

The Role of Celebrities in the Securitization and Desecuritization of Syrian Migrants on Social Media in Türkiye

Authors : Yelda Yenel, Orkut Acele

Abstract : This research aims to examine the role of celebrities in the securitization and desecuritization of Syrian migrants in Türkiye on social media platforms. Traditionally, the securitization process has been driven by political actors and mainstream media. However, with the rise of social media, celebrities have emerged as influential actors, contributing to these processes. The topic of Syrian migrants, particularly those arriving in Türkiye after 2011, has sparked national debates, framing them both as a security threat and as a humanitarian issue, thereby dividing public opinion. The primary objective of this study is to analyze celebrities' discourses about migrants on social media and to explore how these narratives contribute to the processes of securitization (presenting migrants as a threat) and desecuritization (framing migrants within a humanitarian context). This research will focus on social media platforms such as Twitter and Instagram, examining celebrities' posts and analyzing the narratives produced through content and discourse analysis techniques. By investigating how celebrities frame the migrant issue and how these frames resonate with the public, this study seeks to explore the impact of celebrity discourse on the securitization and desecuritization processes. Additionally, it will examine the influence of celebrities on social media users, offering a new perspective on how securitization theory is shaped by the role of celebrities in the digital age.

Keywords : securitization, desecuritization, celebrities, Syrian migrants, social media discourse

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