis of this study, were examined day by day and discussed within this context of the Public Relations History.

Key words: Cumhuriyet Newspaper, public relations, propaganda, beauty contest, history of public relations

¹I did not find any news or announcements about the beauty contests in the Hakimiyet-i Milliye (Ulus) newspaper that I examined throughout the year 1929.

INTRODUCTION

When we look at public relations work in the history of Turkey; we see that it dates back to very old times. Orkhon Monuments of Gokturks appear as the first examples. In the Seljuk period, in the work titled "Politics" of Nizam-ül Mülk, the necessity of informing the management from the wishes and thoughts of the public is emphasized. In the Ottoman period, it is possible to think of the public as a public relations work, where the sultans try to find solutions to the problems of the people who want to spend a certain day of the week and learn about the wishes and expectations of the people.

Public relations in the modern sense emerged more or less simultaneously in the USA and Europe in the 19th century (Becerikli, 2005: 51). In 1807, the President of the United States, Thomas Jefferson included the public relations statement for the first time in his message to the 10th Congress (İşler, 2007: 81). The concept of public relations was also proposed in the "Railway Yearbook" issued in 1897 in relation to American Railways (Tortop, 1997: 13). Journalist Ivy Lee became the true pioneer of public relations in the early 1900s. He founded the first public relations office in 1916. The history of public relations has been criticized as a biography of pioneers such as Ivy Lee, Edward Bernays, Phineas Taylor Barnum.

In the history of the Republic, Atatürk established the Anadolu Agency in 1920 in order to inform the public about the developments and to convey a message to the public. In Turkey, the Anatolia News Agency, founded in 1920, has been carried out directly by the public for the introduction of the reforms of Atatürk. The newspaper İrade-i Milliye was published in 1919 and today's Directorate General of Press and Information was established under the leadership of Atatürk (Bülbül, 2000: 36). The historical development of public relations in Turkey is told mainly through public management, information has been limited for the private sector in public relations practice. It is stated that the conscious and systematic public relations activities of private sector organizations started in the 1970s and started to display contemporary images in the western sense in the 1980-1990s (Aktaş et al., 2013: 26).

While examining the history of public relations, we can address many issues; In the biographies of pioneers, public relations history can be discussed in many parts such as public relations, public relations in academia, public relations in public and private sectors. However, the issue under discussion is about when the history of public relations began, it is a necessity to consider the history of public relations before 1960. If we start the history of the field from the 1960s, do not we ignore many of the campaigns and activities that we might call public relations activities that existed in the past? In this context, the "1929 Beauty Contest", which we can show as a public relations campaign, is one of these campaigns and an organization that made a lot of noise in 1929.

Material and Method

In this study, Cumhuriyet Newspaper of 1929 was scanned with microfilm technique for 1 year with content analysis method. The first Beauty Contest of 1929 is an example of a systematic and successful public relations campaign, sponsored by Cumhuriyet newspaper. The publication of the question and answer part of the contest and its systematic execution shows the two-way symmetrical model of Gruning and Hunt, which existed in 1929. In the same context, a policy is followed by making public opinion polling and getting ideas from the public about the competition, which is an example of a

two-way symmetric model. In the same section, the titles and spots used for the competition have an encouraging and encouraging style. On the other hand, the slogan, "This is a national duty, every Turkish girl must fulfill this duty" is evident in the Cumhuriyet Newspaper, which is examined daily in the microfilm throughout the year 1929, when this propaganda was successfully carried out.

1. History of Beauty Contests

The first beauty contest of today's world was held on September 19, 1888 in Belgium with 350 candidates under the name Concours de Beaute, 18-year-old Bertha Soucaret became the first beauty queen. The first official and international contest was held in Folkstone, England on August 14, 1908, and the first World Beauty Queen contest was held on April 19, 1951 as part of the London Festival (Koca and Koç, 2010: 265-266).

Turkey's first beauty contest was organized by Silk Film Company in 1926. Matmazel Araksi Çetinyan, one of the leading girls of the cinema, won the competition held at the Melek (today's Emek) Cinema. But the press was excluded, with the press and organization disorders as an excuse. We learn this from the brochure "Beauty Queens and History of Beauty Competitions" published in 1932:

The first beauty contest in Turkey, were made in the composition of the Angels cinema with a film company for six or seven years ago. This competition was not good as it was not organized seriously and regularly. Some of the girls who came to the stage were applauded, some were greeted with whistles, and some groups of young people made loud rumors in favor of the girls they knew and liked, and finally, an Armenian girl named Madmazel Araksi Çetinyan won the first place in the same cinema. Although the reward of this competition was the first one to be sent to America as a cinema artist, Madmazel Araksi Çetinyan was still in Istanbul, and the film company that organized the competition was a greedy who wanted to advertise by winning money on top. This first beauty contest was met by the public and newspapers.

As it can be seen, the contest held in Melek Cinema could not have a favorable place in our history of beauty contests. The first serious and official organization was organized in 1929 by Cumhuriyet Newspaper with the directive of Mustafa Kemal Atatürk. In the announcements made on February 25, 1929, it was announced that every honored Turkish girl between the ages of 16 and 25 could participate and bar girls would not be included in the competition. The competition, which was held on 2-3 September 1929, was won by 19-year-old Feriha Tevfik. In the competition held January 10 1930't Mübeccel Turkey Namik Hanim new Beauty Queen is chosen. Feriha Tevfik also participated in the competition held in 1930. Feriha Tevfik, who was the winner of the first competition, was the second this time (Koca and Koç, 2010: 268).

On the way to Paris, Mübeccel Hanım, who was welcomed by the public's love shows at every station from Sirkeci to Edirne, could not even be ranked, while the queen of Greece

was chosen. When Feriha Tevfik, who was sent to the city of Galveston in the USA, was not successful, there was a great disappointment in the country. 3 competition held in July 1932 in the beautiful selected Keriman Halis Turkey, held in Brussels on 31 July 1932, 28 countries participated in the Miss World contest was first elected. After the match-fixing rumors about the selection of Mrs. Nazire, who won the last beauty contest in 1933, novelist MP Aka Gündüz said, “Beauty competitions will be banned. Such competitions take place in Monmarter cabarets. Clean Turkey is not suitable for this. I will now offer a legal award to avoid competitions.” And there was no competition until 1950 (Koca and Koç, 2010: 272).

1.1. Beauty Contests within the Frame of Atatürk Revolutions

The Turkish Revolution is a rebirth, a resurrection, a revival movement for the Turkish people in all aspects; Because at the end of the First World War, a nation that was accepted to be defeated by its supporters became defeated by breaking any chain of captivity, and after this great victory, by establishing an independent state, it made the Turkish nation civilized with the revolutions it succeeded. The new way of thinking, new life, and a completely modern and forward-looking quality brought by the Turkish Revolution to our society. In this regard, those who call the Turkish Revolution “Turkish Renaissance”, “Turkish Humanism”, “Turkish Enlightenment” seem right (Kocakaya, 2009: 11).

After the war, Atatürk made many attempts to develop the Republic, which was ruined and devastated from the Ottoman Empire, especially in the economic field. As Atatürk said, the real war started after the foundation of the Republic. An empire behind the age in the socio-cultural, economic and political sphere, and the revolutions that would take the people forward now had to be created, and these revolutions should have been made against those who missed the old together with the people (Kocakaya, 2009: 5).

After the establishment of the Republic of Turkey for the creation of a common ideal and the sense of breakthroughs were made in the country; both the economic and cultural advances were aimed at promoting the Turkish Nation Identity as well as the promotion of the Turkish Nation Identity in the international arena. The “sense of backwardness” that has been going on since the Ottoman Empire and which showed itself especially in bureaucracy, political and cultural areas and its perception of it as a fate was quite ossified; However, the Turkish Revolution and Nationalization process was breaking these presuppositions and creating a new self-confident identity. (Kocakaya, 2009: 67). “Beauty Contests” was an example of this.

Aesthetics and beauty anxiety developed throughout history with a focus on women in general. In the expression of love or beauty, women's perception has been acted on. In this respect, women have become a symbol of beauty. By the 20th century, competitions were started to be held with a populist perception to determine which woman reflects beauty more attractive than the other. and the newly established countries of common sense as a state that first beauty contest was held by Mustafa Kemal in Turkey to intensify with the directive Republic newspaper in 1929. This first beauty contest organized by Cumhuriyet newspaper was shaped by taking the other nations organizing such contests as an example. So much so that the western samples taken in the revolutionary process and Turkey's innovative qualities and applications in a way been implemented by the adoption of the original structure, beauty contests and importance it

was also a feature similar situation. New Turkey in the State's effort to reach the contemporary international level, the emphasis was made that it should be left behind in this respect. Although the Beauty Contests seemed to bring aesthetic concern to the fore, it was actually a National self-confidence. The perception of the period also expressed that it was a matter of honor to organize beauty contests; it meant that the Turkish Woman was not inferior to the women of other nations.

The age limit of the contest was limited to 15; It was also important that those who would attend were physically beautiful along with their facial beauty. Regardless of race, religion or sect, every Turkish girl can participate; but it was also among the rules that bar women could not participate. Interestingly, those who will participate in the contest have a right to keep their names hidden or not want to be published; accordingly, they would be given a pseudonym. The women who will participate in the contest were printed in the newspaper as they sent their pictures. The publication of the photographs made it possible for women to be frequently featured in newspaper pages, thereby increasingly being adopted by newspaper readers in the community. In this respect, considering the perception of women of the period; With the organization of a competition about women, the fact that it is frequently seen in women in newspapers as a branch of direct communication with the public, their presence in the society should also be considered as an exercise of the society. So much so that; While the publication of photographs in newspapers continues, it is announced that the first 20 finalists of the competition will be shot by Ferit İbrahim Bey. He had sent a total of 125 beautiful photos for the contest, and by 21 June, the publication of the photos ended, and readers were now voting. As it is understood from the participation, the photos published for months attracted the attention of the readers. This demonstrated that society adopted such an initiative.

In this contest, "Lepiska Haired Feriha Tevfik Hanım" was chosen first: Now, the successful completion of the beauty contest would be promoted both domestically and abroad in accordance with the general purpose (Kocakaya, 2009: 69). This was also an opportunity to introduce the Turkish nation to other countries in a cultural and aesthetic way. These attempts also yielded results: There were reports that the pictures of Feriha Tevfik started to be published in American newspapers. The important thing is to be seen in the newspapers of Turkey Beauty Contest name and photo of the first lady's Feriha Tevfik, is studied in the United States to participate in the beauty contest; Although it could not be successful due to the date of application, the World Beauty Contest to be held in Europe in 1930 was applied and this application was accepted. Now, Turkey, National Fine introduce the whole world, and maybe he would get the chance to impose. The World Beauty Contest in 1930 was to be held in Paris. It was the year of The Beauty Queen Turkey Namik Mübeccel. Mübeccel Namık participated in the competition in Paris; this created excitement in the community. So much so that the beauty of the Nation is now manifesting itself in front of the whole world, and perhaps it would impose itself; But Mübeccel Namık could not qualify in that competition. It is also important that this revives a common emotion in the society, as well as creating sadness. Maybe he was lost in the competition; but it can give birth to the sadness of Turkey's and the nation, can no longer carry the same or similar concerns with foreign nations, he reveals can hear similar concerns to common values (Kocakaya, 2009: 70). Nevertheless, in 1931, Turkey was the low participation in the Beauty Contest. In the 1932 contest, although the pictures of the participants will not be published if they do not want to participate, the participation was

very low and no elections were made. Just after the Miss World contest to be held in Belgium announced that eight girls out for their invitation to apply for Keriman Halis, "Turkey Beautiful" was chosen as. Keriman Halis was chosen as Miss World in Belgium, just before the tenth year of the proclamation of the Republic (1932) (Kocakaya, 2009: 70-71). Now, the Young Republic, with its revolutions, and the "Queen of Beauty", had established and introduced itself to the whole world.

2. Beauty Contest under the leadership of Cumhuriyet Newspaper in 1929

Cumhuriyet newspaper organizes a big campaign for the first beauty contest in 1929. Turkish girls are invited to the competition, emphasizing that this is a national duty in the news and announcements published in the newspaper.

In the study, the news of the beauty contest published throughout 1929 were scanned daily. The daily news was evaluated in the beginning of the competition, February and December. The public is informed with the beauty contest news published every day and included in the contest process. The competition has been handled and interpreted within the scope of public relations history.

Cumhuriyet Newspaper February 1929

The news titled "Our Beauty Competition" is published daily in the newspaper and information about the competition is given. February 5, 1929 as the date of the first winners of the beauty mark the Cumhuriyet newspaper made in other countries, "the Republic of Turkey will ensure its participation in the competitions will be held in the United States of beynelminel Beauty Queen." The announcement is reported to be very demanded by women. February 6, 1929 ", who is Turkey's Most Beautiful Woman?" "We decided to find Kraliçası Turkey's Beauty", it made an announcement titled activities. In return for the high demand received after the announcement; "What is Turkish women missing from European and American women? Why all countries of the world where you have gathered the beauty mümesil one of Turkey's most beautiful woman? " By comparing news texts with European and American beauties, Turkish women are encouraged and encouraged to compete, which can be considered as a public relations activity within the scope of beauty contests.

In the news text of the same day, information about who will participate in the competition is given; Can participate in this contest of women aged 16 to 25 years, Turkey will win the first pick and the beautiful candidates will be held in the summer in America will participate in the beauty contest is announced. Also in the news text, "Would you please bother to tell us your precious ideas about how this competition will be held?" Since it will be the first and official beauty contest in its form, it was asked to get the opinions of the public and a public opinion poll was conducted. On February 12, 1929, "our competition had a general interest. "Every lady has the right to participate by sending a 9 * 12 photo of the girl to the competition." With the publication of the photograph of each candidate to participate in the contest, the public will be informed about who is the most beautiful and they will be asked to choose between the coupons to be sent later. In the news of the same day, the beauty contest was against the state, "We got involved in all the works, we won world competitions, are we a beautiful one?" An article in his opinion that was written in the previous days; This news has been criticized in the text, despite this opinion, "Turkey to introduce himself to the world on every occasion, to show to report that a civilized nation is forced to make propaganda." In his

words, it is stated in a clear language that the beauty contest is actually a promotion and a propoganda, in fact, a public relations activity for the promotion of the country. Meanwhile, the republic daily publishes news about the beauty contest and encourages women to compete by frequently trying to remind them. On 13 February 1929, it was announced that the age range of women who will participate in the contest is 16-25, and that the minimum age is 15, and that the photograph size is 9 * 12 and that the photos sent after 5 March will not be accepted. In the news dated February 15, 1929, the condition of Who can participate in the Competition and in more detail was stated in more detail:

- 1) Every young girl has the right to participate in our competition, including her class asgazi (15).
- 2) The competition is not only a facial beauty competition. Endam tenasub is also a must.
- 3) Every honored Turkish girl can participate in the competition. The difference of race, religion and sect is not sought.
- 4) Bar women cannot participate in the competition.

How to Participate?

- 5) The female girls who want to participate in the competition will send a photo of their heads and their clear addresses (to the address of the Republic Competition), provided that they are not smaller than (9 * 15).
- 6) Those who do not want the publication of their name and identity should report the arbitrariness, and during the publication of their paintings, they must commit a pen name to be written under it.
- 7) We determined the duration of sending photos to all girls from all over the country in order to ensure participation of female girls as one and a half months.

Thus, photographs will be accepted until the evening of 25th of March.

How Will Suicide Be?

We will announce the clause on this matter separately. However, we will consider the following principles.

- 8) Our wife will save the number of pictures (15) that will be published as payderpey as they arrive. This detailed form and method will be reported later.
- 9) Plagiarism will be made by a panel of arbitrators that we will form among 15 image owners. These delegations, writers, sculptors, artisans, musicians, the community will be composed of the poor who have been elected from the municipality and its general members.

Again, within the scope of the incentive, in the news dated February 16, 1929, it was emphasized that some of the women who want to participate in the competition are afraid that their pride in femininity will be broken if they do not win the competition, and that those who want to participate in this situation are an unnecessary and unnecessary concern. In the news, it is decided to create a jury consisting of women and men on

February 18, 1929, with the conviction that the conditions under which the competition must be held under the conditions of jury, and the women jury will be jealous, and the men will be objective. A section of question and answer has been created in the section named as “Our Beauty Competition” in newspaper news. Those who want to be informed about the contest convey their questions to the newspaper by letter and the answer to the question asked in this area was published the next day. In this context, there is the Paris Beauty contest, which is also held in the period. The women delivered their questions about the competitions to the newspaper by letter, and the next day the answer to the question was published in the newspaper. This was an example of a two-way symmetrical communication at that time. One of these questions is who will participate in the competition held in Paris. In response, countries are ranked by saying that beauties from 17 countries will participate. The photos of other country beauties that will participate in the competition are published every day in our Beauty Competition section. Thus, in addition to its informative function, the newspaper used a method of incentive to compete in the style of why we should not do, as part of beauty contests. Even in a letter from women:

Sir, I am very pleased that you have opened a beauty contest in your newspaper... Because I am a nationalist girl, I say why we should participate in such international events, although Balkan nations such as Greek, Bulgarian and Serbian participated. Aren't we as beautiful as them? ... I encourage as beautiful as I can. It would be great if you write articles to encourage, sir.²

The presentation of this letter as a woman from the public in the newspaper article can be shown as an example of a public relations activity that encourages the competition.

Cumhuriyet Newspaper, March 1929

In the newspaper, the news titled “Our Beauty Competition” continues to be published, information about the competition and photos of women who will attend from different parts of the world within the scope of the beauty contest to be held in Paris continue to be published. News encourages women making comparisons with the text of the Republic of Turkey to participate in competitions and public relations shows that we can continue to work as evaluate activities.

It was emphasized that 20 surprises were prepared for the 20 beautiful people who will participate in the contest, but this will not be explained, but they will please the candidates very much. On Sunday, March 3, 1929, “Send your pictures of the beautiful. We will begin to publish the pictures of women who participated in the beauty contest and send their photos to the newspaper. On Thursday, March 7, 1929, “We are starting to publish pictures from today!” The news of Necla Refik Hanım, who first applied to the beauty contest, was published. Cumhuriyet Newspaper started a campaign, it was announced in the newspaper article that the first arbitration committee, which determined the first 20 beauties of the contest, will be composed of women (the public), 20 beauties will be determined by notifying the newspaper the most favorite photograph of the female delegation, and the first beautiful will be selected by a second delegation. This women's delegation is asked to keep the photographs and coupons to be published by the

² 21 Şubat 1929 Cumhuriyet Gazetesi

newspaper, and after the photos are published, the name and number of the beauty they like the most. The report will provide the following disclaimer Rey goes for women: Turkey will attend However, both were elected to the beautiful and the "Republic" will have gained in their memories to be allocated. It was decided that they would give some rewards and gifts to the women who would be arbitrators in order to vote for the beauties in the competition, some of them would be cash, some of them would be a subscription to the newspaper or Cumhuriyet newspaper. Gifts will also be drawn among those who voted for the first-time winner. It can be expressed as a systematic public relations campaign conducted by the republican newspaper for the beauty contest, by establishing a delegation and asking the women to collect the photos and coupons of the beauties published in the newspaper for a year and then to be the first referee to vote. In terms of increasing participation in this public relations campaign, "We will offer rewards to our wife who participated in Reye, keep the coupons and pictures". The titles and subtitles are repeated frequently and the competition is reminded. Newspaper was published on March 16, 1929, "We renew the painting acceptance until April 15." In the frame of the letters written to the newspaper, it is announced that the duration is extended in the desired direction in the published text of the news, since there is a demand for the extension of the photo submission time. When we consider this situation within the framework of public relations, we can consider it as a bilateral communication model of 1929. The photos of the beauties that will participate in the competition continue to be promoted every day. One of them is Feriha Tevfik Hanim No. 11, published on March 19, 1929. The introduction of Feriha Tevfik Hanım is given below. "The lady whose picture we mentioned today is the late Balıkhane Nazır Brain Shed (grandson) Feriha Tevfik Hanım." In addition to the good promotion in the news, it was announced that the competition was postponed to 15 April. In this context, "Keep coupons and pictures, you are the first referee!" We can always supply the missing photos and coupons from our administration. Reminders are often included. In the news dated 24 March 1929, the title of "Our responses to the opinions of some of our hard-pressed wives" is remarkable. In the letters, it is seen that the beauties published in the newspaper of the women are not beautiful, so the photographs should not be published, and the European beauty queens published before are exemplified and compared. The newspaper, on the other hand, was told that the beauties of the European beauties published in the newspaper were chosen among thousands, and not all of them were beautiful. In this context, compared to European beauties, the emphasis is on "we are more beautiful" than many of them. Here, besides bidirectional communication, it is seen that there is also the persuasion factor. In addition, the headlines of "coupons will be kept, not pictures" will be repeated frequently in the news.

Cumhuriyet Newspaper, April 1929

The photos of the candidates are being promoted and published in the section "Our Beauty Competition". The report, dated April 1, 1929 subject attracting attention in the European media "Turkish Beauty Contest" with appreciation the mention of the name of Turkey to take part in competitions and news; in fact, it was signaling that the main goal was beginning to come true. "We have them why not with us?" "What are we missing?" "We must make our voice heard!" This is a national duty! " to modernize! " With the emergence of such thoughts, activities and campaigns, the voice of the country was

started to be announced through the beauty contest and steps were taken to achieve this. Taking part in the foreign press with appreciation was the most concrete example of this.

In another news, the newspaper published the news and addresses of the different photographers that the Vayinberg Photographers they worked with were not enough for the candidates who wanted to put a picture on the newspaper account. "The most famous photographers are at your disposal!" The incentive was continued with the title. In the news, "Take your pictures immediately that there is very little on April 15, we will not accept the photos after April 15!" News was published frequently and reminder activities continued. On the other hand, what is the surprise prepared for the candidates is explained, the surprise is, "Making a movie by taking their cinemas!" It is announced with the title. It is written that 20 beauties in the film will show their beauty like cinema stars, and the film will be shot by precious Turkish photographer and film operator İbrahim Ferit. This film will be shown in Istanbul and Turkey announced all the movies and April 15, the repeated reminder that very little remains. In another news headline, "Beauties! If you want to be filmed like movie stars, participate in our competition. " With this title, we see that the incentive to the competition is further promoted. It is requested to extend the sending of photographs in line with the incoming letters; "For the last time, we have renewed the April 15 painting acceptance period for a week!" With the news, the process has been extended for 1 week. Here again we can see that bidirectional communication is progressing systematically. Again in the context of this news, "We accept pictures until April 23, take advantage of the opportunity! You have time until tomorrow evening, hurry! " A persuasive language was used, the title of which would be an opportunity to be included in the filming of the first twenties.

Cumhuriyet Newspaper, May 1929

Also in the section titled "Our Beauty Competition", "Participate in Reye, you will earn an effortless reward, keep the coupons and pictures." Dedicating to the first delegation, "Examine the pictures of the beauties thoroughly, you are the first referee, we will present gifts to our wives who give Rey Rey!" Again, we can see that the studies on the public relations campaign are progressing systematically in the newspaper headlines and spots. On 14 May 1929, "We do not put coupons from today! You can participate in our competition with 62 cups! " With the title, the photos of the beauties whose photographs are not published in this process continue to be published. Under a headline called Fight Against Cost of Life, the newspaper announces "We are publishing three coupons starting today".

Cumhuriyet Newspaper, June 1929

In the section titled "Our Beauty Competition", an announcement was made with the title "We will ask for your votes, please be prepared after re-publishing a photo of a few candidates who have not been well printed in our newspaper. Another photo of Feriha Tevfik Hanım, which was sent by the number 11, was printed in the newspaper, and another photo was in the photos to be published again. After the photo broadcasts were over, it was the first step to send the vote, the newspaper was carrying out the function of informing and announcing how the votes were sent.

"The point you will consider while giving your votes:

- 1) You will put the following in your letter to the Republic Competition Office.

- a) 62 coupons that we issued. (will be ok)
 - b) The names of the three beauties you like the most and the sequence numbers in the newspaper
 - c) Your own explicit name and address.
- 2) You can send your coupons and votes until the 20th day of July.

Supply your missing coupons from our office. Our provincial wives can apply with a letter.¹²⁵ When the publication of the photos of the beautiful was completed on 21 June 1929, the excitement reached the targeted level in the country.

Cumhuriyet Newspaper, July 1929

In the section titled “Our Beauty Competition”, please send your votes to 20 July, We have classified some of the votes that have been received so far, and the titles and photos of the beauties continued to be published every day. These news, which are repeated daily, have also fulfilled the function of reminding out of informing, and ensured the continuity and follow-up of the campaign.

Cumhuriyet Newspaper, August 1929

In the section titled “Our Beauty Competition”, the newspaper reminds you with its headlines and spots in the context of the issues you submit your votes every day. The newspaper, which candidates received how much, was published. According to the results announced on August 1, 1929, the people chose Muallâ Suzan first with 1,121 votes. One day before the competition, the contestants were asked to submit their identity papers to determine whether the complaints about the multiplicity of non-Muslims were justified among the finalists. As a result, half of the 35 finalists were non-Muslim but all were Turkish citizens.

On the 3rd of August, 1929, the names of the 34 beauties are listed, which candidates will face the main referee. At the same time, he informs that they shot the film of the beauties who received up to 400 votes, and then an announcement was made with the title of "Important proposal to 5 women with the highest rating from the beauties". İpekçi brothers are presented with a proposal that they will be given a role in a new movie to be made by the film establishment, and they will be made a cinema star by giving a high salary to 3 successful beauties after gaining experience. The names and photos of the beauties that will be filmed on August 10, 1929 begin to be published. It is announced that the application deadline of the candidates whose names are published in the newspaper is on Thursday, 22 August 1929. In the news dated August 20, 1929, it was announced that the beauties will appear before the referee on Friday, August 30, 1929, that the beauties whose names are written should inform whether they will participate in the competition or that other candidates will be invited to their places. The beauty contest is postponed to 2 September since it is the 30th of August 1929 Victory Day. In fact, postponing the competition date can also be thought of as an activity that has a meaning within the campaign. An announcement will be made by a board of referees of 50 people in our office on September 2:

For the beauties who will appear before the arbitral tribunal, the décolleté prom dresses are deemed appropriate. For this reason, we request that the beauties come in a low-cut dress. As a further condition,

competition alone and unmarried beautiful Turkey TABA permit the penetration of that day for the determination of these aspects in common to young girls because we ask them to come pregnant.

It is announced that the arbitral tribunal has gathered many names from different fields. Among the names that will choose the beauties, famous literary figures Abdülhak Hamit, Halit Ziya (Uşaklıgil), Peyami Safa, Cenap Şehabettin,, Hüseyin Rahmi (Gürpınar), Halit Fahri (Ozansoy), painters Namık İsmail and İbrahim Çallı, musicians Mesut Cemil and Muhittin Sadak, architect Vedat (Tek), theater artists Ismail Galip (Arcan), Vasfi Rıza (Zobu) and Bedia Muvahhit, film producer Fahri (İpekçi), journalists Necmettin Sadak, Zekeriya-Sabiha Sertel, Vâlâ Nurettin and Yusuf Ziya (Ortaç) are also announced.

Cumhuriyet Newspaper, September 1929

In the section titled “Our Beauty Competition”, in the news dated September 1, 1929, the names of the candidates will be reminded once again that the beauty contest will be held on September 2 at 10 o'clock. On September 2, 1929, the newspaper repeated the announcement of "The Beauty Queen Is Selected Today" with a remarkable headline. On September 3, 1929, "1929 Beauty Contest was Infected." The result is explained with its headline. It is announced that Feriha Tevfik, whose queen was chosen by a great referee, won the second place, Semine, and the third one was Mel.Araksi.

Despite getting the most votes, she is Hicran, who is disqualified because she is married. The first words of Feriha Tevfik, who won the first place, "Are you telling the truth, am I really a beauty queen?" It has been. During the meeting with Feriha Tevfik; He said that he participated in the contest with his family's encouragement and a bit of his own will. For a while he was engaged by the İpekçiler Organization to act as a cinema artist. In this context, he is asked about his relationship with cinema, although he says he has a lot of interest in cinema artistry, his voice is beautiful, it is difficult to go to other countries except cinema because he is patriotic, but he does not want to leave; “Imagine that you can be a better and lively propaganda for us outside? ”Then, if there is a good offer, he replied that I would go. This question addressed to Feriha Tevfik was again emphasizing that the main goal of the competition was propaganda. Following the conclusion of the contest, it was announced that Feriha Tevfik would draw a lot of money among those who voted, and a photo of 3 beauties printed on quality paper would be given as a souvenir. In the headline of September 5, 1929, "We will do the beauty contest every year" has been noted. It was also another headline that emphasized that congratulatory telegrams were received from all sides to the winning beauties.

In the news on September 7, 1929, “Are they beautiful or ours? The title and our beauties are definitely more beautiful than some of the European beauty queens. Please examine and compare photos do not believe "the first three spots with Turkey Beautiful photos of the first three European Fine were compared. We see that the publication and comparison of this news is a critique of the competition or the beautiful. A clear example of this is evident in the following words in the news; “They did not like our beauties, they said ugliness contest”. Despite these words, a news report containing persuasion and defense that the candidates are beautiful has been published.

Cumhuriyet Newspaper, October 1929

The announcements of the 1930 competition started to be made on October 29, 1929. Again, women candidates were sought to be sent to Paris and the United States' to serve the honor and dignity of the country in a civilized field. In the news about the competition, which was launched with the slogan of "Make your national duty beautiful," the "benefit" of the competition was described as follows:

The intrigue (publication) of the pictures of Feriha Tevfik Hanım in the US newspapers was an important propaganda in our favor. Lots of Americans, who thought the Turks were black, yellow or red, understood that we were as white and beautiful as Feriha Hanım's paintings. We are obliged not to miss such an inexpensive propaganda opportunity seized on behalf of our country and nation, and to benefit from it to the maximum extent. It is a national duty to take advantage of this opportunity. The maximum benefit is only by sending beautiful, very beautiful girls to the competitions.

News has been published.

1929 November Month Cumhuriyet Newspaper

Although it is in 1929 in the section named "Our Beauty Competition", the announcement of the 1930 beauty contest will be made months ago. The Cumhuriyet newspaper was run by the competition campaign. The first announcement titles are as follows: "Our new competition is very important. Turkey is a great honor to represent beynelminel in a beauty contest in Paris. Do not miss this honor. " Of 1930 Turkey will start on November 15, 1929 and the terms of the beauty queen contest will be reported as follows:

Who Can Enter the Competition:

- 1) It will be held between 16 and 25 years old girls who are Turkish citizens. Consequently, married and foreign girls cannot participate.
- 2) Young girls entering the competition must be honest girls. Therefore, those working in bars and their competitors cannot enter the competition.
- 3) The girls, who want to participate in the competition, will take pictures of our account with letters we will give to them by applying to our willpower every day, from Friday to Friday, on a daily basis.
- 4) Our newspaper will publish these pictures in order.

How to Choose a Queen?

- 5) In the last competition, our wives, who were to come across the arbitral tribunal, had committed suicide from the pictures. This time all of the beauties participating in the competition will be selected by the invitees in a big ball given by our newspaper.
- 6) 20 of the beauties who received the highest number of votes in this election will be shown to the arbitration committee 5 days later and the arbitration committee will commit the queen among these 20 girls.

The Queen of Our Wife:

7) We will also have a match on the pictures that appear on our newspaper. In this competition, our newspapers will present three beauties who have been plagued by our wives, and we will also give important rewards to the wives who vote for the girls who win in this competition.

We Will Send the Queen to Paris

8) Turkey girl beauty queen are elected by the jury will be sent to Paris with a Zatl from relatives.

9) beautiful Turkey for large competitions will be held in February in Paris Kânunisani (January) after 15 weeks were bulunacaktır.1 elect will move to Paris.

10) The beauty of the queen and her relative, the travel money to and from Paris, and the residence expenses for 4 days were provided by us.

Participation Style of Beauty Except Istanbul:

11) In order to participate the beauties other than Istanbul to participate in the competition, we ask them to open a beauty contest in our big centers such as Ankara, İzmir, Adana, Konya, Samsun, Mersin and to provide the opportunity to send the beauty of the suicide zone to Istanbul.

12) The beauties of our refiks outside Istanbul where they do not compete can send us their pictures. If we win the votes of our wives, we will take care of their costs to come and go to Istanbul.

It was announced that the Queen of 1929 (Feriha Tevfik) could also participate in this competition. The importance of the competition; "In order for the Turkish beauty to be fully represented in Paris, we must give this work a national importance." The title shows the real purpose. In the news we opened in the news text, public opinion polling was made again, like the 1929 Beauty Contest, with the announcement of the request of the wives to inform their opinions. Participation in the 1930 competition was encouraged. As a result of the beauty contest, it has been announced that after the beauty queen can participate in the contest in Paris, she will participate in the World Beauty Contest in Rio city of Janeiro. In the contest to be held, it has been announced that the world beauty will receive 500,000 francs. Mel, who came first in the World Beauty contest held earlier. Feriha Tevfik and Mel Mel, who are in a news article about Goldarbeiter entitled "The World wants to come to Istanbul". Goldarbeiter was compared, and which one was beautiful was also questioned. Letters to Feriha Tevfik Hanım from all over the world were full of congratulations and admiration, Feriha Tevfik shared some of these letters with the newspaper. With a remarkable headline on November 22, 1929, "We are starting our beauty contest today! announcement is made and every day is a new beautiful introduced, Paris and which will go nicely in Rio do Janeiro, Turkey beauty queen must be found in Paris on 2 February 1930 "incentives such as contests maintainer title and prepare spotlight, competitions will be held on February 6 After the announcement, on the 7th of February, in the city of Cannes, it will be announced that a beautiful holiday will be held. Again, titles that inform the main purpose of the competition and encourage the competition continue to be published. According to the news headlines in 1929, it is

clear that the titles that contain national feelings in the news headlines of the 1930 beauty contest and that this is a national duty to be made are more pronounced: “We invite you to perform your national duty. Every Turkish beauty must know a national debt to enter the competition.”

December 1929 Cumhuriyet Newspaper

In the article titled “Our Beauty Competition”, on November 1, 1929, it was announced that the world beauty contest would be awarded with 43,000 Turkish lira by winning the first place in Rio Dö Janeiro. In another news headline, “beauties do your national duty! By doing this duty, you will introduce Turkishness to the whole world! ” The world does not know us in the content of this title. Considering that we are so mechul that we think we are blacks yet, we are obliged to make a great propoganda patronage. His words emphasize the main purpose of the competition.

First Republican Beauty Feriha Tevfik

Feriha Tevfik Negüz, became Turkey's first beauty queen in the competition organized by the Republican newspaper in 1929.

Selecting Turkey's first beauty queen has changed the Feriha Tevfik life naturally. Feriha Tevfik, first takes part in the movies, then moves on to the theater. Feriha Tevfik met with the theater scene thanks to Muhsin Ertuğrul; He has also appeared in many operettas and comedies. During the meeting with Gökhan Akçura himself in 1988, Feriha Tevfik told the cinema that he was very curious from a young age. They went to the cinemas in Kadıköy with their nanny on weekends. His favorite actors in those years were Rudolph Valentino and Vilma Banke. He explained how he started acting as an actress: fotoğraflar fotoğraflar Firstly, photographs were published in the newspaper for the beauty contest. These photographs attracted İpekçi Brothers. There was already a family acquaintance. One day, İpekçi Brothers and Muhsin Ertuğrul came to our house and asked my mother to play the lead role in the movie Smugglers. We also accepted. He said. Some of the films he played; A Kavuk Overturned 1939, Tosun Pasha 1939, Paradise of Allah 1939, Aysel Bataklı Damın Daughter 1935, Million Hunters 1934, Leblebici Horhor Ağa 1933, If My Wife Cheats Me 1933, A Nation Awakens 1932, Smugglers 1929, Movie offers from Hollywood after the competition gets. However, he does not accept this offer because he is young and does not want to leave his country. In 1939 he moves away from the curtain and the scene, never to return. He never wants to talk about the details of this departure. He just says that he is offended and his value is unknown. He died on 22 April 1991 at Cerrahpaşa Hospital as a result of a brain hemorrhage. Turkey's first Feriha Tevfik beautiful and memories with the death of a star than the rest goes too far. Feriha Tevfik Negüz, 1929 yılında Cumhuriyet Gazetesi'nin düzenlediği yarışmayla Türkiye'nin ilk güzellik kraliçesi olmuştur.

World Year of Turkey and Turkish Press 1929 Beauty Contest

Karagöz Magazine

The competition was ridiculed in the article in the February 9, 1929 issue of Karagöz, one of the humor magazines of the period. The rationale for this is explained as follows:

"Our republican reflex wants Turkish women to enter the World Beauty Competition. So there is a beauty in every nation and we don't have it? No, what does it mean? They conquer a thousand hearts with a smile, so there are

a thousand lives with a glance. What more, what fetuses, what we have a lot of guards, what they have, but these are according to our heart. These are: Eyebrow, eye, the rest." Our Republic refik wants Turkish women to enter the World Beauty Contest. Is it so beautiful in every nation, or do we not? What does it mean? They have conquered a thousand hearts with a smile, so that they burn a thousand lives with a look. What more, there are fetuses, neither clergy, nor clergy, but these are for us, to our heart. They do not fit the size, do not come to the subway, to the centimeter. As we know, our bodies are not alafranga, they are turquoise, we are all sporty, we do not give much importance to the measured beauty of the body. There is no fabric us based on their cubits.

While these debates continue, the competition supported by the government of the period was held on September 2, 1929 and success was achieved. Congratulations and appreciations coming to this contest are concrete examples of success. Turkey made in the press and successful competition to find, when we look at those who appreciate the articles and news:

What does a German newspaper say about our Beauty contest in the news of December 17? in the headline

However, this is due to the competition of the Republic of Turkey in the harem life was totally proved to be buried in floor by floor by men in the past was buried in the past. Our competition attracted the attention of some European newspapers. One of these is the newspaper "Travbinge Tagblat" in Germany, and the other is Berner Tagblat in Switzerland. They talk about the competition with appreciation. German Newspaper: "The Turkish lady who has been saved from the Cage and the Circassian benefits from her right to liberty. The well known newspaper of Istanbul, "Cumhuriyet" and its French "La Republique" opened a beauty contest for the first time. It participates in this competition in the mainland, which constitutes its activities in Istanbul. There are also dark black-eyed armenian girls and classical Greek beauties, whose beauty is truly contested. But especially with their dignified beauties and elegant clothes, Turkish ladies attract more than other mother-of-mind. Necla Refik Hanım, the first of which was released, is a sample of Turkish beauty.

The other two newspapers also mention the competition with appreciation.

Fos Newspaper

"Yesterday's Fos newspaper also wrote about our competition:"

If we are not mistaken, this competition of our Republic refik, which invites us to participate in honor of choosing the Turkish beauty queen, happens for the first time in our city, and this is the congratulations of our Republic refikes for this attempt proving that there are beautiful girls not only in America but also in our city. . The arbitral tribunal was one of the most beautiful of the bold-minded passengers that our city could show.

Norlur's Opinion

"After the Norlur newspaper portrays its plagiarism, it follows:

This initiative of our refikes is appreciated. We congratulate you on coping with this beautiful work.

It was declared by the jury committee that those who did not succeed in the competition should not consider themselves unfortunate, because after all they would have played baht and talis rather than their beauty.

The guests watched and examined the beauties participating in the competition and gave their votes. The view of this beautiful landscape has been really enjoyable.

Doctors in Turkey Fund Engelmaier article he wrote about Beauty Competition:

In the last copies of “Algemeine Zeitung Kemniç”, which intersects in Kemnich city of Germany, we include an article that is signed by Doctor Fon Engelman. The Doctor Fon Engelman, who participated in our competition as the referee himself, registers his credibility as follows. ”

A committee consisting of the most precious personalities of the industry, the literature, and the printing world gathered to commit the first Turkish beauty queen in the halls of the “ Republic ” on a day that exhibited 30 degrees in the morning. But those who prayed for the queen crown were delayed. It was understood that the future queen did not respect the time. The magnificent mirrors of the fourteenth Louis (Lui) style were also hot, the flows of the tired and impatient faces were seen, and the unusual fever was observed in the crowded arbitral tribunal. The ladies came in ball gown, and their open arms and shoulders were at least unavoidable to be caressed by the warm air waves sprinkled by the fans. These are tall, medium, small, brunette, white, blondes seen in the square. Some of them were conscious, some embarrassed, and they were paying attention to life with their evil eye and attractive sensibilities. These ladies also preserved the subtle grace of the harem life that the current generation can only partially see in childhood. Delicate and massive bodies were observed among them. However, these were not coincidental for women who wore men's clothing. All elements of the country were also represented in this competition: Turkish Armenian, Greek, Jewish girls participated in the competition to win the beauty queen. All of them more or less skillfully made a formal passage. They walked their heads, shaking, sometimes walking with solemn and sometimes embarrassed attitudes, among them the breasts and especially the breasts that Ludvikin mentioned as the basis of beauty, and especially the jury members who were tired and sweating in order to handle the truth of suicide, were trying to settle the heat with cold lemonade.

Another phase of the competition took place in the garden during the resting period for a short time. Photographers and filmmakers were trying to take pictures with some serious faces and some serious faces.

The jury delegation gave the beauty crown to a woman named Sehhar who was hicran. But the poor couldn't put this crown on his head. Because he had accrued himself a little bit before. Whereas the queen was a girl in any case.

Finally, Feriha Tevfik Hanım won the queen. However, this lady cannot be considered as a full type of Turkish beauty. She is an elegant girl with light brown hair, sea green eyes, and a medium body. The second, black-eyed, beautiful brunette Semine Hanım, and the third one - an Armenian girl named Araksi Çetinyan - who is supposed to attract the attention of our film directors.

Conclusion

In this study, the first beauty contests prepared with the directive of Mustafa Kemal Atatürk were handled within the scope of the history of public relations. Although we consider the history of public relations as the years of institutionalization as the 1960s and 1970s, this field actually exists before. While some views consider it as old as human history, some start the history of this area from the 1960s; If we start the history of the area from the 1960s, we ignore many of the campaigns and activities that we could call public relations activity that existed in the past. Here is one of these campaigns, which we can show as a public relations campaign, with the purpose of propaganda within the 1929 Beauty Contest and an organization that made a lot of noise in 1929. The competition starts with a campaign made by the republic newspaper in 1929. In the news and announcements published in the newspaper, Turkish Girls are asked to participate in this contest, emphasizing that this is a national duty. A new state has been established and in all cases, "It is desired to be brought to the level of contemporary civilizations" For this, what is needed in the west, what is done, is wondered and taken as an example. Atatürk's modernization predicted for Turkey is modeled after the western model. Beauty contests are also; "We have them why not with us? What are we missing from them?" It became an exemplary field with its logic. The first beauty contest in 1929 is the organization of a newly established state to show itself and to introduce itself to the world. It is a clear example of propaganda unique to those who still think of the Turkish people as niggers or who know it that way. Turkey Atatürk in the eyes of the world who would like to relocate by the fact that this race provides a successful example of propaganda to the world. This contest is only "Other states were taken as examples, the contest was held, we won the first place and ended!" It should not be bought with logic, this competition is actually a successful propaganda of the new state against the world. We have to take this organization this way. On the other hand, we should consider this competition, organized by the republic newspaper, as a public relations campaign carried out systematically in 1929. In the section titled "Our Beauty Competition", which is published every day, the daily allocation of a question and answer section to this field is an example of two-way symmetrical communication, which is one of the four communication models offered by Gruning and Hunt, which existed in 1929. Again, in both 1929 and 1930, a public opinion poll was held and in the competition; Opinions of the public about the competition were requested and the scope of the competition progressed accordingly. This again exemplifies the two-way symmetric communication model. As a result, we can say that the 1929 Beauty Contest, sponsored by the republic newspaper, was organized for the first time in the country, but it was an example of a systematic public relations campaign.

Again, in this competition, which was prepared with the directive of Mustafa Kemal Atatürk, an example of propaganda was achieved by creating national feelings in the society.

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