

A review on changing housing approaches and media contents in Turkey: 1930-1980 period

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Abstract

The change in the understanding of housing in Turkey began in the late nineteenth century within the framework of modernization movements. Along with the early Republican period, modernization was treated as a nation-state policy and housing was evaluated as a spatial expression of cultural change in the process of creating the new Turkey. This was a period of transformation in which the traditional culture of living was replaced by ‘modern housing’ discourses and ‘apartment’ buildings as new form of housing production. The integration of apartment buildings into urban space as symbols of modern life also led to a redefinition of social relations with the spatial experiences it brought. In this process, which continued from the 1930s to the 1980s, the media has attracted attention as an important tool in imposing the new housing concepts on Turkish society. Media contents, which undertook the mission of educating society during the modernization in the 1930s, was replaced by rent-oriented discourses after the populist policies, large-scale urban interventions and new housing production methods of the 1950s. In this context, the article aims to examine the change in the housing approaches in Turkey through the media contents from the 1930s to the 1980s, based on the attitude of the media to guide society, which changes parallel with the dynamics of each period.

Keywords

Housing, Media, Modernization, Living culture.

1. Introduction

The changes in urban space and the emergence of new housing types in Turkey began with the modernization movements after the second half of the nineteenth century. The decline of the Ottoman Empire in the face of the rapid developments in the West had a strong effect on economic and social life, and this revealed the need for reforms in both the government and society. Until this period, the city morphology of Istanbul consisted of large magnificent structures representing the empire's power and traditional houses located around them. With the new modernist approaches, 'apartment buildings' inspired by the European model began to be built in areas such as Beyoğlu and Galata, where non-Muslims and Levantines settled. These buildings, which were separate from their environment in both their materials and their construction methods, were quite different from the traditional Turkish houses and the concept of a collective life that they offered. However, the fact that these buildings were considered as symbols of Westernization and relative wealth caused them to become popular among people who were adopting a modern understanding of life. Therefore, these changes in the understanding of housing played an important role in the reconstruction of social identity as well as the urban structure. In particular, the identity struggle of the group, who wanted to have a modern image in the society with their housing preferences, was an important factor in terms of sharpening the social stratification in this period. This modernist attitude of the early Republican era was followed by the populist policies and large-scale urban interventions after the 1950s. The architectural attitude of the early Republic, which can be described as relatively naive, has been replaced by multi-storey residential block productions. In the 1980s, the neoliberal policies had great impacts on the housing approaches and the socio-spatial structure of the city in general. Therefore, in this study, the 1980s was seen as a dramatic threshold.

In this process of trying to integrate the new Turkey to the West, media outlets were an effective catalyst. Given the media's domination and directing atti-

tude in every period, its impact on the emerging society is an undeniable fact. In this context, the media played a significant role in the process of achieving the targeted culture of life in the developing Turkey. For this reason, the aim of this paper is to explain the changing of the housing understanding from the 1930s to the 1980s and to examine the contents of media reports and advertisements of the period. Since the beginning of the changes in housing approaches and modernization movements in Turkey dates back to the late 19th century, it is important to mention this process first. According to this, the second part of the study examined the understanding of modernization of the Ottoman period and the new housing concepts. In this section, apartment buildings and row houses presented with modern housing discourses were discussed. The third part focuses on the modernization project of the early Republican period with the nation-state understanding and the ideal modern housing concept. In this context, the articles in the print media of the period were examined and the media's guiding attitude towards the society was emphasized by discussing the contents. In the fourth part, the period 1950-1980, which saw significant transformation and accelerated urbanization in Turkey, was examined. State policies, planning decisions and housing production methods were emphasized. In this context, media contents of this period which have a different kind of attitude from the early Republic period were discussed comparatively.

2. Housing in Ottoman Empire in the nineteenth century

In order to examine the understanding of housing in Turkey's modernization process, it is necessary to first address the modernization movements in the Ottoman Empire. In the nineteenth century, factors such as the deterioration of the administrative structure, economic problems and the pressures of the big states were the beginning of modernization and reform movements in the Ottoman Empire. In addition to these, the Ottoman Empire's lagging behind the developments in the West in the scientific, cultural and industrial fields made this change necessary.

Within the scope of the reform movements in this period, there have been also important changes in urbanization, housing and property relations.

The first mid-stratification trends in Turkey emerged with employees who were working in organizations dependent on the West, and medium-sized traders, in the last period of the Ottoman Empire. These employees and traders were mostly non-Muslims (Kıray, 1998). As a result of developments such as the declaration of Tanzimat Edict in 1839, the removal of construction restrictions for non-Muslims living in Ottoman territory, and urban planning decisions made according to western principles, the first examples of apartment blocks in Turkey appeared. With the law of 1869, non-Muslims had a legal right to own property. During this period, apartment buildings began to be built in a limited area and in small numbers. It is possible to find the first examples of apartment buildings in neighbourhoods such as Galata, Pera and Tarlabası, which were mainly where non-Muslims were concentrated. Until this period, neighbourhoods in Istanbul were separated according to religious groups. After these developments, non-Muslims began to disperse to different parts of Istanbul (Öncel, 2014).

According to Simmel, individuals imitate their social environment in order to impose themselves on society and reach a certain socio-cultural status. This habit of imitation starting from clothing shows itself in likes, ideas and lifestyles over time. The person who tries to belong to a certain class accepts and internalizes almost every object or situation of that class (Simmel, 2004). At the beginning of the twentieth century, having an apartment was considered to be equivalent to being in a privileged social position in the Ottoman Empire. It was also possible to call this a kind of new 'housing fashion'. For this reason, besides their mansions and waterfront houses, some people considered that having an apartment in Beyoğlu was a sign of their reputation in society (Görgülü, 2010). Also, the incorporation of Western furniture in these elite domestic spaces reflected social changes and the desire for Westernization (Gürel, 2020). The art nouveau style Botter

Apartment in Beyoğlu is one of the first examples, with its facade features, use of the land and interior arrangements. The Doğan Apartment in Pera, which was designed as a rental apartment for distinguished non-Muslim families at the end of the 1800s, is another important example of the luxury apartment buildings of that period. In addition to these, there are also apartment buildings that differ in terms of both users and stylistic features. Efkafl Apartments, designed by Architect Kemalettin for the survivors of a major fire in 1918 that affected a wide area from Cibali to Fatih, can be given as an important sample. Later on, the name of these buildings was changed to Harikzedegan Apartments, which means 'damaged in the fire'. These apartments, which were similar to social housing projects in Europe in terms of plan schemes are also the first buildings that were built with reinforced concrete.

Another type of housing that emerged in the nineteenth century is row housing. According to some people, row houses were more suitable for Turkish families for typological and privacy reasons. These houses, which were characterized by a framework of street-plot-structure relationship and side-by-side layout, formed an urban space that was very different from the previous urban texture (Batur et al., 1979). Row houses, which could be considered to be the houses of the middle and small bourgeoisie such as tradesmen, merchants, artisans and middle-ranking bureaucrats, began to be built in many different regions of the city such as Kuzguncuk, Balat, Yeldeğirmeni, Kumkapı, Bağlarbaşı, Beşiktaş and Ortaköy. Row houses were generally separated from each other by brick walls, and gained importance in terms of bringing solutions to the problem of fires. Akaretler, constructed by Sarkis Balyan in 1875 for the use of palace servants, was one of the first examples of row housing before the Republican period.

In the West row houses and apartments became common as two main types of housing. In this period, in the Ottoman Empire, which took the West as a role model, these new forms of housing became widespread, and they joined the fabric of Istanbul with new spatial approaches, concepts and cul-

tural forms. The reasons for the changes in housing typologies and the elements that triggered diversification in this period can be summarized as follows:

- The city was crowded as a result of immigration.
- Westernization brought changes to the institutional / administrative structure and these had effects on urban management, property and professional organizations.
- Westernization had effects on social life, consumption, pleasure and value systems.
- There were changes in the structure of society: a process of transition from social groupings to organized society / from traditional family to modern family.
- The outsourced and dependent economy had effects on housing: building materials, technology and so on.
- The same changes had effects on home technology: furniture, heating, food preparation, etc.
- There were changes in transport systems and possibilities, and increased intra-city mobility.
- There were fires and post-fire redevelopment movements, and legal measures (Yücel, 1996).

When compared to apartment buildings, the row house typology designed for a single-family in a single plot became insufficient because of the increasing population. For this reason, apartments that allowed multiple families to be accommodated in the same plot became widespread. These structures soon became the starting point for a new style of housing in Turkish architecture as a brand-new typology.

3. Early Republican period

1923-1950 can be regarded as a transitional period for Istanbul, in which housing production was dominant for personal needs, while apartment construction continued at a certain rate. Slow urbanization, urban land that did not yet have a speculative value and therefore came at a low cost for housing, and the fact that local governments could plan adequate urban areas in parallel with the slow pace of urbanization and did not face significant constraints in providing urban

infrastructure, created the required conditions for such production to meet social needs (Tekeli, 2010).

The early Republican period was a period of change and transformation in terms of expressing the transition from the traditional Ottoman culture and life to Western and modern life. The change in the social structure was shown in the family structure as well, and a new formation process begun that strengthened the place of women in the family and society, moving away from the traditional understanding. The social and cultural changes experienced in the name of modernization led to the redefinition of the residential space, and the breakaway from the traditional structure began. This led to the replacement of the traditional Turkish house depended on the 'haremlık-selamlık' system in which men and women set in separate parts of the house, by apartments consisting of rooms located around a corridor. In a popular magazine, the following observation was proudly expressed: "For the European, the house is a private thing that belongs to a person. In our case, the house is now starting to become a rising institution and organization. The Turkish citizen has also recognized the residence in the Republican period like other good things. Most of us do not know how to make beautiful houses and settle in a beautiful way because of the fact that the idea of building and decorating a house is too new for us" (Bozdoğan, 1996).

When the media contents of the early Republican period are examined, it draws attention that most of these contents have a mission to teach the contemporary living and educate the society rather than presenting the modern housing concept as an element of choice. It is also possible to consider this approach as a reflection of the new nation-state understanding. However, in some newspaper articles the reflections of changes in lifestyle on housing, and the increase in the number of apartment buildings, were expressed as disadvantages. It was said that the new apartment buildings that started to be popular after the Republican period did not comply with the old customs and traditions and did not fit



Figure 1. 'Residents of newly built apartment buildings can only get air on the terraces.' (*Bahçesiz Ev: Çiğersiz Adam (House without Garden: Man without Lungs)*) (Source: Yedigün Magazine, 1934).



Figure 2. *Küçük Apartmanlara Mahsus Eşyalar (Furniture for small houses)* (Source: Yedigün Magazine, 1934).

with Turkish family life (Sey, 1993). In an article entitled *Bahçesiz Ev: Çiğersiz Adam (House without Garden: Man Without Lung)*, which was published in 1934, apartment buildings were described in the following sentences: "There is huge building activity on all sides. There is a lack of daily wages for labourers, cheapness of construction material and before all of these, customs. Many roofs are rising all over the world. The green fields where the lambs were grazing a few years ago, today have been invaded by apartment buildings. It is impossible to find an empty space now where we were playing football in the past. It is not just like that here, it is like that everywhere..." (Yedigün Magazine, 1934). In the article, there is a photo of a woman sitting on a terrace, and the caption states that residents cannot obtain adequate comfort as they could in a traditional house with a garden (Figure 1).

Although this new lifestyle and housing were rejected by some people, who considered that these buildings were not suited to traditional Turkish life, the new modern apartment buildings continued to take their places in the city. The Istanbul Academy of Fine Arts, where German and Austrian professors taught, was influenced by the Westernization movements, and the architects of the period, like Seyfettin Arkan, Zeki Sayar, Abidin Mor-taş and Bekir İhsan, directed Turkish architecture with the projects they designed (Bozdoğan, 2012). Modern apartment buildings continued to be imposed on society as a new way of life, while the importance of the interior as well as the exterior was emphasized. Newspapers and magazines tried to describe the ideal housing concept, and it was said that the interior should be simple and modern like the exterior of the building. In an article entitled *Küçük apartmanlara mahsus eşyalar (Furniture for small apartments)* that was published in Yedigün Magazine in 1934, there was a suggestion that space could be gained in the rooms by using expandable furniture that could be transformed according to usage requirements (Figure 2). Also, in the same magazine it was emphasized that private places like bed-

rooms should be decorated with the same attention as guest rooms (Figure 3). In this way, while traditional residential architecture was replaced with modern buildings, instead of using dense and ornate furniture, simpler and modern solutions were preferred in the interiors.

When evaluated in the socio-cultural context, this process produced sharp results in terms of social stratification and the separation of classes through housing. People from different communities living together in the urban space were left to live according to their economic and cultural situations, housing styles, land prices and therefore neighbourhoods. As the production of a building in a single plot was economically high, the apartment buildings constructed in this period were in demand from socially higher and wealthier individuals such as doctors, lawyers and some well-established families. This situation became an element of prestige, and the city bourgeoisie invested their savings in these apartments and began to rent them out. The apartment buildings were usually given the name or surname of the owner in this period. Buildings were designed by the main architects of the period, and the general interior organization came under the influence of the bourgeoisie of the Republican period. The flats in these apartments were rented by people who were considered to be broadly in the same social and cultural class but did not have enough accumulated capital to build an apartment. The interview in Yedigün Magazine with Professor Behçet Sabit, who was an important doctor of that period, is remarkable in this context (Figure 4):

- Mr. Behçet don't you have an apartment?

- No. Amazing isn't it? You opened your eyes... You are right. The doctor and the apartment have been so mixed up lately that it seems very strange to see them apart. But no. I don't have an apartment. I spent my earnings not on an apartment, but on the travels that made me able to see the development of my profession in the West, and on supplying my needs. ("Profesör Behçet Sabit Bey," 1934)



Figure 3. Yatak odalarımızı sade yapalım (Let's make our bedrooms simple) (Source: Yedigün Magazine, 1934).



Figure 4. Interview with Professor Behçet Sabit (Source: Yedigün Magazine, 1934).

One of the important developments of the early Republican period was the housing loan support of Emlak Bank. Yapı Kredi Bank, which opened in 1944, brought in the idea of lending to house buyers. However, the government did not adopt the idea of solving the problem of housing finance through private banks, and chose to give this duty to a



Figure 5. 'Emlak Bank builds 500 houses' (Source: *Akşam Newspaper*, 1949).



Figure 6. Levent Mahallesi advertisement (Source: *Arkitekt Journal*, 1950).

public bank. As a consequence, with the law published on June 14, 1946, Turkey Emlak Kredi Bank was established, with a capital of 110 million TL. Thus, Emlak Kredi Bank took a monopolistic position in house financing (Ersel, 2015).

In this period, another important change in housing production in Turkey was cooperative housing. Cooperatives mainly began in the period when the Republic was first established. In the 1930s, the housing needs of Ankara's rapidly growing population, and the increases in land prices, did not allow the public to buy a house in a single lot. In order to solve this problem, the senior bureaucrats in Ankara established the Bahçelievler Housing Cooperative in 1934 for an area that was not yet opened for development. This was important in

terms of solving a problem that could not be solved by personal relations, using an institutional structure and setting an example for those who had similar problems. At the same time, lending by Emlak and Eytam Bank (which was established in 1926 to support construction and provide credit) was a facilitating factor. Factors such as the election of the minister of publicity as honorary president, the association of the governor with the project, and the presence of prominent bankers of the time among the cooperative partners increased the success of this first cooperative experience in providing cheap land and mortgage loans. This situation could be considered as the production of luxury housing by an important state group, unlike the cooperatives established by low-income groups with limited budgets in the West. The cooperative movement that started in Ankara spread to other provinces over time. Between 1935 and 1944, a total of 50 housing cooperatives were established, of which 22 were in Ankara, 8 in Istanbul and others in other cities, and 554 houses were produced. As a result of efforts such as the provision of housing loans from the funds of Emlak Kredi Bank and the Social Insurance Institution (SSK), 23,374 houses were built through cooperatives up to 1960 (Özüekren, 1996).

The first important examples of cooperatives in Istanbul were the Levent and Koşuyolu housing projects organized by the Emlak Kredi Bank based on an individual loan model. The construction of the first part of the Levent, which is the core of today's Levent district, started in 1947, and the first neighbourhood was completed in 1950. A total of 391 residential units in the neighbourhood were designed as single houses, twin blocks and row houses. In an article published in *Akşam* newspaper, it was stated that, in order to solve the housing crisis, a new project with infrastructure was being built on Levent municipality land (Figure 5). In an advertisement in one of the most important architectural magazines of that period, expressions such as 'regular asphalt roads, modern sewerage network and green fields' were used, to emphasize the concept of modern life (Figure 6).

Despite its distance from the city centre, the Levent district had been home to the middle class and civil servants for a long time. On the other hand, Koşuyolu began to be recognized as a separate neighbourhood at the time of the mass housing projects of the early 1950s. In parallel with the cheap dwelling policy of the time, a housing project and a bazaar were built by Istanbul Municipality and Emlak Kredi Bank partnership in the middle of the wheat fields and meadows of Koşuyolu (Akbulut, 1996).

Also, after 1949, banks started to organize sweepstakes for account holders to increase their deposits, and introduced the concept of 'lottery houses' to the housing literature. Therefore, in this period, houses were designed and built by the banks, and given the name of lottery houses (Görgülü, 2016b). İşbank was important in terms of being the initiator of these lottery schemes as part of saving incentives. In addition, it was possible to see the lottery house advertisements of different banks in the magazines and newspapers of the period. (Figure 7).

4. 1950-1980 Period

In the 1950s, the acceleration of industrialization, the creation of new areas of employment and the migration from rural to urban areas caused an increase in the population, and thus the existing housing stock remained inadequate. On the other hand, housing production became a serious problem due to the difficulties in capital accumulation and private/public resources. This was the beginning of a period in which different types of construction methods were tried, and the structural environments of big cities were greatly changed.

The law 'encouraging construction and allowing building without permission' that was enacted in 1953 aimed to ensure that the cooperatives would benefit from the public land that was transferred to the municipalities, and would thus pioneer the development of social housing (Tapan, 1996). With this approach, which targeted middle- and low-income people, Emlak Kredi Bank designed Western-style projects by planning to build on land

T. C. ZİRAAT BANKASI

Vadesiz Tasarruf Hesapları

1950 yılı ikramiyeleri:

İSTANBUL ve ANKARA'da

8 Ev,

Ayrıca:

200.000 Liralık

PARA İKRAMİYELERİ.

Ev kazanan isterse bedelini alabilir.

ACELE 150 LİRALIK BİR HESAP AÇTIRINIZ

Her 15 lira için ayrı bir kura numarası verilecektir.

10 Mart, 15 Mayıs, çekilişlerinde yalnız para ikramiyeleri; 30 Haziran, 31 Temmuz, 29 Ağustos, 30 Eylül, 28 Ekim, 30 Aralık, çekilişlerinde ise, bazılarında iki ev olmak üzere hem ev, hem para ikramiyeleri vardır.

İkramiyeye giriş şartlarını Bankalarımızdan öğreniniz.

Figure 7. Ziraat Bank lottery house advertisement (Source: *Arkitekt Journal*, 1950).

located outside the city. In contrast to the houses with gardens, multi-storey and low-rise residential buildings in a mixed arrangement were envisaged. In an advertisement entitled 'Levent Mahallesi' in Vatan newspaper, information about the groundbreaking ceremony for the fourth section was given, and it was reported that in order to have an apartment an account should be opened at Emlak Kredi Bank (Figure 8).

During this period, the construction of apartment buildings and single houses continued to a certain extent. As in the example, the advertisement texts of the housing projects built in the 1950s contain details about the housing quality. In these texts in which material quality, landscape elements, location, transportation and social facilities are explained, providing information is in the foreground. In this context, this approach seems similar to the modernization attitude of the early Republican



Figure 8. 4. Levent Mahallesi advertisement (Source: Vatan Newspaper, 1955).



Figure 9. Seçim yakın, af çıkacak diyen gecekondu yapıyor (The elections are coming soon. Since there will be amnesty, everyone is making slums.) (Source: Hürriyet Newspaper, 1977).

period. In 1957 a new housing complex was built by Kredi Yapı Sandığı in Koşuyolu. The project was described in an advertisement with the following sentences:

'In a large area with fruit and pine trees in Koşuyolu, dwellings which are suitable for all tastes and needs have begun to be built. Kredi Yapı Sandığı will be happy to deliver the keys of these houses, built with first class materials and workmanship, to their customers. These houses are next to the main street. Public buses to Kadıköy and Haydarpaşa pass in front of them. It is possible to move to Üsküdar, Kadıköy and Haydarpaşa or any desired location without any problem of transportation. The houses will be able to meet the residents' needs in both summer and winter. The needs of the neighbourhood, such as roads, water, electricity, gas and telephone, are provided. There will be a big bazaar, a modern cinema and green fields. Kredi Yapı Sandığı has provided you with a good opportunity to find a cheap and beautiful home in Koşuyolu, which is one of the most prestigious corners of Istanbul' (Suoğlu, 2009).

One of the important problems of this period was slums. The concept of slum has emerged from the 1950s along with the migration from villages to large cities. A slum can be defined in various ways. According to UN-HABITAT, slums are the most deprived and excluded form of informal settlements and are characterized by poverty and large agglomerations of dilapidated housing, often located in the most hazardous urban land. (HABITAT III, 2015) In another definition, slums are defined as the type of shelter inhabited by poor or low-income families whose needs are not met by the government and the city administrations, on the territory of public and private persons, without the will and knowledge of the landowner (Keleş, 1998). Until the 1950s, slums were generally located at the edge of the city or, in other words, away from the socio-cultural environment. For this reason, slum dwellers were not perceived as a major threat to the urban space. Slums, which were built out of desperation, moved away from being innocent shelters over time. After a while, they became an urban looting system in the hands of those who turned this migration into an income system, and politicians allowed and even supported this formation for the sake of their political interests. This problem was mentioned in a newspaper article, as follows: "The elections are coming soon. Since there will be amnesty, everyone is making slums" (Figure 9). This news report stated that there were two thousand slum houses being built in five districts during the religious holiday.

This was also a period in which slum dwellers' political power and organizational skills were seen in the opportunities provided by democracy (Akbulut, 1996). These rapidly increasing settlements led to the formation of a hierarchy of owners of slums, tenants of slums, and owners of slums who rented space in their own houses for the purpose of saving. The situation was out of control because of the concessions made by the political forces, and Istanbul began to grow in an unplanned and random manner. On the other hand, this situation caused problems with infrastructure, traffic and environmental pollution.

In this period, slums were rapidly growing in number in some parts of the city, while the construction of apartment buildings continued. As it was not possible to divide the ownership in land, before the flat ownership law, the housing stock problem could not be solved. For this reason, apartment buildings appealed to a certain segment of society. The middle class, who did not have enough income to live in apartments, preferred individual houses. However, after a while, increased land prices due to intensive urbanization, made the production of these houses a new problem. Public resources, which were inadequate for the infrastructure, limited the production of urban land and increased land prices in extreme terms, thus increasing the need for intensive construction (Balamir, 1996). The flat ownership law was an important turning point in terms of eliminating the problems and opening the way for new housing production. The first attempt to legalize flat ownership was made in 1948 when a notary law was enacted, but no success was achieved. The second attempt to change the land registration law was made in 1954 and succeeded. Then, in 1965, a detailed regulation was made with the flat ownership law (Tekeli, 2010).

Under the flat ownership law, the right for there to be only one owner of one parcel of land was eliminated, and this has led to a form of production based on sharing. On the other hand, the fact that Emlak Kredi Bank made loans to buyers also accelerated the tendency to buy houses. This brought together the landowner, the entrepreneur and the small investor who wanted to have a house, and thus eliminated the high investment cost for the entrepreneur. At the end of this cooperation, the share of ownership obtained from the immovable property and the rates for rights in the common land and common areas were determined in proportion to the values of the independent units (Balamir, 1996). In this mode of production called "build and sell", the number of houses to be rented was quite high. Since the owners of the land had more than one residence in each building,

BAĞDAT CADDESİNDE VE MODA CADDESİNDE

Hayalinizdeki şahane daireleri sizler için hazırladık

1. BAĞDAT CADDESİ, ÇARŞIBAŞI - DAİRE BÜYÜKLÜĞÜ 195 m²
dört odalı, iki banyo, mutfak, 64 m² L. alan, çamaşır ve modern mutfak, ayrıca dört yatak odası. Herkes için - tel: 425.000 (vergiler dahil) Beş daire kalmıştır.
2. BAĞDAT CAD., ŞİŞLİ - DAİRE BÜYÜKLÜĞÜ 140 m²
Mayıs 1971'de teslim - tel: 275 - 300.000 (vergiler dahil) Altı daire kalmıştır.
3. MODA CAD., BEŞİKTAŞ - DAİRE BÜYÜKLÜĞÜ 140 m²
1970 sonunda teslim - tel: 250 - 375 - 300.000 (vergiler dahil) Beş daire kalmıştır.

MÖHİM AÇIKLAMA

- a) Yukarıdaki fiyatlara, alıcıya ait tapu ve diğer masraflar verilmemiştir.
- b) Daire fiyatlama buna göre yapılmıştır.
- c) Tapu ve diğer masraflar alıcıya aittir.

EVSAN
EMLAK VE SANAYİ ŞTİ.
Bağdat Caddesi
Şişli, İstanbul, 808 Kadıköy
Tel: 36 03 48

Figure 10. Hayalinizdeki şahane daireleri sizler için hazırladık (We have prepared your dream apartments for you) (Source: Milliyet Newspaper, 1970).

they decided to rent these houses for the purpose of investment at the end of the construction. During this period, the number of advertisements increased and various firms decided to share their housing projects in the printed media (Figure 10). During this period, a new kind of advertising method was used which made up of life mottos, slogans and images, instead of the 1950s' informative method with the structure, content, material and location details. It is possible to see several discourses such as 'dream apartment', 'peaceful life and 'wonderful houses' in this period.

5. Discussion

The perception and the meaning of housing in Turkey have changed considerably over time since the late nineteenth century. The period started with the westernization movements was followed by the Republican period with its innovative attitude. With the introduction of the apartments that represented modern life, housing broke away from its traditional context and gained a new identity. In the changing socio-cultural conditions, spatial changes were envisaged to bring living standards in line with Western conditions, and thus a

new language emerged in the area of housing. Among people who wanted to have a preeminent social status, apartment buildings became symbols of luxury living. This situation, which caused a disintegration in the urban space and affected class dynamics, was the beginning of a new period. In addition to these, like the structural forms of buildings, interior decorations also changed. In contrast to traditional concepts, a new minimal approach was developed, with functional and simple lines.

When the archives are examined, it is seen that the media had an important role in the imposition of the new housing concepts on the society in the early Republican period. Undoubtedly, the fact that modernity was seen as a prescription determined within the framework of nation-state policy had a great effect on this. In this process, the media had undertaken a civilizing mission and had been instrumental in 'teaching' the new 'ideal living space' understanding to the society. The media offered forms, materials, and furniture recommendations to give information about what a modern home should look like. This directing and sometimes imposing attitude also prevented the critical approach to housing and architecture in general. For these reasons, it would not be realistic to say that housing underwent a natural evolution during this period.

After the 1950s, there was a substantial change in housing production and presentation formats in Turkey. During this period, reasons such as migration from rural to urban, increase in urban population, slum housing and deficiencies in housing policies made the housing problem more evident. State interventions, the property ownership law, the establishment of housing cooperatives and the activities of construction companies carried the concept of housing to a different axis. During this period, the rate of urbanization has increased considerably compared to the previous period. This increase created an unqualified built environment and housing production was also negatively affected. Unlike the early Republican period, houses were produced with an

understanding based on block repetition without considering any certain design idea in this period. Although the understanding of modernization of the early Republican period is criticized with its different aspects, when the interior organization, facade and form features of the houses are examined, it is seen that the design concern was at the forefront in that period. The disappearance of this understanding after the 1950s dramatically changed the housing approaches and thus the built environment. For these reasons, it is almost impossible to talk about a quality in housing production especially after the 1970s.

It is also possible to read this change in the understanding of housing from the media texts that changed with the dynamics of the period. Media texts of the early Republican period, which were concerned about creating an ideal living space, left their place to rent-oriented discourses in this period. It is possible to see many housing advertisements and news reflecting these developments. In this context, it can be asserted that housing began to be seen in the media as a product.

6. Conclusion

Media is an important factor in cultural continuity with the content it offers within the framework of its feature of informing and directing the public masses. This effect creates significant changes in individuals' behaviors, desires and lifestyles with the new value systems imposed. The house, which is the most basic unit reflecting the cultural structure of the society, has been interacting with the media in every period. It is possible to say that media products are cultural texts that give clues about the economic, political and social structure, rather than just news or promotional tools. Within the framework of this research, it was read through media contents that the use value and semantic structure of the house gradually disappeared and became a commodity that could be bought and sold. It has been observed that media contents have also changed in parallel with the change in the understanding of housing with the effect of political, economic, cultural and social dynamics. All issues related to the

attitude of individuals towards housing consumption, the struggle for social hierarchy and the construction of relationships have been met in the media literature. In addition to these, examining the media contents in different periods and determining the changes in the discourses were also important in terms of evaluating the change in the understanding of housing from the modernization movements in the 1930s to the 1980s through a different discipline.

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