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### **Turkish University Students' Perception of LGBT People: “We” vs. “They”**

This study aims to state the students' pre-process comprehension of being a LGBT individual in Turkey, the homophobia, biphobia and transphobia concepts, discourses of the proposed communication-centered solutions regarding the invisibility of LGBT individuals in the light of the negotiations with KAOS GL Organization and the inference attained by the students on being a LGBT individual together with the concepts such as homophobia, biphobia and transphobia at the end of the ten-week period. In this context, the study encloses the campaign moulding cycle via focusing on the communications campaign on "LGBT Rights in Turkey" developed by the advertising and public relations management students of the Ankara University Faculty of Communication. Intended for this aim, materials of the communication campaign and presentation texts were examined through discourse analysis, in-depth interviews with students and Kaos GL representatives had been made and focus group conversations with students had been performed.