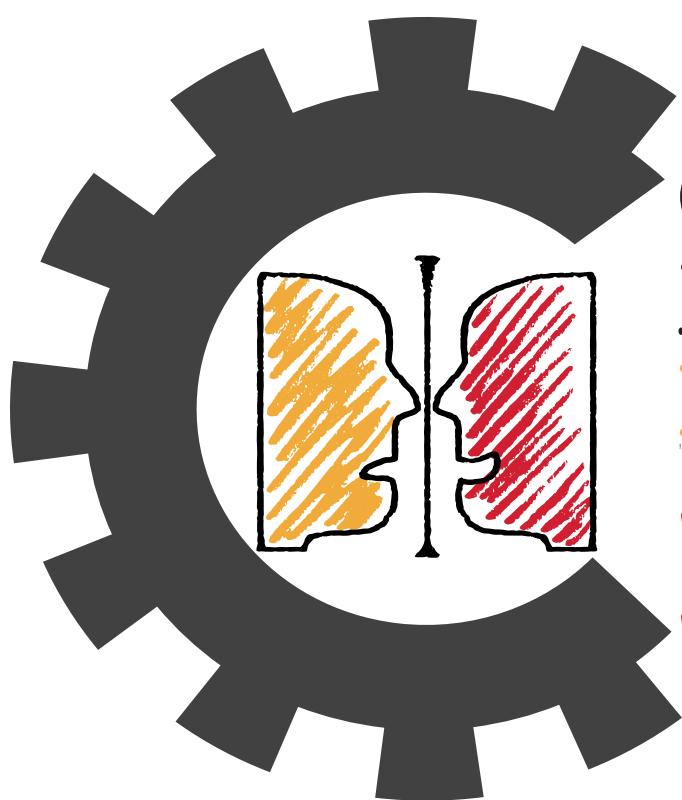


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## **Reproduction of Traditional Motherhood Myth in Teknosa Advertising**

*Filiz Bilgin Ülken (Mersin University)  
Anıl Dal Canbazoglu (Mersin University)*

On one side, the capitalist masculine thought attributes divineness to the woman who is mother, on the other side it locks her between four walls, and gives her the responsibility of turning these four walls into a nest. It is expected that the woman devotes herself to child and home caring by receiving her approval in a hegemonic frame. It legitimizes these obligations by conceptualizing them as an extension of the biological sex of a woman, as a natural result and even as an instinct. This study which aims to open up the problematic whether the motherhood practices shaped in patriarchal thought is a situation wanted naturally and motivationally by women or obligations imposed by gender roles for discussion is on the side that the motherhood is a social and cultural fiction and cannot be explained by natural impulse of gender acceptances. Therefore, in ascribed gender roles, the differences accepted to exist inevitably between man and woman are not natural but constructed. The advertisement which is a fact discussed inseparably from the values of the society in which it exists is unavoidably fed by the culture, myths, values and beliefs of this society and also it reproduces and reflects all of them. Positioning mother in the media texts as more altruist, more responsible, and more self-sacrificing than the father has re-legitimized the domestic and maternal roles of women which is accepted as traditional and natural. The aim of the study, in which it is discussed that how maternity is constituted in texts of advertisement and how the myth of "maternity" is both produced and reproduced, is to examine how "maternity" notion takes place and reflected in advertisements in context of gender role models and stereotypes specific to the advertisement of "Teknosa 'Mother's Day". In this study, which criticized the reproduction of the traditional maternal myth, semiotics method is used in analysis. Utilizing Umberto Eco's semiotics and Barthes' concepts of flat meaning, side meaning and myth, it is tried to analyse how "traditional mother" is constructed and how it is produced repeatedly.