ABSTRACT

REPRODUCTION OF SYMBOLİC CAPİTAL: THE USE OF PRİV ATE MUSEUMS AS A CATALYST İN THE PRESENTATİON OF CORPORATE IDENTİTY

From the 1800s when private museums began to be seen, private museums began to become part of the history of private sector organizations. Since then, they continue to be the supporters of the dates of the organizations they belong to and therefore the presentation of corporate identity. In this context, private museums offer a functional space not only for the preservation of historical heritage, for the transfer of collective identity, for the cultural richness, but also for the recognition of the companies they belong to with respectable features such as social sensitivity, artistic charity and charity. The discourses used in the promotion of private museums, which are part of the corporate identity as part of their corporate web sites, are remarkable in this sense. The rhetoric that has been the subject of the mirrors and the emphasis on social responsibility which nourishes these discourses have fictional characteristics that regenerate the ideological ground on which the other side constructs, on the other hand, legitimizing the rationale of the economic structure in which the companies perform their assets and actions. Within the frame of the sampling set in this study, the use of museums in the presentation of corporate identity by private museum companies in Turkey has been covered in the framework of ‘private enterprise’, ‘philanthropy’, ‘collective heritage protection’ and ‘registered goodness’. The ideological positions of the discourses used in the determined thematic contexts in the texts on the web-sites of the companies and the museums were evaluated by the ideological discourse analysis.