

## **USING METAPHORS TO EXPLORE UNIVERSITY STUDENT PERCEPTIONS ABOUT WOMEN: NECMETTİN ERBAKAN UNİVERSİTY CASE**

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### **Abstract**

In recent years there has been a serious escalation in the violence and abuse against women and these are leading to serious problems in social life. These problems are causing an increase in studies focusing on women. The researcher believes that identifying the perceptions is critical in preventing the ongoing incidences of the violence and abuse against women. No metaphor studies have yet been undertaken to explore the perceptions about women among university students. This study was designed to determine the perceptions of university students about women by means of metaphors. The study was carried out with a total of 119 volunteer students, 62 females and 57 males, from different faculties of Necmettin Erbakan University. Qualitative research method was used to collect, analyze and interpret the data. In order to find out what kind of perceptions the university students have about the concept of women, they were asked to complete the sentence "Woman is like...; because ... ". A phenomenological approach was followed and the data were analyzed using content analysis technique. The data collected were categorized in relation to gender and evaluated based on these categories. Recommendations were offered based on the study findings.

**Keywords:** University, student, woman, metaphor.