Chapter 11
The Social Construction of the Reality via Narrative Advertising

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ABSTRACT
When we evaluate the social construction of reality in advertising through narrative advertising in general, in narrative advertising; We can see the theory of social construction of reality by Berger and Luckmann, that multiple realities can be produced through narrative advertising, and the objective reality produced by legitimacy is that the advertiser and the audience (structure and actor) builds the reality of mutuality. We can say that the reality externalizes and objectifies the reality, the masses internalize the reality produced and participates in the process of socialization with this reality, the interaction and interaction of individuals in the production of reality are effective. However, we can say that the narrative, which is a feature of narrative advertising, and the empathy possible through narrative advertising are very important in reflecting the produced reality to the audience and in the participation of the audience in the process of social construction of reality.

INTRODUCTION
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THE CONCEPTS OF TRUTH AND REALITY

The concepts of truth or real are identified according to time, space and culture. “For example, in some cultures, while the existence of spirits, witches and demons are accepted as a part of the daily life and are taken seriously, in some other cultures, these can be accepted as imaginary beings” (Newman, 2013, p. 28). Therefore, it can be said that the reality is not a fixed and generalizable concept. The reality is socially constructed and “the social construction of the reality is a process in which humanity designs the reality in a creative way via social interaction” (Macionis, 2012, p. 142). Peter L. Berger and Thomas Luckmann are the people who bring the concept of the social construction of the reality to social sciences. Berger and Luckmann managed to get to the bottom of sociology, gathered the macro and micro philosophers’ views together by making an examination of the sociology of knowledge and they developed the concept of the social construction of the reality.

Berger and Luckmann are opposed to the idea which there was a single reality. The multiplicity of the reality indicates that the reality is socially constructed within the society. “The reality is socially constructed and the sociology of knowledge needs to analyze the process in which this construction takes place” (Berger, Luckmann, 2018, p. 1). The analysis of the sociology of knowledge shows that the social construction of the reality depends on the dialectical relationship between individual and society. “On the one hand, the individual who influences the society and the construction process, on the other hand, is affected by this construction process” (Yücedağ, 2013, p. 18). Additionally, Berger and Luckmann, argue that the reality is constructed by neither only structure nor only individual, but they suggested that it is constructed via the dialectical relationship between individual and structure, by emphasizing the relationship between the individual and the structure.

FROM CONSTRUCTION OF SOCIAL REALITY TO SOCIAL CONSTRUCTION OF REALITY

The construction of social reality is a matter of epistemology, and it examines how reality is built from bottom to top. The social construction of reality is within the scope of the sociology of knowledge, and the investigation plane is the opposite (Yılmaz, 2008, pp. 11-34). According to Berger and Luckmann’s theory of ‘The Social Construction of the Reality’, social reality is constructed by three fundamental dialectic concepts which are externalization, objectification and internalization (Berger & Luckmann, 2018, p. 91). Berger and Luckmann explained the connection of the reality of daily life with objectification through “language”. “The reality of daily life seems as if it was formed by an order of objects which were named as objects before I went on the stage as it objectivized in the past” (Berger & Luckmann, 2018, p. 33). The issue of the objectification and the naming of objects are related with the ‘language’. “The language which is used in everyday life constantly provides me the necessary objectifications and it establishes a meaningful way in which these objects become meaningful and make everyday life meaningful to me” (Berger & Luckmann, 2018, p. 33). This function of the language in daily life provides the arrival of meaningful objects. At the same time, the language allows the intersubjective sharing. In other words, subjects also take an active role in the formation of the reality and the use of language. “Because I know that my natural attitude towards this world corresponds with the natural attitude of others, so they also understand the objectifications via this world’s organized way. I know that they have plans to work on in this world and they also regulate this world around them being ‘here and now’
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