# The Importance of Using Social Media in the Promotion of Cinema Films: Example of TRNC Films

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**Abstract:**

Art is a universal and integrating phenomenon which has the feature of conveying the emotion experienced by people to others in the clearest way through visual and auditory language. The art of cinema has the power to convey what is experienced and what is wanted to be conveyed as it is. National cinemas include the cultural structure of the country, representations of cultural and national identities, the historical structure, and natural environments of the country in the context of their content. Considering all this, movies serve as a social mirror. It also contributes to the recognition of nations. In the films they watch, the audience closely witnesses the social and cultural structure of the relevant country. Social media, which is one of the most popular areas of today, occurs as an important marketing tool in movies. The purpose of this study is sheding light on social media's function and impact in the promotion of movies that were produced in North Cyprus that is simultaneously not politically or internationally recognized. In this context, the semi-structured in-depth interview technique, one of the qualitative research methods, was used in the research. Semi-structured interviews with the directors were conducted online by video recording over Google Meet. The content analysis technique was used to analyze the data obtained from the interviews. The findings of the study also reveal that the state should create a cinema fund and develop practices that encourage movie-making. Additionally, it is thought that the implementation of the sponsorship law will eliminate the difficulties of the movies in finding sponsors. Apart from this, the findings also show us that when social media is used with planned, systematic, active, and rich content, the cinema industry will develop in Northern Cyprus and the promotion of the country will be possible without embargoes blocking it.

**Keywords:** cinema, social media, marketing, TRNC.

## 使用社交媒体宣传电影的重要性：以北塞浦路斯土耳其共和国电影为例

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**摘要：**

艺术是一种普遍的、综合的现象，其特点是通过视觉和听觉语言，将人们所体验到的情感以最清晰的方式传达给他人。电影艺术有能力按原样传达所经历的和想要传达的内容。国家电影包括国家的文化结构、文化和民族身份的表现、历史结构以及国家的自然环境在其内容的背景下。考虑到这些，电影可以作为社会镜子。它还有助于国家的认可。在他们观看的电影中，观众密切地见证了相关国家的社会和文化结构。社交媒体是当今最受欢迎的领域之一，是电影中重要的营销工具。本研究的目的是阐明社交媒体在宣传北塞浦路斯制作的同时未在政治上或国际上得到认可的电影方面的功能和影响。在此背景下，本研究采用了定性研究方法之一的半结构化深度访谈技术。通过谷歌会议上的视频录制在线进行的。内容分析技术用于分析从访谈中获得的数据。该研究的结果还表明，国家应该设立电影基金并制定鼓励电影制作的做法。此外，据认为赞助法的实施将消除电影寻找赞助商的困难。除此之外，调查结果还向我们表明，当社交媒体以有计划的、系统的、活跃的和丰富的内容使用时，电影业将在北塞浦路斯发展，并且可以在不受禁运阻碍的情况下促进该国的发展。

**关键词：** 电影院、社交媒体、营销、北塞浦路斯土耳其共和国。

# 1. Introduction

During the first years that cinema films emerged, entertainment had a place as a means of passing time. With the realization of the effects that movies have on people, they have gained a dimension beyond just being a means of entertainment and spending time. With all these emerging new concepts and developments, motion pictures have started to gain qualifications as the seventh art. Cinema is also used for promotional purposes as a mass communication tool. Many countries, especially America, use cinema films very effectively as tourism and country promotion activities. Because regardless of the thematic structure and the subject, the movie contains the national structure and cultural values of the country in which it is produced (Karakaya, 2004).

Art can be the act of attempting to communicate to others the emotion that an individual is consciously and voluntarily experiencing. In addition, the phenomenon of art is universal and integrative. The art of cinema also possesses the ability to clearly and audibly express to others the emotion that people are feeling. The art of cinema has a very effective language on its own. Through this very language, the art of cinema has the power to convey what is experienced and what is wanted to be conveyed as it is (Serdaroglu, 2016).

Social media is one of the most used mediums in our day. Institutions use social media channels systematically and effectively to promote their services and products and to reach their target audiences (Alan, 2018). Social media, together with increasing its importance in all sectors, has an important place in the cinema sector as well. Today, social media platforms are actively used to promote movies, create marketing campaigns, and reach the target audience (Akyol, 2015). Through social media platforms, movies reach their target audiences directly and in the fastest way possible. A remarkable aspect of social media is the fact that it eliminates certain concepts such as time and space and offers a more economical promotion opportunity compared to traditional methods. Owing to social media channels, desired messages can be conveyed to millions of people without being stuck with these specific concepts (Aytekin, 2017).

Playing an effective role in the promotion of films in the world cinema industry, social media is of great importance for an unrecognized and embargoed country such as Northern Cyprus. The purpose of this study is to shed light on social media's function and impact in the promotion of movies that were produced in a country that is not politically and internationally recognized.

# 2. Literature Review

## 2.1. The Concept of "Marketing" and Marketing of Cinema Films

Marketing is defined as a process in which two parties exchange goods or services in response to the needs and desires of people or communities (Eti, 2021).

The American Marketing Association, which is one of the leading organizations in the marketing field, defines marketing as follows; "Marketing is an organizational function and a set of processes for creating value for customers, communication and delivery, and managing customer relations in a way that benefits the organization and its stakeholders" (Unal & Nardalı, 2010). This definition is widely accepted in the world. The main idea of this definition is that marketing creates value in the target audience where it creates an impact with an application and specific channel(s). This definition presents marketing as a procedure that covers the entire process, starting from the beginning of production and including the post-sales process (Odabası, 2010). Many activities are involved in this long process. These fields of activity go under two headings such as traditional and digital marketing.

Traditional marketing encompasses the activities that are done without them being internet-based. It occurs through methods such as billboards, printed promotions, TV promotions, advertisements in newspapers, telephone, radio, and e-mail marketing. After their introduction, digital marketing strategies have taken over a sizable portion of the advertising industry; however, traditional marketing strategies also are central to the field. However, digital marketing is the marketing of products or services using internet-based digital channels to reach the target audience.

Looking at the present, digital marketing activities have greatly increased and continue to do so. This has been a great opportunity for institutions. Today, almost all companies have social media accounts and websites (Eti, 2021). As in all industries, this is the case in the movie industry as well. The processes of a motion picture are not limited to the release of the film and the audience watching the film. The audience watching that movie, the criticisms, the comments, and posts shared about the movie cause the said movie to occur in more than one media and various places. The marketing processes of motion pictures are a process that starts with the film project that is in the formation stage and continues with distribution and exhibition by encompassing all processes. This is the process in which the entire team from the production company of the movie to the actors is involved. This process does not end with the release but continues after the film is out there (Yavuz, 2020, p. 1264). All newly released movies are brand-new products, so it's critical to quickly introduce, adopt, and market them to the intended audience.

To achieve success in the short term, motion picture producers and companies start to prepare their campaigns and advertising strategies before the films are shot (Akyol, 2015). With the proliferation of internet-based digital strategies in our age, the interest in traditional marketing and the strategies of advertising campaigns have changed. The realization of globalization with the development of the world and digital technology has caused new brands and companies to make significant breakthroughs and invest in this field. These new marketing strategies, which are under the framework of digital marketing, are actively used in the world and in Turkey (Aytekin & Yazıcı, 2019). New media techniques, especially social networks, are used together with traditional media tools to establish a solid connection with the target audience in the promotion of cinema films and advertising planning (Yavuz, 2020).

## 2.2. "Social Media" and the Concept of Cinema

Social media is one of the most sought-after technological inventions of our time. They are internet-based platforms where information sharing occurs. Because of this, social media platforms have become a medium where people spend time and interact for a long time. In this environment, where the use of the internet is increasing day by day, the number of users of social media platforms is also increasing (Mustafa, 2018). The reason why social media is included in the new media is that not only it has features of the mass media known as traditional media, such as news flow, advertisement displays, and information transfer, but it also provides the interaction of users with those features.

However, messages sent to the receiver during communication in traditional media happen in a one-way form, transmitted from one party to the other as a one-way communication process, whereas in social media, there is two-way communication. In the communication dimension, the receiving and transmitting sides of the messages are constantly changing. The advantages brought by this cause social media to be preferred more and more over traditional media daily (Öge, 2020). Social media platforms are channels that are developing daily and bring together a growing number of users. Among these, Facebook, Instagram, and YouTube channels are of great importance for movies. It is essential that cinema films continue their promotion and marketing activities in these channels (Alan, 2018).

The Facebook platform, founded by Harvard University students in 2004, had the main intention of fostering campus-wide communication. From there, it quickly spread to other institutions and the USA before going global. The Facebook platform has been having 2.4 billion users worldwide since 2020 (Öge, 2022, p. 7). On the platform, users create accounts where they share their private photos and personal information (if they allow it). When the data in 2013 is examined, it is seen that Facebook users spend more than 700 billion minutes a month on the said platform. (Solmaz et al., 2013).

When we look at Youtube, another social media platform, video sharing is the main content of the platform. We see that the content shared on the YouTube platform is also shared on different social media platforms. Although this platform is not the only social media platform that handles and focuses majorly on video content, it is the most popular in its field. One of the main reasons for this is that it has an easy interface to use, various videos with rich content and it being the first social media platform established specifically for video viewing and sharing. The video uploaded here can be watched, liked, or commented on by users. Additionally, users can create channels, subscribe to the created channels and share the videos they want. Videos that reach audiences with a high number of views receive advertisements. These advertisements can be in the form of an alternative video promotion or a different promotional advertisement. Many options are offered to those who want to use advertisements. It is possible for both Youtube and the user who accepts to post ads to earn a

profit (Öge, 2020, p. 7).

Hollywood, which produces the best feature films in the cinema industry, has been using social media effectively and successfully in its marketing campaigns for a long time. For example, the world-famous "Harry Potter" movie has its own website. By connecting popular platforms such as Facebook, Twitter, Instagram, and YouTube to its websites, it has created a two-way communication network and achieved huge revenues at the box office by reaching a large fan base. Currently, "Harry Potter" has more than 76 million 569 thousand likes on Facebook and more than 7.8 million followers on Instagram. Although the film released its last series in 2011, its accounts are still active on social media platforms. For a movie with a huge fan base like "Harry Potter", this success may seem normal, but the fact that the movie "Paranormal Activity", which was released in 2007 and was made with a very low budget consisting of fifteen thousand dollars, earned the filmmakers a huge income of one hundred and fifty million dollars as box office earnings, shows the effective power of social media. The amateur-level recording of the audience that goes to watch the movie in a movie theater and the reactions of the audience during the screening of the movie are shared on other social media platforms, especially Facebook, which helps attract the attention of a large audience. This advertising strategy that was applied in the first film had a positive impact on the other films in the series and played a major role in making people curious about the sequels, which led to an increase in the rate of viewing (Akyol, 2015, p. 68).

## 3. TRNC Cinema Films and Social Media

### 3.1. TRNC Cinema Films

A total of seven purely TRNC-made cinema films were made in Northern Cyprus (Table 1).

Table 1 TRNC cinema films

| Title | Director | Year |
|---|---|---|
| Gün Batarken (In Sunset) | Cemal Yıldırım | 2009 |
| Anahtar (Key) | Cemal Yıldırım | 2011 |
| Kod Adı Venüs (Code Name Venus) | Tamer Burhan Garip | 2012 |
| Dr. Dilara | Tamer Burhan Garip | 2016 |
| Uyarsa Beklerik | Ömer Evre | 2016 |
| Zehir (Poision) | Ömer Evre | 2021 |
| Vaka Üstüne Vaka (Case Over Case) | Ogan Güntem | 2021 |

The movie "Gün Batarken", directed by Cemal Yıldırım in 2009, is the first feature-length film of Northern Cyprus. Two feature films were made by Cemal Yıldırım, two by Tamer Burhan Garip, two by Ömer Evre, and one by Ogan Guntem.

### 3.2. The Use of Social Media for TRNC Cinema Film

The corporate social media platforms of the films, which are opened on behalf of their own accounts, are indicated in Table 2.

Table 2 Social media representing TRNC movies

| Title | Youtube | Facebook | Instagram |
|---|---|---|---|
| Gün Batarken | None | Available | None |
| Anahtar | None | Available | None |
| Kod Adı Venüz | Available | Available | None |
| Dr. Dilara | None | Available | None |
| Uyarsa Beklerik | Available | Available | None |
| Zehir | None | None | Available |
| Vaka Üstüne Vaka | Available | Available | Available |

Considering the social media usage of the TRNC-made movie, it is seen that only the movies "Kod Adı Venüs" (Code Name Venus) (directed by Tamer Burhan Garip in 2012), "Uyarsa Beklerik" (directed by Ömer Evre in 2016), and "Vaka Üstün Vaka" (directed by Orhan Guntem in 2021) have YouTube accounts. Only three movies have accounts on YouTube, a specific platform where the video sharing is possible. On Facebook, all movies except for the movie "Zehir" (directed by Ömer Evre in 2021) have accounts. On the Instagram platform, only the movie Zehir and the movie "Vaka Üstün Vaka" (directed by Ogan Güntem in 2021) have accounts. No matter how good the taste of the food is, no one wants to taste it unless the presentation is good. Likewise, even if the content of the film is good, if the advertising campaigns are not managed professionally, systematically, and in a planned manner, the resulting content will not reach the desired audience.

## 4. Research Methods

### 4.1. Method

The purpose of this study is to shed light on the function and impact of social media in promoting a country that is simultaneously not internationally and politically recognized and subject to an embargo, to the world through cinema films. In this direction, a qualitative research method will be used for this study. Qualitative research is defined as "research in which qualitative data collection techniques such as observation, interviews, and document analysis are used, and a qualitative process is followed to reveal perceptions and events in a natural environment in a realistic and holistic way." (Karatas, 2015, p. 63).

Three methods of data collection were used in qualitative research:

1. Environmental data are related to the physical, cultural, demographic, and psycho-social characteristics of the environment in which the study occurs.

2. Process-related data relate to what happens during the research and how the study affects the research group.

3. Data related to perceptions is related to the thoughts of the participants in the research group of the study about the process (Yıldırım & Simsek, 2008, p.

40). In the qualitative research method, there are different interview techniques such as structured, semi-structured, unstructured, and focus group interviews (Karatas, 2015, p. 72). In this study, semi-structured in-depth interview technique will be used. Semi-structured interview technique: The researcher who conducted the interview prepared their questions before the interview, but during the interview, they provide some flexibility to the interviewee. This allows the restructuring of questions or leaves an opening for a discussion on the topic if needed (Karatas, 2015, p. 72).

In this research, the content analysis technique was used to analyze the data obtained from the interviews. Interview questions were generally taken as headings; the themes were determined within the context of the questions (Yıldırım & Simsek, 2011).

Semi-structured interviews with the directors were conducted online by video recording over Google Meet. These records were transcribed in a computer environment, turned into data, and the interview records were turned into documents. At the beginning of the answers, they were coded as the initials of the names and surnames of the directors (Ö.E, C.Y, T.G, O.G).

## 4.2. Population Sampling

In this study, the semi-structured interview technique was performed, and the interview group was determined by purposive sampling. In this context, cinema films made in the TRNC in terms of director, location, and subject constitute the population of the research.

Seven cinema films in the TRNC were completely domestic production. In this context, the population of the research consists of the directors of the relevant films. The number of films shot is seven, and the total number of directors is four. Since it was possible to reach the total number, the sample was not narrowed down, and the entire population was determined as a sample.

## 4.3. Analysis

Table 3 shows themes of the analyzed movies.

Table 3 Themes and codes

|  | Themes | |
| --- | --- | --- |
| Codes | Film Production Processes | Advertising Strategies |
|  | Representations of Cyprus (Folkloric Factors) | Methods used |
|  | Technical Processes | Problems Experienced |
|  | Problems Experienced | Achieved Results |

## 4.4. Film Making Processes

### 4.4.1. Points Specific to Cyprus

Countries act as a type of social mirror with the films they produce based on their own cultures and social structures. In every movie they watched, the viewers also witness the cultural and social structure of that country. In addition to its commercial structure, the cinema is both a culture creator and a cultural transmitter. As a cultural transmitter, cinema is very powerful and at the same time forms the visual memory of countries (Ufuk, 2017).

The directors emphasized that they touched upon Cyprus-specific points in their films.

Ömer Evre: "*I can say that I care about reflecting the Cypriot identity correctly in my films. I give the role of a Cypriot to those who were born in the TRNC and speak our dialect naturally. A Cypriot should be played by a Cypriot. Because the Cypriot dialect is difficult, and only a Cypriot can best enact this.*"

Cemal Yıldırım: "*I find it more attractive that the film is made not just for the box office but to reveal the problems. Rather than fiction, it is necessary to put the facts out there. In both of my films, I emphasized these lands and identities. In particular, we touched upon the problems faced by Turkish Cypriots.*"

Tamer Burhan Garip: "*My films include Cypriot culture and history. All in real and played in their original way. Emphasizing these issues was my biggest goal, and I did it. The second movie, Dr. Dilara, is a movie made mainly to bring up 2–3 thousand people who have been forgotten and lost on the island. There, too, I took care in shooting the locations that were not shot in the first movie. In short, I made it my duty to include these in films, and I touched upon the problem of identity, particularly the TRNC.*"

Ogan Güntem: "*I try to touch on the historical places, geography, and cultural elements of our country. In addition to the Turkish language itself, I add Cypriot Turkish. I try adding the characteristic features of the Cypriots and the ethnic differences in the country.*"

### 4.4.2. Technical Processes

The most important piece of equipment for a cinema film is the camera. We can say that the camera is the film itself because the language of the film is reflected and created through the camera (Canikligil, 2007, p. 9).

The directors mentioned that they have great difficulties in finding equipment for their films.

Ömer Evre: "*Even when I, as the director, bring a vehicle or equipment from Turkey, we have difficulties in getting the materials to the island. We do not have a chance to rent cameras or lights on the island itself.*"

Cemal Yıldırım: "*We have great difficulties in finding equipment.*"

Tamer Burhan Garip: "*The prices of the cameras are high. The biggest problem I faced was of a financial kind.*"

Ogan Güntem: "*We can say that we especially have great difficulties in finding equipment.*"

### 4.4.3. Problems Experienced

The support of sponsors is of great importance in creating movie budgets. To find a good sponsor, a good production must come out and it must be launched very well. One of the most important factors in the

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preference for film sponsorship in Turkey, like other culture and arts sponsorships, is to benefit from government support and tax deductions within the framework of Law No. 5228, Circular No. 2005/13 on the "Promotion of Support (Sponsor) Activities in the Cultural Field" (Okkay, 2020).

The directors mentioned that they have great difficulties finding economic support for their films and lack of government funds in the field.

Ömer Evre: "*Cinema is the biggest factor that promotes a country. If a cinema fund is not created, no publicity will occur. Cinema is the biggest factor promoting a country, but the state does not have an implemented cinema fund.*"

Cemal Yıldırım: "*The state does not have any encouraging and supportive breakthroughs. These are the points we find the most difficult for ourselves.*"

Ogan Güntem: "*To make the film, I approached Near East University in 2011. Thanks to Near East University, they have undertaken a very good sponsorship. We got the biggest support from the Near East.*

*The state did not have any funds, and we received only minor support through private relations. It is obvious that there are states giving support in this field in the world, but this is not the case in our country. I spent seven years trying to persuade the state, presented projects and went to conferences in France and Italy, but unfortunately, I could not get support on this issue.*"

Ogan Güntem: "*We can say that we have great difficulties getting economic support.*"

### 4.5. Promotional Strategies

#### 4.5.1. Methods Used

Many countries of the world that produce their own films are trying to use social media effectively as a film marketing tool (Akyol, 2015, p. 69).

The directors stated that they use social media as a promotional strategy for their films.

Ömer Evre: "*We use social media as a marketing tool. It creates a great effect, especially when used for promotional purposes. When you air the movie you shot on your YouTube account, people on the other side of the world will also have the opportunity to watch this movie. We publish promos or trailers of our films on social media platforms.*"

Cemal Yıldırım: "*Our only marketing place was Facebook. It was different for the movie Güt Batarken, it was different for the movie Anahtar, and it came to a very different point today. During my first movie, social media was used, but during the movie Anahtar, social media was more popular, and we made more publications.*"

Tamer Burhan Garip: "*For my films that I shot in 2012 and 2016, Facebook was the platform I used as a marketing tool. Twitter and Instagram were not suitable for art and cinema. Facebook was more popular back then. It was possible to only post photos on Instagram, so we did not prefer to use it. Now, gradually, long-term videos have started to be uploaded on Instagram.*"

Ogan Güntem: "*We used social media as a marketing tool. We shared content about our movie. We shared all the processes on social media, such as behind-the-scenes and the release of the trailer.*"

#### 4.5.2. Problems Experienced

The directors stated that the biggest problem they face in terms of promotion strategies used for their films was the budget problem.

*The budget is a critical element in movie marketing. While a high budget is not always a guarantee for success, it is a critical factor. In particular, the large numbers allocated to marketing from the budgets of American-made films make a significant difference in the market share* (Cengiz, 2012, p. 35).

Ömer Evre: "*As a state, establishing a cinema fund should be foremost. As there is no cinema fund, there is no sponsorship law either. Sponsoring companies deduct it from their taxes, and when this is the case, we have difficulty finding sponsors. I sold the movie Savaşın İki Yüzü to Fox TV. You can shoot a movie here and market it toward Turkey.*"

Cemal Yıldırım: "*Marketing requires a big budget. Filming in Cyprus is very easy, but marketing is very difficult. Today, you can take a professional shot with a newly released phone model. However, it is necessary to use digital media effectively in marketing. Today, marketing methods have changed.*"

Tamer Burhan Garip: "*The world has changed a lot. In 2012, we depended solely on the cinema for the distribution of the cinema. At that time, there were no digital cameras that would display 4k while filming. The film we shot to screen in Turkey, we made so it was suitable for those conditions so it could be screened in cinemas. In short, marketing at that time was very difficult. Nowadays, there are many suitable channels for promotion. Certain websites send your movies to all the festivals on your behalf for a low fee. It is much easier to market movies on platforms such as YouTube, Netflix, etc.*"

Ogan Güntem: "*The case is with the connection of our guarantor state Turkey. When we want to fly abroad, we first fly to Turkey and then go abroad on a different plane. This is also the issue in the case of cinema. First, we can be accepted and marketed in Turkey, and then we can carry it to the rest of the world. This brings challenges alongside it. With the entry of intermediaries, the cost increases, and the promotion situation becomes more difficult. First, we need to market it to Turkish channels.*"

#### 4.5.3. Achieved Results

The interviewed directors stated that social media is

extremely important for cinema films.

Ömer Evre: "*After using social media channels correctly and effectively, the cinema industry will also develop in North Cyprus.*"

Cemal Yıldırım: "*My first field of action was social media. I've always cared about social media; hence, we used social media effectively. We did not stay in the north of Cyprus but also reached the south. Thanks to the movie, we became friends with many Greek Cypriots. It brought a sense of rapprochement. Therefore, social media is very important if used well. After a while, the director will shoot the movie and interest will be provided by using social media marketing techniques.*"

Tamer Burhan Garip: "*In May 2012, we made the first promotion of the movie Code Name Venus at the Cannes film festival. At this festival, all countries had booths, and everyone was promoting their own films. Since we, as TRNC, did not have a stand, we visited all the stands and introduced our film in this way. At that time, we made great headlines even in the Greek press. Social media has now become an inevitable part of our lives. Now, movies became watchable through the glasses that we call Metaverse glasses. If we use social media effectively, different content should be created for the right target audience in all social media channels. For example, you cannot share the same content on YouTube and TikTok, meaning that we need to produce different content across all platforms. If you conduct this in a planned and systematic way, many problems will be solved, and we can reach large masses. Social media is a very important point right now.*"

Ogan Güntem: "*It is important to use social media effectively in the cinema industry. It is possible to reach larger audiences by getting support from expert teams. With support from the state, we can achieve a tremendous promotion opportunity.*"

## 5. Findings

Following the directors' interviews, it was discovered that they placed a strong emphasis on the island of Cyprus, the TRNC, local identities, and representations of local identities in their films. It was seen that they generally defined these phenomena as their mission.

One of the main technical problems faced by the directors in filming was the difficulty they faced in finding equipment.

The most difficult situation for the directors is the lack of a location where they can rent cameras and lights, particularly during the filming phases.

However, the state does not have any funds related to cinema for the production processes of cinema films in Northern Cyprus. This is another situation that places the director in a difficult position. Receiving financial support from the state channel is limited to personal connections. However, the directors stated that they had great difficulties with finding sponsors.

Social media platforms, which are rapidly developing and popular in our age, have been included in the marketing strategies of directors and have played a major role.

Financial difficulties are at the forefront of the difficulties experienced by the directors in the marketing of the films as well as in the technical processes. The directors stated that the cinema industry can also develop in the North of Cyprus when social media is used with planned, systematic, active, and rich content.

## 6. Conclusion and Suggestions

It can be seen that movies have undergone many changes in the process from the moment they emerged to this day. In other words, while they served as an entertainment tool for people at the beginning, they have also evolved into an artistic structure that can reach large masses today.

Cinema films also serve as a social mirror. They include the social and cultural structure of the countries; while watching the films, the audience closely witnesses the social and cultural structure, ethnic differences, and historical and natural environments of that country. Thus, they can live through the events as if they were actually there and envision themselves in the country where the movie is set.

Art is the act of attempting to communicate to others the emotion that an individual is consciously and voluntarily experiencing. In addition, the phenomenon of art is universal and integrative. The art of cinema also possesses the ability to clearly and audibly express to others the emotion that people are feeling. The art of cinema has a very effective language on its own. Through this very language, the art of cinema has the power to convey what is experienced and what is wanted to be conveyed as it is.

The films shot in Northern Cyprus can be considered effective in promoting the country. The biggest example of this is the case of the movie "Kod Adı Venüs" (Code Name Venus), which is a work of the Turkish Republic of Northern Cyprus in terms of its director, actors, subject, and venue, being introduced at the Cannes Film Festival. With this example, it can be clearly seen that the art of cinema is a universal and integrative phenomenon, and there is no embargo on movies.

In particular, the biggest problem that the directors faced while making their movies were financial. The state should implement encouraging sanctions in this regard, as there is no state cinema fund in the Turkish Republic of Northern Cyprus. It is necessary to establish a cinema fund, and it must be used properly. For example, a script competition can be organized, and the winners can be given the opportunity to use this fund because movies are of great importance in terms of contributing to the state economy and promoting the country.

State doesn't provide neither a sponsorship law nor a

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cinema fund. That causes directors to have difficulties in finding sponsors for their films. With the establishment and implementation of the sponsorship law, the difficulties of the directors in finding sponsors would be eliminated and better-quality production would emerge. The biggest example of this is the fact that sponsorship of the movie "Kod Adı Venüs" (Code Name Venus) being taken on by the Near East University, and the resulting movie being promoted in the Canner Film Festival. If the sponsorship law is implemented, filmmakers will have the chance to find more sponsors and produce higher-quality movies.

Moreover, directors need to cooperate with universities for cinema films. These films should also receive professional support in terms of promotion. Additionally, there are many famous names who are citizens of the Turkish Republic of Northern Cyprus and are well-known in Turkey and throughout the world. The inclusion of these names in the films might as well have place in terms of the promotion of the film. Especially actor Hazar Ergüçlü, who is from North Cyprus, has close to three million followers on her Instagram account alone. This figure corresponds to almost seven to eight times that of the TRNC population. Likewise, singer Buray, a citizen of the TRNC, has a fan base of more than one million. Many Turkish Cyptior citizens have achieved fame like these celebrities; the participation of these names in the films will contribute to the fact that they would be watched by their fan bases and the promotion of the film in the foreign press.

Today, promotional strategies have undergone great changes. Particularly, social media has carried these promotional strategies to a very different dimension. In the past, promoting a movie was a very costly and difficult situation.

With the popularization of social media and its use by large masses, these difficulties have been removed. When social media is used with planned, systematic, active, and rich content, movies will be delivered to wider audiences and the cinema industry will develop in Northern Cyprus together with the fact that the promotion of the country would be possible without embargoes blocking it.

### 6.1. Limitations and Further Study
This study is limited to feature length movies made in Turkish Republic of Northern Cyprus and does not include short or documentary films.

## Authors' Contributions
All the authors contributed to the article equally.

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