

**What was the nature of market-making in Tanzimat era Istanbul? The case of advertisements featured in *Manzume-i Efkâr* (1870-1876) newspaper.**

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**Abstract**

The advertising industry, business development and consumer culture in Western societies during the 1800s have been widely explored in scholarly works. Yet, there is still less known about the market making and advertising patterns of the Ottoman Empire during the *Tanzimat* (Re-organisation, 1839-1876) era when the empire underwent numerous reforms to Westernise its social, political, and economic structure. To shed light onto this less explored aspect of the Ottoman history, this lecture will examine the market-making strategies adopted by local and non-local businesses through advertising in Tanzimat-era Ottoman newspapers. Focusing on *Manzume-i Efkâr*, a mainstream Armeno-Turkish newspaper of the time, the talk will discuss (i) what were the market making tactics of the era (ii) how market-making mechanisms helped to introduce new products into the local market and (iii) how using standardised marketing communications invoked Westernness. The talk will also examine the characteristics of the targeted consumers in the diverse Ottoman capital during the time period.

**Biography**

Dr Kübra Uygur has an MA degree in Sociology from City University London and a PhD in History from University of Birmingham. In her PhD research she focused on Armeno-Turkish print media of the nineteenth-century Ottoman world and explored the cultural identity of the Ottoman Armenians and the Ottoman Armenian public sphere. In her research she uses an interdisciplinary approach, and her research interests include post-colonial and public sphere theories, with a particular focus on the notions of cultural identity, hybridity of ethnic minorities, along with business history, historical marketing, and advertising. Currently she is teaching at Brunel University London and is a council member of British Association for Turkish Area Studies (BATAS).