CTC 2017

Communication and Technology Congress

"analog to digital"

22-23 November 2017

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ABOUT CTC

The commencement of the digital age along with the rapid development of information technologies in the 21st century has led it to be defined as the age of information, where the boundaries between place and time no longer exist. It has become increasingly difficult to define what McLuhan has coined as the "global village", a village based on communication where cultural structures are founded on technology, and constructed through differing codes. In other words, despite the fact that images, which are the most important carriers of technological culture, can transcend all kinds of barriers, individuals living in different cultures and societies perceive and understand these images in completely distinctive ways. Furthermore, it is important to ask the question of whether the process of communication brings along with it "technology".

The term communication no doubt includes fashion, painting, textile, sculpture, all kinds of architecture, industrial and graphic design, advertising, popular culture, photograph, and mass media tools such as film, and television, as well as other products such as computer games, webpages, and newspaper and magazine design. So how are the messages created in these areas perceived? In terms of communication, what are the good and bad aspects of "technology"? How is society influenced by the "change", "transformation" and "conversion" occurring in communication? Do McLuhan's "technological determinism", the "hyperreality" and the notion that all images morph into the imaginary of Jean Baudrillard's "Simulacra and Simulation", M. Castells concept of "network society" and the now very popular term of "social media" have anything in common? If we look at it more generally, what are the new approaches that have emerged in the components of communication – due to the process of technology?

CTC 2017 (Communication and Technology Congress) will take place from November 22nd to November 23rd 2017. The Congress will bring together academics and professionals coming from different fields to discuss their differing point of views on these questions related to "Communication" while referring to "technology".

Call For Papers
CTC will bring together academics and professionals coming from different fields to discuss their differing points of views on these questions related to "Communication and Technology".

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• Social Sciences (Communication Studies, researches, applied studies)
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• Digital Society (E-community, surveillance society, network society, etc.)
• Communication Arts (advertising, public relation, marketing, etc.)
• Mass Communication (Television, radio, newspaper, etc.)

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CONTENTS
Communication and Technology Congress
(10.7456/ctc_2017)

DOI Numbers of CTC
Communication and Technology Congress
(10.7456/ctc_2017)

ANALOG TO DIGITAL
90TH YEAR OF RADIO BROADCAST IN TURKEY

The mass communication devices have been important and valuable to all societies throughout the history. The effectiveness of mass communication devices cannot be ignored for individuals to access knowledge and news, and for the government or for some institutions to create public opinion.

With the improvements and changes in technology, although social media is placed in the most preferred way of communication, mass communication devices still preserve their importance and effectiveness today. Their easiness in reaching the target group and sending the message at the same time, are some of the reasons that these devices still continue their effectiveness.

Among mass communication devices radio was the one that has been used first and spread out across the globe fast. When it was used in the U.S.A in the beginning of the 20th century, it was understood how effective this magical box was. After commercials had broadcasted in the U.S.A in 1922, the European countries also wanted to take the advantage of this amazing invention and they began radio broadcasts.

Broadcasting, on which governments has a monopoly in Europe in the first half of the 20th century, turned into a mass communication device for individuals and for other institutions to express themselves, tell their thoughts and create public opinion after the changes in technology and also the changes in social and political conditions.

When we compare Turkey with other countries, radio broadcast didn't start much later than them. The Young Republic and Atatürk realized the importance of this mass communication tool and   did the necessary initiatives to start radio broadcasting. Radio broadcasting in Turkey started in İstanbul in 6th May 1927. 2017 is the 90th anniversary year of radio broadcasting in Turkey. For 90 years radios enriched the lives of the audience with broadcasting news, educational, cultural and arts, music and entertainment contents.

The development of technology provided radio broadcast to be stronger and extensive. With the analog technology the radio broadcast could be done in limited time via one channel whereas with digital technology today it can be done in many platforms. Digital technology enables everybody to express their feelings and thoughts via radio broadcasting. The magical box of the early 20th century is now available in our computers, mobile phones, on our fingers tips at any time and in anywhere.

Prof.Dr. Özden CANKAYA
Faculty of Communication
General Coordinator of the Congress Organization Committee

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PAPERS

Research into News Sharing on Twitter and its Convergence with the Means of Mass Media

Algül A.[1]

[1] And ALGÜL, Istanbul Aydin University, (Turkey)
e-mail: andalgul@aydin.edu.tr

Abstract

The need of an individual for news is greater than ever in the modern world, where there is a continuous stream of information and news. The widespread use of mobile devices to satisfy this need, the access to the Social Media by means of mobile devices upon the increases in mobile use and possibilities, the formation of clusters in the new media by users accordingly and the fact that the media organizations carried news to the Social Media in order to include the clustered users in their masses of viewers/readers created convergence between the news media and the Social Media. In this context, some 477 respondents were surveyed by employing the method of random sampling in September 2015 in order to reveal what the tendencies of users towards news sharing on Twitter were, whether the means of mass media had any convergence effect on the sharing of news content, and which demographic elements were effective on news sharing on Twitter and its convergence with the means of mass media. In the research, it was concluded that the university students preferred the Social Media also in order to acquire news, that the media features of Twitter positively affected news sharing owing to its unique and characteristic structure, that the users tended to share the agenda and political news on Twitter by either posting original current tweets or retweeting, that there was an increase in the frequency of using independent news (independent news sites and blogs) sources as they attached importance to tweeting or retweeting the accurate news, and that this turned Twitter into an alternative news center rather than a social network. Regarding Twitter news convergence with the means of mass media, it turned out that the convergence of magazines and radio with Twitter was not as strong as that of television and newspapers. Finally, it was discovered that the ages and employment statuses of the respondents were effective demographic elements with respect to tweeting news on Twitter, whereas the financial income condition, which made it possible to access the media, was the effective demographic element in the context of Twitter news convergence with the means of mass media.

Keywords: Twitter, News Sharing, Uses and Gratifications, Convergence.

Introduction

How communication technologies steer social change often becomes a current issue. Such reasons as the fact that the Social Media user links have become rhizomic structures (have become intertwined or complicated), that establishments and companies have enhanced their efficiency in the Social Media, and that the Social Media have become continually accessible by means of mobile devices have enabled the Social Media to increase their importance in everyday life. Especially the corporate, noncorporate and other independent news media have begun to prefer using the Social Media, particularly Twitter, like a news center in order to reach the society easily and quickly. This has turned Twitter into the source of news, particularly into the source of alternative news. This makes it important to understand what the tendencies of users in the media are and what kind of convergence Twitter, which we have now begun to encounter frequently, experiences with the other means of mass media because the situation occurring in line with supply and demand both carries news to a different dimension from its status in the traditional means of mass media and changes the perspectives of users on news.

The use of the Internet and the Social Media is still evaluated as an important source to satisfy the need for being informed by users. The need for being informed becomes more and more important particularly in the news media on the Internet and in the Social Media, where inaccurate news or

information has become widespread; where the distinction between accurate news and inaccurate news has blurred; and where news and information are in a continuous stream. While the studies reveal that the need of users to access information is still an important factor in their news consumption in the Social Media (Shim, You, Lee & Go, 2015: 108), another study on opinion leadership, media consumption, and civic participation concentrates on the view that regardless of the type of the media (e.g. newspaper, the Internet or television), the need to access information is an essential factor among the reasons for users' media consumption in the participation in the community life (Shah & Scheufele, 2006: 15). There are also views that mobile news consumption does not differ from the other means of mass media (Mitchelstein & Boczkowski, 2010: 1085). The increase in the need of people for news in the complicated world, the fact that mobile use facilitates satisfying this need and the increase in mobile news consumption accordingly as well as the clustering of users for various contents in the new media have stimulated those traditional or new media organizations and companies which try to benefit from this situation. In addition, various bilateral endeavors have been formed to provide the traffic of viewers/readers/users towards the content created. It is seen that Twitter, distinguished at this point from the other Social Media platforms by its characteristic features, has stood out as the alternative news media.

In this context, the research aims to reveal what the tendencies of university students towards news sharing on Twitter are in the context of the uses and gratifications approach, whether the means of mass media have any convergence effect on the tendency towards news content sharing, which means of mass media stand out in Twitter news convergence, and, if there is Twitter news convergence, which demographic elements are effective on convergence on Twitter.

Literature

Lievrouw uses the concept of mediation to express the currently-experienced situation of the new media. Mediation refers to the theoretical approach which aims to interconnect the processes of interpersonal communication and mass media in the new media (Lievrouw, 2016: 14). In this regard, the processes of interpersonal participation and intervention stand out concerning the creation and sharing of the meaning by using technological channels to spread and enhance communication in the media, while the media departs from being an instrument which has an influence on people and which is constant, stable, and remote from personalness.

Twitter began to be used in 2006 as the users sought an answer to the question "What are you doing right now?" and later proceeded towards a far more different characteristic. With limited characters (140), it allows its users to state a view on any event, to like the tweets of the people followed, to re-share the liked tweets on their own accounts, and to add the liked tweets to their favorites on their own accounts and the relationship between the follower and the followed does not depend on reciprocity. The number of Twitter users rose to 32.1 million from 1.6 million between April 2008 and April 2009 (Vascellaro, 2009). It is stated that the monthly number of active Twitter users was 328 million at the first quarter of 2017 (Statista, 2017). As the use of Twitter becomes widespread, one side of the thoughts about the field evaluates Twitter as the media where narcissistic talks take place (Ariens, 2009; McKinney, Kelly & Duran, 2012: 114-116), whereas the opposite views evaluate it as media helping thousands of people who share similar interest to form links in real media (Sarno, 2009). A study carried out with 317 Twitter users within the scope of the uses and gratifications approach reveals that the need of users to form a friendship with each other increases with an increase in the duration of Twitter usage (Chen, 2011: 759). The research dealing with the effects of the addiction to using Twitter among undergraduate students concludes that 34% of the respondents are considered intensive Twitter users when they post 5-10 tweets per day, that 10% of them do not remember how many tweets they post per day as they are in intensive interaction on the Twitter platform, that 71% of them are addicted to Twitter in order to earn followers, that 30% of them use Twitter in order to follow news, and that 15% of them use Twitter in order to find out what is going on around them (Saaid, Al-Rashid & Abdullah, 2014: 231). The study on how emergency uses differ from the use of Twitter for general purposes states that the sharings on Twitter at the times when emergency events occur have a tendency towards disseminating more information, whereas the use of Twitter for general purposes is undergoing change to share more information over time (Hughes & Palen, 2009: 248). Hence, it is possible to state that differences also occur in sharings on Twitter for general purposes and in sharing and disseminating news on Twitter in terms of emergency use.

It is noted that in the context of interaction with news content, Twitter users interact for a longer period than Facebook users (Matsa, 2016), that 42% of the Twitter users use the application several times per day, and that 93% of the Twitter users are at the same time Facebook users (Greenwood, Perrin & Duggan, 2016). The commencement of the intensive use of news content on Twitter has led to an increase in the traffic of news sites. It is stated that average Twitter users tend to visit the news sites two or three times more than average Internet users do (Lipsman, 2009). The statistics show that news also has a role in the growth and development of such Social Media platforms as Twitter and Facebook. The study by Barthel et al. mentions that as compared with the previous years, such Social Media platforms as Twitter and Facebook have turned into sources of acquiring news and that users tend to acquire news through these channels. Although the rate of those who access news through Facebook and Twitter is stated at the same rate as 63% in the research, it is emphasized that the rate of users who acquire breaking news through Twitter is twofold that of Facebook (Barthel, Shearer, Gottfried & Mitchell, 2015). The research demonstrates that Twitter is more intensively used to acquire news and to access news than the other Social Media platforms. The study which deals with the use of microblogs in the context of the uses and gratifications approach expresses that university students concentrate on breaking news and interesting news rather than on serious news like politics or military issues and that the time spent in the media and the degree of frequency indicate the use of microblogs as the source of breaking news (Li, 2011: 1). The analysis of the research which examines the use of Twitter by professional sports reporters with the method of content analysis reveals that there is inconsistency between the sharings by reporters and the content quantified. Even though the reporters stated that they used Twitter for breaking news and introduction, the result of the content analysis reveals that the sharings were for view and comment purposes (Sheffer & Schultz, 2010: 472).

People meet their need to acquire news either by purchasing the traditional media such as radio, television, and newspapers in various ways or through subscription. On the other hand, the access to news through the Social Media is different. Twitter users can access news free of charge and also by retweeting a tweet, but not always by means of the people they follow. The research performed to reveal the characteristic and power of Twitter as the new information sharing media states that more than 85 percent of trend topics are made up of continuous news and news headlines and that regardless of how many followers a user has, any tweet reaches a thousand (1,000) users on average by retweeting it. The result of the research reveals that the information gradually spreads faster than the moment when it is first shared (Kwak, Lee, Park & Moon, 2010: 591). The study shows the effect of retweeting. So, by retweeting, the users support a shared view; moreover, retweeting provides every user with the power to disseminate the information or news to a larger mass of users, with the source being the user.

Facebook is addressed in the majority of the Social Media studies carried out. This is because Twitter both is a newer platform than Facebook and involves the alternative political characteristic with its tendency towards concentrating on the issues on the agenda relatively more than Facebook and Instagram do. Whilst the traditional media try to form a significant amount of the news and information content by means of official sources, the Social Media technologies like Twitter are made up of sudden and short pieces of news formed by means of unofficial sources against the concentrated media influenced by capital. The coordinated use of other sources in the use of the new media provides the occurrence of alternative types and forms of communication. That is, the extensive distribution of online information enables the alternative media to form. The media which provide an opportunity for different social groups to create their own communities, to gain visibility, to present their alternative and marginal views, to produce and share information, and so to resist the dominant culture, politics, and power against the mainstream media and the popular culture are referred to as alternative media (Lievrouw, 2016: 12). The alternative media also provide a difference in the understanding of news. It can be seen that whilst news is formed in the form of a single piece as a whole from a single source by the authority or an expert in the understanding of news in the traditional media, the news in the Social Media is composed of small pieces of news formed from multiple sources and with joint information. With the limited structure of Twitter, various aspects of news are acquired in pieces from the perspectives of different users. It is mentioned that joint information forms an alternative to the processes concerning the production, dissemination, and gatekeeping of the authority-sourced information in modern societies (Lievrouw, 2016: 177). The joint formation of the news in the new media by means of different sources is therefore important.

It is stated that Twitter users evaluate Twitter like a news center by acquiring news from multiple sources and with joint information and that the movement of information developing under the protection of capital is therefore controlled to some extent (Puschmann & Burgess, 2014: 47). The fact that tweets cannot be longer than a specific length (140 characters) and their feature of being easy-to-share place Twitter in a different position than personal blogs and the other text-based platforms. Having made research into the tendencies of Twitter users, Kwak et al. reveal that Twitter resembles a news media platform rather than a social network since 85% of the tweets are about news (Kwak, Lee, Park & Moon, 2010: 591). Another study which stresses that the most important nature of Twitter is its being real-time describes each Twitter user as a "social sensor" when examining the real-time interaction of events on Twitter like earthquakes (Sakaki, Okazaki & Matsuo, 2010: 851). By this aspect of its, Twitter users are distinguished from the traditional media as they act as social sensors that provide information on various sides of news events from the first source.

The study which addresses the tendencies of those foreign reporters who work for the large news broadcasting media in the USA towards using Twitter depending on various variables such as the levels of interaction and popularity concludes that press reporters tend to share external site links predominantly in order to state thoughts and comments via links on Twitter, whereas television reporters use Twitter by using hashtags predominantly in order to inform their followers about breaking news and that there occurs a difference in popularity between the two groups depending on the tendencies of reporters towards using Twitter. It emphasizes that a typical television reporter has two thousand (2,000) more followers on average than a press reporter depending on the use of hashtags and links and that television reporters accordingly are more popular on Twitter than press reporters. One of the results of the research stresses that followers expect original content from the reporters they objectively follow without sharing any thoughts or comments by using the media features. It also reveals that the tweets posted by reporters also change the production and stream of news at the news center and that a large quantity of the tweets posted, i.e. 13%, contribute to the news produced by their colleagues at the news center (Cozma & Chen, 2013: 42-43). Another study which draws attention to the fact that the Social Media, particularly Twitter, turned into the information channels of the candidates by bypassing the editorial media during 2016 US Presidential election campaigns and that so Hillary Clinton professionally used the Social Media during the electoral campaigns, whereas Donald Trump used Twitter with an amateur approach states – according to the results of the US presidential elections – that the Twitter users further leaned towards the amateur approach in the context of political communication and that authenticity, i.e. originality, was considered important on the Twitter platform at this point (Enli, 2017: 59).

Today Twitter appears a platform where the contents of various types of broadcasts such as large media activities watched on TV by large masses such as MTV Music Awards or the UEFA Champions League Final as well as live broadcasts and discussion programs are discussed online. During media events and activities, Twitter is used by broadcasters in order to increase the audience rates of television, to draw attention to the activity concerned, and to support the increasing of advertising revenues. Such support at the same time makes it possible to form a community of fans and hence to form the community to be the consumer of the content created. In terms of television broadcasters, the sharings belonging to the views of Twitter users soon give an idea about the pulse of the possible audience of the event concerned. The study which analyzes how the audience expressed its admiration on Twitter during the Eurovision event in Europe and Australia evaluates Twitter as the instrument which sounded the general performance of the audience attending the event out within the framework of the media event held and whereby long-term admiration can be presented (Highfield, Harrington & Bruns, 2013: 336). Such studies can clearly illustrate the convergence between television and Twitter. Accordingly, it is mentioned that the different contents and services conveyed through different means of communication media are interactively conveyed under the influence of digitization, which develops depending on communication technologies. It is added that the broadcasting limits have therefore been removed (İspir, 2015: 15).

Users' self-presentations are of importance in the Social Media sharings. Accordingly, Papacharissi states that self-presentation is a carefully- and painstakingly-displayed performance even on personal Internet pages (Papacharissi, 2002: 644) and it is suggested that the statement of spheres of interest in social network profiles such as music, books, and television programs is concerned with liking performances (Liu, 2007: 273). So, are the self-presentation performances by users also important in those media where the news sharing content is essential like Twitter? At this point, one should refer to the work by Goffman, who likens the everyday life to a theatre play. Goffman

states that people tend to create the desired identity in order to give a good impression in their environment (Goffman, 2014: 16-19). In this sense, life is likened to a theatre play, while the self reaches a position which interacts with viewers from a position which is identified with the actor. Interaction gains importance among the audience. Within the scope of the study, it is considered important whether the factor of self-presentation stands out in news sharings in the Social Media; that is, whether some personal comments are added to the news shared.

The research was addressed in the context of the uses and gratifications approach. The approach is preferred in order to analyze the gratification of the needs of Social Media users in the recent years in particular. Thus, there are views that uses and gratifications form an appropriate framework for Internet research (LaRose & Eastin, 2004; Ko, Cho & Roberts, 2005; Chung & Kim, 2008; Akçay, 2011; Alikılıç, Gülay & Binbir, 2013; Cangöz, 2016), whereas there are also views that Twitter in particular can be addressed within this framework (Johnson & Yang, 2009). The uses and gratifications approach is very handy for those media which are able to highlight the interpersonal side of the Social Media like Twitter since the approach can reveal whether motivation and needs can be met by the media while focusing on the social and psychological needs of the users. The approach emphasizes that various means of mass media compete to draw the attention of users. An active user prefers the media satisfying his/her needs among various means of mass media (Erdoğan & Alemdar, 2005: 161-162; Uzun, 2013: 86). In this context, the uses and gratifications approach is not interested in what the media do to people but in what people do with the media.

Within the scope of the above-mentioned literature, such elements as whether attaching importance to self-presentation, originality and currency in the news content affected news sharing; whether there was convergence between the means of mass media and Twitter; which means of mass media stood out in the convergence; whether the duration of use of Twitter and its degree of frequency increased in terms of orientation to the news content on Twitter; whether the application and use features of Twitter provided a very convenient medium for news acquisition, particularly for breaking news; whether the Social Media turned into a source of acquiring news; and whether Twitter was evaluated as the media with the feature of being the alternative news media were considered important within the scope of the research subject and the research questions were built as a result of the literature review within this scope.

Research

The need of an individual for news is greater than ever in the modern world, where there is a continuous stream of information and news. The widespread use of mobile devices when satisfying this need, the access to the Social Media by means of mobile devices upon the increases in mobile use and possibilities, the clustering of the users in the new media accordingly and the fact that the media organizations carried news to the Social Media in order to include the clustered users in their masses of viewers/readers created convergence between the news media and the Social Media. Within the scope of convergence, Twitter, due to its characteristic features, comes to further forefront as the alternative news media as compared with the other Social Media platforms. The tendencies of users towards sharing news on Twitter give rise to the questions of whether the means of mass media have any convergence effect on the tendency towards sharing news content and of which demographic elements are effective on convergence. In this context, the research question of the study is: "What are the tendencies of university students towards news sharing on Twitter in the context of the uses and gratifications approach and do the means of mass media have any convergence effect on the sharing of news content? If yes, which demographic elements are effective on convergence with Twitter?"

Hypothesis 1: The respondents access news through the Social Media.

Hypothesis 2: The respondents tend to share the agenda and political news on Twitter the most.

Hypothesis 3: The respondents attach importance to originality and currency in their news sharings by using the features of Twitter.

Hypothesis 4: The respondents attach importance to the issue of self-presentation in their news sharings on Twitter.

Hypothesis 5: The respondents attach importance to the accuracy of the news about which they will post original and current tweets or retweets.

Hypothesis 6: The employment statuses of the respondents prevent the use of the Social Media for news purposes by means of mobile devices.

Hypothesis 7: There is a significant relationship between the employment statuses of the respondents and Twitter news convergence with the means of mass media.

Hypothesis 8: The respondents evaluate Twitter as the alternative news center.

Hypothesis 9: The convergence of magazines and radio with Twitter is not as strong as that of television and newspapers.

Hypothesis 10: The large number of accounts followed on Twitter does not provide an increase in the number of followers.

Hypothesis 11: Increasing the weekly number of times of tweeting news on Twitter requires some other skills than the use for general purposes.

Hypothesis 12: The ability of the respondents to tweet news weekly depends on their ability to follow the news in various media.

Hypothesis 13: The sharings performed by using such features of Twitter as hashtags, mention, and retweet positively affect news sharing.

Hypothesis 14: There is a significant relationship between the ages of the respondents and their tweeting of news on Twitter after they have confirmed the accuracy of the news from various media.

Hypothesis 15: There is a significant relationship between the income conditions of the respondents and "the preference for tweeting the news content with the features of Twitter".

Hypothesis 16: There is a significant relationship between the income conditions of the respondents and "Twitter news convergence with the means of mass media".

Some 22 elements were determined as a result of the literature review on what the elements influencing the perceptions of news content sharing on Twitter and the tendencies towards Twitter news convergence were. In September 2015, a survey containing 50 questions, 6 of which were demographic, was carried out with 477 respondents by employing the method of random sampling.

The items addressed in the previous studies and including the issues of sharing the news content with the features of Twitter, Twitter news convergence with the means of mass media, sharing the news content on Twitter originally, and the evaluation of Twitter as the alternative news center were addressed in the survey questions. As a result of the reliability test done, it was observed that the Cronbach's alpha value turned out to be 0.960. The alpha value obtained shows that the study is reliable.

The following were determined in the descriptive analysis of the responses given:

Of the respondents, 59.1% are female and 40.9% are male. 100% of the respondents are university students. 97.9% of the respondents are single, whereas 2.1% of them are married. Of the respondents, 52.2% are aged 20-22 years, 25.2% are aged 18-19 years, and 22.6% are aged 23-25 years. The monthly amount of expenses ranges from 0 to 999 TL for 54.5% of the respondents, from 1,000 to 1,999 TL for 29.6% of them, and from 2,000 to 2,999 TL for 9.9% of them. Of the respondents, 65.8% stated that they were not employed at any work, 18.2% stated that they worked at small jobs from time to time, and 8.2% stated that they were continually working part-time.

Inferential analyses were made on the basis of the factors determined. These analyses were Correlation Analyses, Mann-Whitney and Kruskal-Wallis tests, and Median calculations.
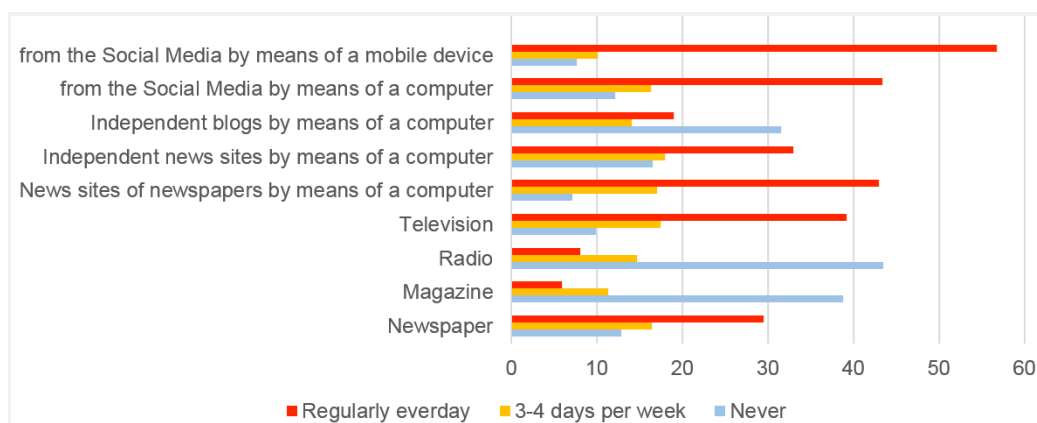
Graph 1: The weekly use of the media by the university youth in order to get news.

The weekly use of the media by the university students is illustrated in Graph 1. Of the university students, 56.8% regularly access news through the Social Media applications by means of mobile devices every day and 43.4% access news through the Social Media by means of a computer. Hence, it is possible to state that the tendency towards accessing news through the Social Media worldwide occurs in Turkey too. Within the scope of the traditional media, however, it is seen that television has the highest percentage (39.2%) in accessing news every day. The rates of preference for magazines and radio every day to get news remained below 10% (See Graph 1).

In light of the above-mentioned finding, the hypothesis "The respondents access news through the Social Media" (Hypothesis 1) was accepted.

Graph 2: The preference of university students for news sharing on Twitter.

In Graph 2, it is seen that the respondents preferred sharing the agenda news on Twitter the most. It is followed by sport (13.4%) and political news (10.7%) (See Graph 2). It should not be misleading that politics ranks third (10.7%). The effect of politics on the formation and determination of the agenda news is great. For instance, political news is prioritized in the news on TV and rad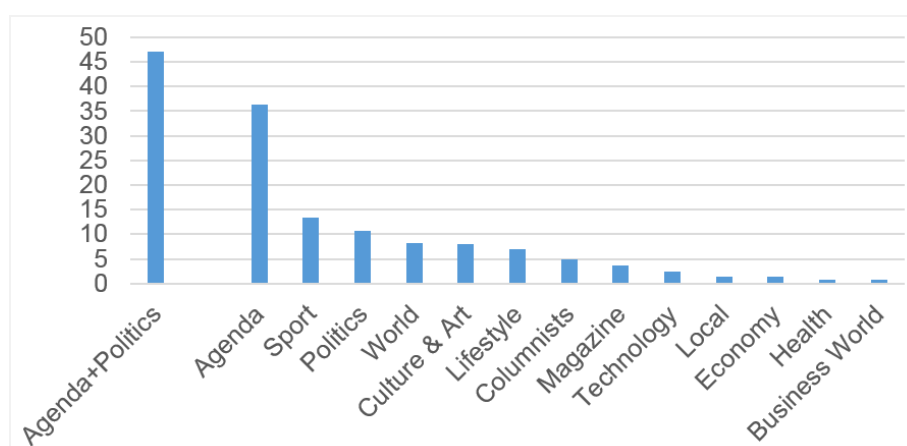io due to its importance. Furthermore, it can be seen that the majority of the agenda news is comprised of political news. Within the scope of the graph, the rate of 47% is reached by adding the percentages of the agenda news and the political news. This rate is almost half the total percentage. Therefore, Twitter is evaluated as the media where more political views can be expressed than in the other social media.

In light of the above-mentioned finding, the hypothesis "The respondents tend to share the agenda and political news on Twitter the most" (Hypothesis 2) was accepted.

A factor analysis was made on the available items and the following factors were determined. The KMO and Bartlett's ToS values obtained verify that the questions were appropriate for the factor analysis (KMO=0.952, Bartlett's Test of Sphericity p=0.000). It is seen that the factor analysis resulted in three factors. However, when the Table of the Extraction Sums of Squared Loadings is seen (See Table 1), it is established that the factor "tweeting and retweeting the original current news" is far more dominant than the factor "the preference for tweeting the news content with the features of Twitter" and the factor "Twitter news convergence with the means of mass media". The data reveal that when sharing the news content on the Twitter platform, the users most attached importance to tweeting the original current news as well as to retweeting the liked news.

Table 1. Extraction Sums of Squared Loadings			
	Total	*% of Variance*	*Cumulative %*
F1. The factor "Tweeting and retweeting the original current news"	12.070	**54.864**	54.864
F2. The factor "The preference for tweeting the news content with the features of Twitter"	1.555	7.068	61.932
F3. The factor "Twitter news convergence with the means of mass media"	1.10	4.998	66.930

The ability to post original current tweets in terms of the news content is concerned with the sincerity of the news depending on the reality, accuracy, and reliability of the news, which affect how the news is conveyed and which are among the elements of news. The issue of the ability to post an original current tweet of the news content points to impression management in this regard (Leary & Kowalski, 1990) and hence to the importance that the users attach to self-presentation on Twitter. In the media where the user IDs cannot be determined, the importance attached to self-presentation reveals the desire of users to be at further forefront than the other users and, with its current concept, the importance of the desire to become a Twitter phenomenon in terms of users. In other words, the fact that the issue of self-presentation comes to the forefront with the news content shows that becoming a Social Media phenomenon is considered important by users in the context of impression management.

Users' performances of activities based on liking, following, commenting, and sharing facilitate the occurrence of both supportive and opposite views. It is mentioned that the power provided by the actions of commenting and sharing has in a sense turned everyone into an opinion leader in their own social environment and transformed the two-stage stream into a multiple and cyclic structure (Kaymaz, 2013: 359). Senft uses the concept "microcelebrity" to define the Social Media phenomena who have acquired their fame in the digital media by themselves (Senft, 2008: 25). The opinion leaders in the new media may be those among the ordinary people who originate from the society and may earn an economic income by transforming their fame in the new era (Sabuncuoğlu & Gülay, 2014: 1). In this way, the concept of opinion leader (O'Sullivan, Hartley, Saunders, Montgomery & Fiske, 1994: 211; Yüksel, 2013: 22), which originated with the hypothesis of the two-stage stream coined in 1940 by Lazarsfeld, Berelson, and Gaudet, is undergoing change. Social Media phenomena are content producers by knowing the characteristics of followers, which indicates us that the concept of opinion leader continues in a different way in the new media.

In light of the above-mentioned finding, the hypothesis "The respondents attach importance to authenticity, originality, and currency in their news sharings by using the features of Twitter" (Hypothesis 3) was accepted. Depending on Hypothesis 3, the hypothesis "The respondents attach importance to the issue of self-presentation in their news sharings" (Hypothesis 4) was accepted.

Within the scope of the findings, the resulting situation on Twitter brings to mind the statement "In the future, everyone will be world-famous for 15 minutes" by Andy Warhol – a representative of the Pop Art trend. Especially the Social Media widely used among teenagers are media where the views or preferences of users are interactively redistributed or presented to appropriate followers/readers/viewers in various forms. In this context, one should look at the work "the Presentation of Self in Everyday Life" (1999) by Goffman and at Marwick and boyd, who made a connection between the conceptualization of identity as a continual performance and Symbolic Interactionism (Marwick & boyd, 2010: 123). According to them, identity and the self develop in a continuous interaction with those one communicates with. According to the paradigm of symbolic interaction, an identity on Twitter is built by communicating with the others. What happens on Twitter is indeed the shift of the balance between the onstage performance and offstage performance of users, between what is private and what is public, and between disclosing/explaining and remaining confidential towards the desire of being more accepted by the imagined audience as well as its making of a positive impression on the audience. This may also be called becoming an Internet phenomenon. On the one hand those Twitter users who want to become a phenomenon try to balance personalness and the expectations of followers, but on the other, they employ self-censorship concerning what will arouse interest in order to attain the expectations of followers. In this context, they attach importance to the originality and currency of the tweet depending on the element of self-presentation in the tweeted and retweeted news.

There is a negative correlation (rho=-0.120, p=0.038) between the employment statuses of the respondents and the weekly number of times of tweeting news, a negative correlation (rho=-0.099, p=0.030) between the employment statuses of the respondents and the factor "tweeting and retweeting the original current news", a negative correlation (rho=-0.106, p=0.039) between the employment statuses of the respondents and the number of accounts followed on Twitter, a negative correlation (rho=-0.141, p=0.012) between the employment statuses of the respondents and the number of news organizations or news centers followed on Twitter, a negative correlation (rho=-0.209, p=0.000) between the employment statuses of the respondents and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a negative correlation

(rho=-0.195, p=0.000) between the employment statuses of the respondents and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a negative correlation (rho=-0.139, p=0.003) between the employment statuses of the respondents and the frequency of the weekly use of independent blogs by means of a computer in order to get news, and a negative correlation (rho=-0.132, p=0.005) between the employment statuses of the respondents and the frequency of the weekly use of the Social Media by means of a computer in order to get news. The resulting situation demonstrates that with an increase in the employment status, the number of times of tweeting news on Twitter decreased, that the number of times of tweeting and retweeting the original current news fell, that there were simultaneous decreases in the use of independent news sites and independent news blogs, that the respondents did not want to prefer tweeting or retweeting without questioning the accuracy of the news they would share on Twitter from various media, and that they needed time to be able to distinguish the falsified/false news in the new media. Briefly, it turns out that the respondents needed time to make a distinction about whether the news was accurate news or not before sharing the news on the Twitter platform and that the employment status prevented this.

In light of the above-mentioned finding, the hypothesis "The respondents attach importance to the accuracy of the news about which they will post original and current tweets or retweets" (Hypothesis 5) was accepted.

The employment of the respondents at any work may prevent them from using the Social Media by means of a computer in order to get news; nevertheless, there is also a negative correlation between the employment statuses of the respondents and the frequency of the weekly use of the Social Media by means of a mobile device in order to get news (rho=-0.106, p=0.024). It is seen once more that the frequency of the weekly use of the Social Media by means of mobile devices by the university students in order to get news when they were at work decreased and that they thought that extra time should be spared to the news acquired through the Social Media and hence attached importance to the distinction between inaccurate news and accurate news in the Social Media.

In light of the above-mentioned finding, the hypothesis "The employment statuses of the respondents prevent the use of the Social Media for news purposes by means of mobile devices" (Hypothesis 6) was accepted.

There is a negative correlation between the employment statuses of the respondents and the factor "Twitter news convergence with the means of mass media" (rho=-0.145, p=0.002). When the tendencies of the respondents towards displaying painstaking and careful behaviors also in terms of Twitter news convergence are evaluated together with Hypotheses 5, 6, and 7, they reveal that the respondents behaved painstakingly with regard to news sharing and took pains not to tweet or retweet the inaccurate news.

In light of the above-mentioned findings, the hypothesis "There is a significant relationship between the employment statuses of the respondents and Twitter news convergence with the means of mass media" (Hypothesis 7) was accepted.

There is a positive correlation (rho=0.680, p=0.000) between the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.405, p=0.000) between the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news and the frequency of the weekly use of independent blogs by means of a computer in order to get news, a positive correlation (rho=0.440, p=0.000) between the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news and the frequency of the weekly use of the Social Media by means of a computer in order to get news, a positive correlation (rho=0.371, p=0.000) between the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news and the frequency of the weekly use of the Social Media applications by means of a mobile device in order to get news, a positive correlation (rho=0.314, p=0.000) between the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news and the factor "tweeting and retweeting the original current news", a positive correlation (rho=0.254, p=0.000) between the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news and the factor "the preference for tweeting the news content with the features of Twitter", and a positive correlation (rho=0.206, p=0.000) between the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news and the factor "Twitter news convergence with the means of mass media". Moreover, it was established that the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, the frequency of the

weekly use of independent news sites by means of a computer in order to get news, the frequency of the weekly use of independent blogs by means of a computer in order to get news, the frequency of the weekly use of the Social Media by means of a computer in order to get news, the frequency of the weekly use of the Social Media applications by means of a mobile device in order to get news, the factor "tweeting and retweeting the original current news", the factor "the preference for tweeting the news content with the features of Twitter" and the factor "Twitter news convergence with the means of mass media" were positively correlated with each other (See Graph 3). That is, it is seen that the eight elements are all positively correlated with each other. The findings show that the users who accessed news through a platform needed to access news through other media too; that is, they verified the accuracy of the news in the media, questioned and analyzed it, and tended to tweet or retweet the news in whose accuracy they believed (The accuracy of Hypothesis 5 is reconfirmed). In addition, the presence of the frequency of using independent news blogs and independent news sites in the ball of positive correlations mentioned demonstrates that the respondents evaluated the media as the alternative media and therefore tended to tweet and retweet the news by avoiding a unidirectional perspective and by investigating the different sides of the news other than the perspective of the mainstream media. The Twitter platform is evaluated as the area where the views acquired from the other independent media organizations can be reflected.

In light of the above-mentioned findings, the hypothesis "The respondents evaluate Twitter as the alternative news center" (Hypothesis 8) was accepted.
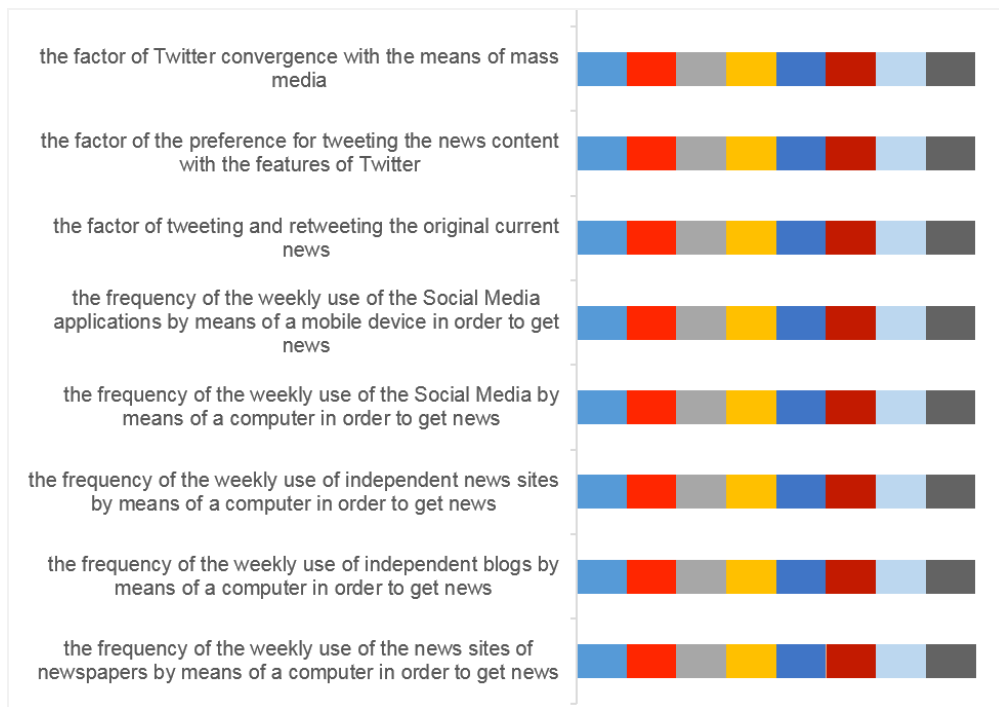
Graph 3: Tweeting or retweeting the accurate news and the evaluation of Twitter as the alternative news center.

There is a positive correlation (rho=0.243, p=0.000) between the frequency of the weekly use of newspapers in order to get news and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a positive correlation (rho=0.275, p=0.000) between the frequency of the weekly use of newspapers in order to get news and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.217, p=0.000) between the frequency of the weekly use of newspapers in order to get news and the frequency of the weekly use of independent blogs by means of a computer in order to get news, a positive correlation (rho=0.147, p=0.002) between the frequency of the weekly use of newspapers in order to get news and the frequency of the weekly use of the Social Media by means of a computer in order to get news, a positive correlation (rho=0.161, p=0.001) between the frequency of the weekly use of newspapers in order to get news and the frequency of the weekly use of the Social Media by means of a mobile device in order to get news, a positive correlation (rho=0.219, p=0.000) between the frequency of the weekly use of newspapers in order to get news and the factor "tweeting and retweeting the original current news", a positive correlation (rho=0.209, p=0.000) between the
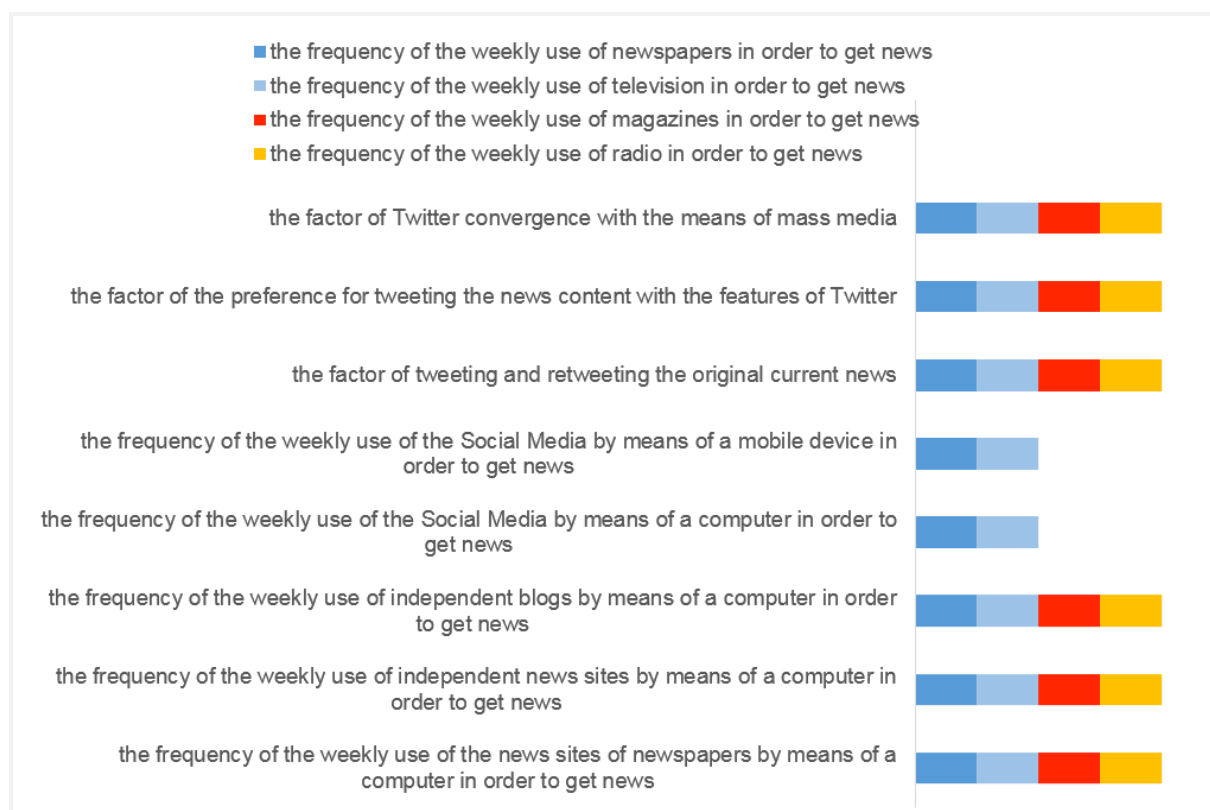
frequency of the weekly use of newspapers in order to get news and the factor "the preference for tweeting the news content with the features of Twitter", and a positive correlation (rho=0.172, p=0.000) between the frequency of the weekly use of newspapers in order to get news and the factor "Twitter news convergence with the means of mass media".

There is a positive correlation (rho=0.251, p=0.000) between the frequency of the weekly use of television in order to get news and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a positive correlation (rho=0.156, p=0.001) between the frequency of the weekly use of television in order to get news and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.147, p=0.002) between the frequency of the weekly use of television in order to get news and the frequency of the weekly use of independent blogs by means of a computer in order to get news, a positive correlation (rho=0.234, p=0.000) between the frequency of the weekly use of television in order to get news and the frequency of the weekly use of the Social Media by means of a computer in order to get news, a positive correlation (rho=0.262, p=0.000) between the frequency of the weekly use of television in order to get news and the frequency of the weekly use of the Social Media by means of a mobile device in order to get news, a positive correlation (rho=0.146, p=0.002) between the frequency of the weekly use of television in order to get news and the factor "tweeting and retweeting the original current news", a positive correlation (rho=0.123, p=0.008) between the frequency of the weekly use of television in order to get news and the factor "the preference for tweeting the news content with the features of Twitter", and a positive correlation (rho= 0.136, p=0.003) between the frequency of the weekly use of television in order to get news and the factor "Twitter news convergence with the means of mass media".

There is a positive correlation (rho=0.195, p=0.000) between the frequency of the weekly use of magazines in order to get news and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a positive correlation (rho=0.203, p=0.000) between the frequency of the weekly use of magazines in order to get news and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.293, p=0.000) between the frequency of the weekly use of magazines in order to get news and the frequency of the weekly use of independent blogs by means of a computer in order to get news, a positive correlation (rho=0.142, p=0.002) between the frequency of the weekly use of magazines in order to get news and the factor "tweeting and retweeting the original current news", a positive correlation (rho=0.170, p=0.000) between the frequency of the weekly use of magazines in order to get news and the factor "the preference for tweeting the news content with the features of Twitter", and a positive correlation (rho=0.208, p=0.000) between the frequency of the weekly use of magazines in order to get news and the factor "Twitter news convergence with the means of mass media".

There is a positive correlation (rho=0.115, p=0.015) between the frequency of the weekly use of radio in order to get news and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a positive correlation (rho=0.167, p=0.000) between the frequency of the weekly use of radio in order to get news and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.206, p=0.000) between the frequency of the weekly use of radio in order to get news and the frequency of the weekly use of independent blogs by means of a computer in order to get news, a positive correlation (rho=0.139, p=0.003) between the frequency of the weekly use of radio in order to get news and the factor "tweeting and retweeting the original current news", a positive correlation (rho=0.207, p=0.000) between the frequency of the weekly use of radio in order to get news and the factor "the preference for tweeting the news content with the features of Twitter", and a positive correlation (rho=0.302, p=0.000) between the frequency of the weekly use of radio in order to get news and the factor "Twitter news convergence with the means of mass media".

No positive or negative correlation was determined between the frequency of the weekly use of magazines in order to get news and the frequency of the weekly use of the Social Media by means of a computer in order to get news as well as the frequency of the weekly use of the Social Media by means of a mobile device (See Graph 4). Thus, it is possible to conclude that there is convergence between magazines and Twitter but that it is not as strong as that of television and newspapers. The same situation applies to the frequency of the weekly use of radio in order to get news.

Graph 4: Twitter news convergence with the means of mass media.

Additionally, there is a positive correlation (rho=0.122, p=0.033) between the number of news organizations or news centers followed on Twitter and the frequency of the weekly use of magazines in order to get news and a positive correlation (rho=0.134, p=0.019) between the number of news organizations or news centers followed on Twitter and the frequency of the weekly use of radio in order to get news. The presence of a positive correlation of magazines and radio with the number of news organizations or news centers followed on Twitter indicates that these two traditional media are in convergence with Twitter. When we evaluate the resulting situation together with Graph 4, the expression "The convergence of magazines and radio with Twitter is not as strong as that of television and newspaper" explains the case better.

In light of the above-mentioned findings, the hypothesis "The convergence of magazines and radio with Twitter is not as strong as that of television and newspaper" (Hypothesis 9) was accepted.

There is a positive correlation (rho=0.465, p=0.000) between the number of accounts followed on Twitter and the number of followers on Twitter, a positive correlation (rho=0.349, p=0.000) between the number of accounts followed on Twitter and the number of news organizations or news centers followed on Twitter, a positive correlation (rho=0.128, p=0.015) between the number of accounts followed on Twitter and the frequency of the weekly use of radio in order to get news, a positive correlation (rho=0.140, p=0.007) between the number of accounts followed on Twitter and the frequency of the weekly use of television in order to get news, a positive correlation (rho=0.150, p=0.004) between the number of accounts followed on Twitter and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.116, p=0.027) between the number of accounts followed on Twitter and the frequency of the weekly use of the Social Media by means of a computer in order to get news, a positive correlation (rho=0.150, p=0.004) between the number of accounts followed on Twitter and the frequency of the weekly use of the Social Media applications by means of a mobile device in order to get news, a positive correlation (rho=0.280, p=0.000) between the number of accounts followed on Twitter and the factor "tweeting and retweeting the original current news", a positive correlation (rho=0.161, p=0.002) between the number of accounts followed on Twitter and the factor "the preference for tweeting the news content with the features of Twitter", and a positive correlation (rho=0.156, p=0.002) between the number of accounts followed on Twitter and the factor "Twitter news convergence with the means of mass media".
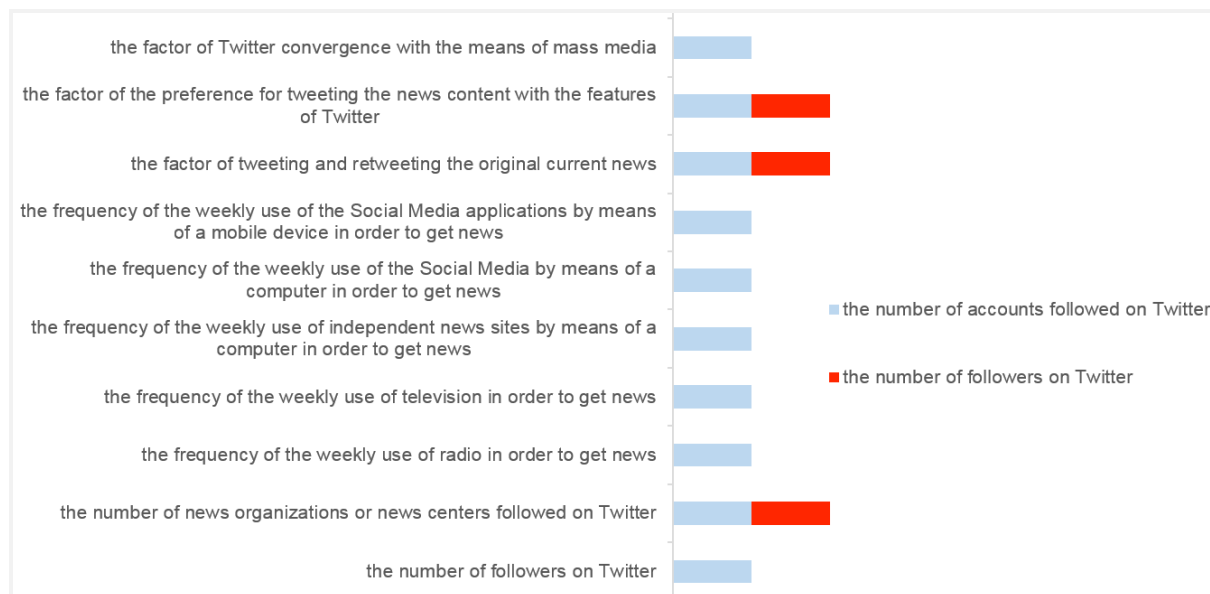
Graph 5: A comparison of the number of accounts followed on Twitter and the number of followers on Twitter.

There is a positive correlation (rho=0.110, p=0.050) between the number of followers on Twitter and the number of news organizations or news centers followed on Twitter, a positive correlation (rho=0.172, p=0.001) between the number of followers on Twitter and the factor "tweeting and retweeting the original current news", and a positive correlation (rho=0.174, p=0.001) between the number of followers on Twitter and the factor "the preference for tweeting the news content with the features of Twitter" (See Graph 5). Graph 5 shows that the action features for the increases in the number of accounts followed on Twitter and in the number of followers on Twitter have different qualities. It indicates that whilst the number of accounts followed is concerned with following/viewing Twitter, increasing the number of followers on Twitter is only related to "tweeting and retweeting the original current news", "the preference for tweeting the news content with the features of Twitter", and the number of news organizations or news centers followed on Twitter; that is, increasing the number of accounts followed and increasing the number of followers have different action features. No matter how much Twitter is followed, it is clear that increasing the number of followers on Twitter depends on users' personal skill and their skill to use the media. Thus, the continual sharing of news on Twitter does not lead to an increase in the number of followers on Twitter. The Social Media phenomena show their creativity by preferring tweeting or retweeting the original current news by using the features of Twitter and, in this way, come to further forefront than the other users. Therefore, it is considered important to become a Social Media phenomenon.

In light of the above-mentioned findings, the hypothesis "The large number of accounts followed on Twitter does not provide an increase in the number of followers" (Hypothesis 10) was accepted.

There is a positive correlation (rho=0.185, p=0.002) between the weekly number of times of tweeting news and the number of accounts followed on Twitter, a positive correlation (rho=0.171, p=0.004) between the weekly number of times of tweeting news and the number of followers on Twitter, a positive correlation (rho=0.262, p=0.000) between the weekly number of times of tweeting news and the number of news organizations or news centers followed on Twitter, a positive correlation (rho=0.187, p=0.001) between the weekly number of times of tweeting news and the frequency of the weekly use of newspapers in order to get news, a positive correlation (rho=0.160, p=0.006) between the weekly number of times of tweeting news and the frequency of the weekly use of magazines in order to get news, a positive correlation (rho=0.130, p=0.027) between the weekly number of times of tweeting news and the frequency of the weekly use of television in order to get news, a positive correlation (rho=0.161, p=0.006) between the weekly number of times of tweeting news and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a positive correlation (rho=0.170, p=0.004) between the weekly number of times of tweeting news and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.118, p=0.048) between the weekly number of times of tweeting news and the frequency of the weekly use of the Social Media by means of a computer in

13

order to get news, a positive correlation (rho=0.340, p=0.000) between the weekly number of times of tweeting news and the factor "tweeting and retweeting the original current news", a positive correlation (rho=0.244, p=0.000) between the weekly number of times of tweeting news and the factor "the preference for tweeting the news content with the features of Twitter", and a positive correlation (rho=0.146, p=0.012) between the weekly number of times of tweeting news and the factor "Twitter news convergence with the means of mass media".
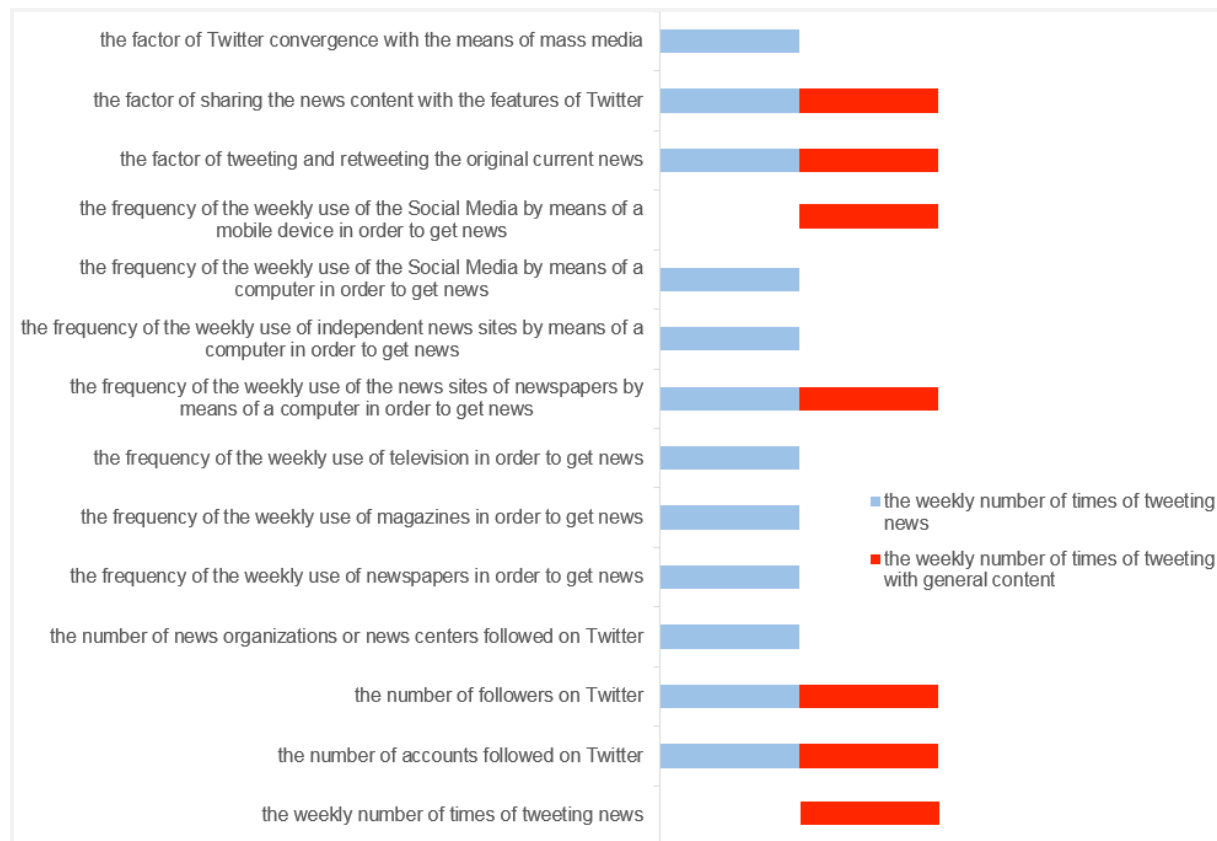
Graph 6: A comparison of the weekly number of times of tweeting news and the weekly number of times of tweeting with general content.

There is a positive correlation (rho=0.595, p=0.000) between the weekly number of times of tweeting with general content and the weekly number of times of tweeting news, a positive correlation (rho=0.195, p=0.001) between the weekly number of times of tweeting with general content and the number of accounts followed on Twitter, a positive correlation (rho=0.165, p=0.003) between the weekly number of times of tweeting with general content and the number of followers on Twitter, a positive correlation (rho=0.197, p=0.000) between the weekly number of times of tweeting with general content and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a positive correlation (rho=0.177, p=0.002) between the weekly number of times of tweeting with general content and the frequency of the weekly use of the Social Media by means of a mobile device in order to get news, a positive correlation (rho=0.312, p=0.000) between the weekly number of times of tweeting with general content and the factor "tweeting and retweeting the original current news", and a positive correlation (rho=0.179, p=0.001) between the weekly number of times of tweeting with general content and the factor "the preference for tweeting the news content with the features of Twitter". As seen from the table (See Graph 6), respondents' weekly number of times of tweeting news requires weekly news following from various media, whereas the weekly number of times of posting general tweets does not require following the news in the other media. Accordingly, it is clear that increasing the weekly number of times of tweeting news on Twitter entails some other skills than the use for general purposes.

In light of the above-mentioned findings, the hypothesis "Increasing the weekly number of times of tweeting news on Twitter requires some other skills than the use for general purposes" (Hypothesis 11), the hypothesis "The ability of users to tweet news weekly depends on their ability to follow the news weekly in various media" (Hypothesis 12) and, depending on the presence of a positive correlation between the weekly number of times of tweeting news and the

14

factor "the preference for tweeting the news content with the features of Twitter", **the hypothesis "The sharings performed by using such features of Twitter as hashtags, mention, and retweet positively affect news sharing" (Hypothesis 13) were accepted.**

There is a positive correlation (rho=0.142, p=0.014) between the ages of the respondents and the weekly number of times of tweeting news, a positive correlation (rho=0.203, p=0.000) between the ages of the respondents and the number of news organizations or news centers followed on Twitter, a positive correlation (rho=0.115, p=0.014) between the ages of the respondents and the frequency of the weekly use of newspapers in order to get news, a positive correlation (rho=0.121, p=0.010) between the ages of the respondents and the frequency of the weekly use of radio in order to get news, a positive correlation (rho=0.222, p=0.000) between the ages of the respondents and the frequency of the weekly use of the news sites of newspapers by means of a computer in order to get news, a positive correlation (rho=0.199, p=0.000) between the ages of the respondents and the frequency of the weekly use of independent news sites by means of a computer in order to get news, a positive correlation (rho=0.097, p=0.039) between the ages of the respondents and the frequency of the weekly use of the Social Media by means of a computer in order to get news, and a positive correlation (rho=0.120, p=0.011) between the ages of the respondents and the frequency of the weekly use of the Social Media by means of a mobile device in order to get news. It is seen that with an increase in the ages of the respondents, the number of times of tweeting news increased, that the number of news organizations or news centers followed on Twitter increased, that the frequency of the use of radio and newspaper in order to get news increased, that they oriented to alternative news centers in order to acquire news, and that the use of the Social Media by means of computers or mobile devices in order to access news increased. Therefore, it is seen that the ages of the respondents are important in order for them to question the accuracy of some news from various media depending on their ability to tweet the accurate news on Twitter and hence in order for Twitter to be perceived as an alternative news center.

In light of the above-mentioned findings, the hypothesis "There is a significant relationship between the ages of the respondents and their tweeting of some news on Twitter after they have confirmed the accuracy of the news from various media" (Hypothesis 14) was accepted.

There is a positive correlation (rho=0.144, p=0.002) between the monthly income conditions of the respondents and the factor "the preference for tweeting the news content with the features of Twitter". Furthermore, there is a positive correlation (rho=0.148, p=0.001) between the monthly income conditions of the respondents and the factor "Twitter news convergence with the means of mass media". Accordingly, it is clear that the monthly income condition is important to share news by using the features of Twitter and to realize Twitter news convergence with the other means of mass media; that is, the income condition is essential to access news at the digital age.

In light of the above-mentioned findings, the hypothesis "There is a significant relationship between the income conditions of the respondents and 'the preference for tweeting the news content with the features of Twitter'" (Hypothesis 15) was accepted.

In light of the above-mentioned findings, the hypothesis "There is a significant relationship between the income conditions of the respondents and 'Twitter news convergence with the means of mass media'" (Hypothesis 16) was accepted.

Analyses were also made according to the gender and marital statuses of the respondents; nevertheless, no significant difference was found.

Conclusion

The Social Media constitute comprehensive sources and opportunities for digital communication studies, particularly in terms of the uses and gratifications or uses and effects approach. However, during the foreign and domestic literature reviews performed, differences were seen in the evaluations and analyses of the research data findings of the studies. It was observed that whilst the studies of foreign origin dealt with the data more comparatively and multidimensionally (in depth both horizontally and vertically; for instance, the importance of gender in news sharing on Twitter), the studies of domestic origin were more superficial and failed to go beyond, for instance, the question "Do you follow the news in the Social Media?". Therefore, the requirement to develop the studies to be carried out within the scope of the subject in depth on the vertical plane is considered as important for the field as the requirement to spread them over a vast area on the horizontal plane. Moreover, in the present hybrid world, it can be seen more clearly that the communication studies

should be nourished by other disciplines like statistics and addressed with an interdisciplinary approach. This gives rise to the requirement that the field of communication should be interdisciplinary so that the field of communication can be nourished by the other fields and the studies belonging to the field of communication can form in-depth studies on the vertical plane.

It is seen that the tendencies towards acquiring news have changed from the traditional media into the acquisition of news through the Social Media. It might be stated that the access of the present youth – the parents of tomorrow – to news mostly through the Social Media has introduced a new form to news acquisition habits. It is possible to state that the column or main page on a newspaper has been replaced by Twitter topics in readers' orientation to news. This also casts light on the fact that other changes in the news media will be experienced in the future. Its reflection on the media gives rise to the following questions. What kind of business models are developed in the news media to provide the traffic of Twitter or Social Media users towards the news sites? And how successful are the business models developed?

The flourishing of news on Twitter has stopped the news from being the content disseminated to viewers/followers/readers from a single source and allowed information sharing and interaction among users, thereby making it possible for the news to transform. The news media of the future seem to have features similar to those of newspaper, which is within the scope of the traditional media, but to have been moved to the new media in form. It is observed that such elements on the main page of newspapers as newspaper headlines and subheads have turned on Twitter into news topics which enable users to be directed to news sites. Nevertheless, it is also necessary to mention that the user stands out here. News is unidirectional in the traditional media. While the traditional news media provide unidirectional communication in news, news is turning into some content generated by multiple users thanks to Twitter. Users' obtaining of the pieces of news concerning any news from various channels through interaction makes the processes of formation and dissemination of the news multidirectional and allows one to reach the details of the news. In this way, the stream of communication developing on the source-message-receiver model turns the two-stage stream into a four-way stream by including symbolic interaction, which also encompasses the formation of a source according to the receiver, on the Twitter platform and enables the concept of opinion leader to be re-formed as a Social Media phenomenon. Through various sharings, it is seen that the concept of opinion leader has also undergone change in this new form and that ordinary people also endeavor to become opinion leaders in the new media.

As a result of the research, it is concluded that the university students preferred the Social Media to acquire news as well, that due to its unique and characteristic structure, the media features of Twitter positively affected news sharing, that the users tended to share the agenda and political news on Twitter by posting original current tweets or retweets, and that there was an increase in the frequency of using independent news (independent news sites and blogs) sources as they attached importance to tweeting or retweeting the accurate news, which turned Twitter into the alternative news center rather than a social network. At this point, it turns out that the evaluation of a news source as an alternative news center in terms of users is concerned with following and sharing the news in the other media. In other words, the finding of convergence between Twitter and independent news sources reveals where the feature of Twitter as the alternative news media originated from. While the concentration of Twitter users on political news together with the agenda reveals the effect of the Social Media on the creation of an agenda, the continual stream of the news indicates that the agenda created does not have any long-term effect and that the agenda is continually open to change and manipulation. The fact that the agenda and political news in the media concerned has turned out to be at a high percentage gives rise to new research subjects which should be studied like the media-partisanship relationship in the alternative news media. The endeavor to tweet or retweet accurate news demonstrates that digital media literacy will enhance its importance in the future news media and that the adults of the future will need more skills required to be acquired regarding digital media literacy in order to distinguish between inaccurate news and accurate news. The ability of the adults of the future to develop with respect to digital media literacy is considered to be related to the education to be received on digital media literacy just at the primary education level.

Based on the high load of the factor "tweeting and retweeting the original current news", it is possible to state that the performance of self-presentation with the news content on Twitter comes to the forefront because originality is concerned with personalness and individualism, which is concerned with how an individual expresses/presents himself/herself, i.e. self-presentation. The endeavor of

users to be considered important in the eye of the other users on Twitter by using news enables them, rather than the news, to stand out while causing the news to transform into the merchandise used in line with the actual purpose. This explains why Twitter users compete to use sharp expressions in order to come to the furthest forefront within the scope of an issue. Coming to further forefront than the other users and the shared news by using sharp expressions in the news content not only is regarded as the first rule to become a Twitter phenomenon but also leads to an increase in hate speech in the media. Another evaluation in our research suggests that becoming a Social Media phenomenon is considered important. The actions to increase the number of accounts followed and to increase the number of followers entail different skills in the Twitter news media. Another result which supports this result is that the skills to tweet news weekly and to tweet with general content require different skills. It was obvious that while becoming a Social Media phenomenon required different skills than those of the other users, the overwhelming majority of the users longed for these skills. Therefore, it is considered important to become a Social Media phenomenon as an opinion leader with different skills than those of the other users in the new media.

Regarding Twitter news convergence with the means of mass media, it turns out that the convergence of magazines and radio with Twitter is not as strong as that of television and newspaper.

Finally, the ages of the respondents are positively effective demographic elements and their employment statuses are negatively effective demographic elements regarding news tweeting on Twitter, whereas the financial income condition, which allows accessing the media, is an effective demographic element in the context of Twitter news convergence with the means of mass media. It is concluded that gender and marital status are insignificant demographic elements as no significant difference could be detected in terms of their tendencies towards news sharing on Twitter or Twitter news convergence with the means of mass media.

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Diseases and The Possible Effects that The New Media Brought into The Digitalizing World

Övür A.[1]

[1] Ayten ÖVÜR, Istanbul Aydin University, (Turkey)
e-mail: aytenovur@aydin.edu.tr

Abstract

In this day and age where it is impossible to run away or stay away from technology and digitalization, every invention and progress bring along possible danger. Possible issues that the people who are always on their phone or the people who work sitting on computer all day long and the connection between diseases of our age and those technologies has reached unignorable sizes. The objective in this study which is prepared with a critical approach is to research those possible problems and evaluate on magnitudes they can reach in the future.

Keywords: New media, digitalization, disease

Introduction

Nowadays the number of people who do not use new media technologies decreases day by day. From peasant to townee, young to old, rich to poor almost everyone can reach and express themselves in the new media, which seems to be the new" modern fantasia" field. Just like the studies and researches communication scientists have done about the "effects of television" for years," new media" topic is a center of attraction for the researchers of our day.

New media as a growing and developing topic occupies most of our lives. Unlike the old generation, which spended most of their time watching television to get away from reality and provide virtual relief, new generation prefers new media platforms. New generation which spends most of their time on the computer, playing games, wandering on social media, watching movies/tv series, following current events also steals the time spared for other works to reach the same platforms on their phones. They can not give up their phones while walking, travelling, driving, crossing the road, hanging with their friends, spending time with their families and doing many other things. The families which used to sit their child in front of the television to look after them now uses phones and tablets as a way out. Some foundations thinking internet addiction will increase in next generations think childrens' relationship with the technology should be limited, therefore they make some public service announcements like the ads The Green Crescent makes.

It is reported that new media's possible harmful effects should be avoided without ignoring realities of the time or falling behind developments. In this study which the digital addiction and its' possible effects will be questioned, the concepts "digitalization" and "new media" will be clarified and then possibles diseases and effects will be tried to be revealed.

Digitalization

In the Turkish Language Institution Dictionary, "digital" is explained as "numerical" and is defined as the display of the data electronically on a screen. With this definition "digitalization"

can be expressed as "digitization" and "digital conversion" can be expressed as "numerical conversion". However, these definitions describe digitalization in a narrow sense. Because digitization is a starting point for digitalization, it has been understood that, when evaluated together with the transformation, there is a need for a definition describing a process in which the digitization expression is not sufficient and that any digitized data can be used, processed and interpreted. (Karagöz, 2016: 72).

"Digital" is a technical term used to define media and systems based on electronic calculating. That is to say, any kind of data expressed as "analogue" is represented by binary codes (Alioğlu, 2011: 119) The datas transfrred from the analogue system to the computer enviroment is expressed as "digitally". The digitality characteristic which is revealed by transferring analogue data to computer based systems also brings easy and quick access to data (Yengin, 2012: 126). Digitalization describes to the process of converting analogue materials such as drawings, photographs, videos, audios into digital forms. Digital systems render all the information or the input, storable, workable, sharable widely. It can be seen that instead of the digital concept corresponding to the conversion of data into numeric codes, the concept of quantification is used in some Turkish researches. The reason for the perception of digital digitization is related to the representation of the data with "0" and "1" when coding. (Güney, 2014: 14-15).

The concept "digital" which expresses a concept called binary system describes two logical possible situations that electronic circuits can take, which is the basis of computer systems. It is expressed by close as the electricity is not passing through and open as the electricity is passing through. In the notation with symbols, (0) is used as open and (1) used as closed, for example "01100001" as the character "a" in the computer operating system. The explanation of this symbol sequence is that; when the electricity flows through the second, third and eighth circuits of eight electric circuits, we get the character "a". For the character "b", the symbol sequence "01100010" is used. That is, when the electrity passes through the second, third and seventh circuits of eight electric circuits, we get the character "b". There are no other numeric meanings of 0s and 1s but to report a situation. There are some logical meanings though. Using yes/no, on/off instead of them does not make any difference. Therefore, according to Cem Sefa Sütçü, the provision of the concept "digital" can not be numerical. The most important function of digital is to allow objects to be virtualized, duplicated and transmitted over electronic networks (Sütçü, 2012: 84).

The concept "digital" which was derived from the latin concept "digitus" was first used to mean "related to fingers and using numerical digits". Digit (binary number system) has been moved to a new concept substantiality with the computer technologies, which can be explained as the principle of operation with logical operations that are mainly developed when an electric circuit is turned on or off according to the transition of the electrical signals. Digital, is used nowadays as the the enviroments provided by computer technologies and all the productions made by these enviroments. In this context, some researchers do not prefer to use the concept "numerical" because it is also used as the opposite of the word "linguistic" in our country. On the other hand, some researchers do not prefer to use the concept "numerical" because it can not fully meet the content of the concept "digital" (Güney, 2014: 14-15).

Today, when almost everything can be digitized and expressed in numbers, the definiton of data has changed. The digitalizing world reveals the concept of Big Data, which refers to collecting, storing, searching, visualizing, analyzing data stacks using existing systems and Technologies (Öztürk, 2017: 242). In the digital era we are in, where there is unlimited number of information and it is difficult to distinguish between real and fiction readers' consumption of news has also changed. In this context, the rise of digital media is continuing every year and it is expected that this increase will continue in the following years. According to the datas announced in april 2015, the revenue of digital publications leaving print publications behind also once again shows the importance of change (Yalçın, 2017: 175). Especially in internet advertising, the share of social media advertising increases day by day.

21

While social media quickly captures every moment of our lives at the same time it also changes the processes of the traditional media. It does not allow any media channel that has not managed to integrate with itself to remain in our lives for a long time (Kahraman, 2014: 21). Nowadays, the major media companies have also started to use digital, but the debate over whether digital media is threatening traditional media is still ongoing. Examples of this has happened. The Inpedendent newspaper has closed down to only digital (Öztürk, 2017: 244). In Turkey, the Radikal newspaper has left the traditional method and started to make only digital publication.

Time will show the dimensions of the contest, the interaction and the transitions between the new media and the old media but over the past thirty years, the rise and unification of network media and communication technologies have helped creating new forms and styles of communication and redefining people's interaction with the media (Lievrouw, 2016: 11). Full participation in today's digital culture requires not only consumption of messages but also their formation and sharing. In order to fulfill the requirements of digital citizenship, individuals now have to acquire multimedia communication skills and know how to use them (Salı, 2012: 294). "I do not use this" is no longer an excuse. Citizens who want to do their jobs quickly are forced to use digital communication tools, even at a minimum level. Even when you go to a hospital you need to make an appointment on the internet. Same transactions are required while renewing passport, ID etc. It is no longer possible to not have an interaction with digitalization in an age where it is required to be in touch with digital technologies to wait in the bank, the notary or any other institution.

New Media

Unlike the traditional media (books, newspapers, television and radio) the concept "new media" used to describe digital media, especially interactive media, internet networks and social media. The concept "new media" covers information and communication technologies and related social contexts, devices that enchance communication skills, communication activities and practices developed using these devices and social arrangements or organizations that are shaped around practices with these devices (Binark, 2014: 15).

New media allows fast communication between different communities of people with completely different experiences in different regions of the world through community networks, messaging enviroments, blogs and other user-specific content forums. In other words, it makes it possible for millions of people to communicate and share all kinds of transmissions on a plane of magnitude and opennes that could not be imagined before or during the periods when internet technology was not widespread (Erdoğan, 2014: 80).

The word "media", which is the plural of the Latin-based medium, can be translated to Turkish as enviroments and is used to describe the enviroments in which the message is transmitted. The concept "new media" is usually identified as the digitalization of the existing media into digital data, provision of interactive communication, changing production, distribution and communication forms through new technologies (computer, internet, mobile technology) (Güney, 2014: 16). These new enviroments and technologies ensure that the message can be transmitted in the fastest way bidirectionally.

The concept "new media" is also described as production, distribution and communication forms that are developed through computers that direct existing media to interactive, numeric data conversion. Therefore, with the emergence of the new media, the digitalization of all old forms of media, the transformation of common values (0/1) is bound to happen. This partnership ensures that the new media can reach a much wider audience (Alioğlu'dan akt. Kıpçak, 2016: 13).

Leah A. Lievrouw and Sonia Livingstone describe the new media as information and communication technologies and their social contexts. The three components that make up this social context are as follows: 1) material structures and tools that enable people to expand their meaning-sharing and communication capabilities; 2) communication actions and practices that

people attempt to use and improve on these tools; 3) broader social arrangements and organizational forms that people have created and built around these structures and practices (Lievrouw, 2016: 17). These material structures and tools that expand and enable the communication skills are changing and developing so rapidly unlike the old media; that the people are constantly updating their communication practices and practices to use these tools.

The cyber space created by new media environments also reveals a unique culture, new types of relationships specific to individuals and communities. Today, computers, computer networks, computer mediated communication, internet, web 2.0, online journalism, online chat, chat rooms, wiki, e-commerce, e-signature, social media, digital media, digital game, digital culture, digital imaging, avatar, cyber space, virtual space, virtual reality, enhanced reality and the social, cultural and economic phenomenons that these concepts describe, have become a natural part of our daily conversations. The concept that covers and unifies all these concepts is the new media (Akt. Binark ve Bayraktutan, 2013: 17-18). With each passing day, innovations are added to these concepts and the possibilities of new media are increasing.

According to another definition, the new media is a two-way, 'hybrid' medi-tage, one of them is specific to computers (information-processing) and the other is specific to communication tools (communication-telecommunication and publishing). Therefore, the concept of new media is used to characterize the means of communication more peculiar to the these days (in the sense of a transformation and continuous renewal process). Lev Manovich tells us that the media has turned into new media as graphics, moving images, sounds, forms, places and texts become computer data (Akt. Akca, 2014: 28). As you can see, there are many definitions about new media. Although the issue of what the new media is and what is not and is considered an open and ongoing debate, some definitions focus entirely on computer technologies while others focus on cultural forms and texts such as art, film, trade, it is concentrated. Finding out what the new media is and what it is not can help in understanding the concept. Unlike the popular opinion, new media do not mean internet. Today, the technological tools of communication are with us anytime and anywhere, and the convenience in accessing the internet and social networking and it leads to the mention of the new media concept with the internet. However, the basic terms used to explain the concept of new media include; computerization, digitization and digitalization (Kıpçak, 2016: 13).

It is also possible to better understand what the new media is by looking at the differences between New Media and traditional media. In the new media, the following features appear to be at the forefront: digitality, interactivity, hypertextility and modularity. Digitality is the conversion of new media text into numeric codes in the form of 0-1. This feature feeds storage capacity and reproducibility. Interaction can occur between the user and the virtual personality or between the virtual personality and the user. In the case of multiple users' virtual diving, the environment becomes a common world where the avatars of users can interact with one another. In here, it is in the position to plunge, embed, embed into the story in the text, perform the ideal literate role (Binark ve Bayraktutan: 2013: 19). The interactivity feature, which is the ability to interfere with the content of the user's data, makes the user who is in a passive role in the communication process an active role. The hypertext feature is; expressing the connection between texts. The texts are linked within themselves. For example, being able to quickly access other news contents linked to that news while reading a news item represents the hypertext feature. Modularity is the ability to make changes to any one component while using different components under one roof. It is the possibility for different components to come together to form a single object in different ways. In the modular structure, a single object can be produced from a combination of objects in the form of parts, while mixed parts can be separated from each other. New media in this context; based on the digital coding system, is a communication area where high-speed interaction, which has hypertext and modularity properties, is happened in which individuals are active (Yengin, 2012: 127-128). These four characteristics appear to be common features used in new media definitions. Because of these features, the new media is shaking the traditional media's throne strongly.

The Web provides users with more content and navigation tools than traditional media usually provides. Massey and Levy indicate that the web also meets the need for "interpersonal

interaction" because individuals can communicate with each other through tools such as chat rooms and bulletin boards (McMillan ve Hwang, 2016: 376). In addition, the information provided by the traditional media is politically informed by the mainstream and therefore does not contain dissenting and different opinions. However, unlike sovereign media organizations, the Internet's news networks overcome the power to create independent agendas for people or groups, to argue outside the mainstream, and to easily express oppositional views. At the forefront of the possibilities offered by internet technologies is that everyone on the internet is given the chance of low cost broadcasting. Traditional mass media can only exist on the basis of capital, which creates these three basic problems: (a) Depending on the agenda-capital relations-it is easily handled by manipulation, (b) communication is one way, it is almost impossible for citizens to become involved in the communication processes, (c) local information and debate can easily be fed in order to reach wider populace (Tunçel, 2014: 68).

In their studies of social media, Gürel and Tigli describe the former media consumer as passive, audience, stationary, predictable, constant, isolated and abstract, silent and invisible, compatible, obedient and open to manipulation (Akt. Yengin, 2015: 389). With new media, unilateral message transmission has evolved into an interactive communication model where feedback can be made People are more active now, They are not just followers but also they make people watched them. New media has changed the relationship between the sender of the message and the recipient of the message. New technologies, as a result of the digitization of old media formats, enable the media to come to a programmable position and make interactive communication possible. This leads to "digital cultural" formations in the virtual processes in which they communicate, without standing side by side, without eye contact with the eye, without needing a physical presence. The information, images and sounds are now rendered into digital data and are rendered in a simulated state that seems to have come true, but in an unrealistic position (Güney, 2014: 3). Thus, the universe of Baudrillard's simulation theorem, that is, the universe where the truth is destroyed and the place is simulated becomes the reality of all of us.

Individuals can now communicate only with their fingers using their fingertips. Through the tools with the touch interface feature, the "Network society" phenomenon described by Manuel Castells takes place and the internet that forms the basis of this forms the new media. It is the qualities of the new title which is determinant for the media defined as the communication environment in the communication field. Especially in environments represented by digital codes, individuals are digitized. What is important for digitization is to create interfaces that are not complicated and can do a lot of processing with little information. Especially a touch-sensitive interface system has been developed so that individuals can carry out daily operations easily and without wasting time (Yengin, 2014: 7). Digitalized individuals tend to prefer environments that are similar in their real life and in their relationships and tend to be simpler, less complicated, pill information, easily distracted when they get bored, and they tend to struggle with many things at the same time with difficulties in providing long-term interest.

On the other hand, according to Christian Fuchs, cyberspace does not mean a completely new world, although it changes many things in society. The conflicts over private ownership, authority and symbols seen in modern society and old problems have taken a new form. Cyberspace has created new problems such as the structure of information, private and public ownership and their democracy effects, the threat of surveillance of the privacy of private life, the virtualization of relations. The emergence of social groups has left a new milieu in which face-to-face interactions and interactions are a necessity, where the development of information communication technologies and the effect they create and the social interaction can be virtually completed, a physical proximity to communicate and socialize becomes a necessity (Çakır, 2014: 90, 221). However, these new environments have opened the way for alienation and took the level of one's alienation against their lives, theirselves and to their relatives to a higher level.

In spite of such negative influences and various criticisms that the new media brings, it is consolidating its position as a communication form of our present and future. This puts today's communication scientists into an obligation to correctly analyze the new media and to show the benefits and consequences correctly.

24

Digital Addiction

Digitalization causes a lot of changes in our lives, from our relationships with the environment to our perception of events. The fact that the young population begins to be characterized by concepts such as "born digital", "digital native", "digital generation", "touch society", "network society" can be regarded as a reporter of these changes (Güney, 2014: 4).

The most widespread use of the internet is the generation called digital natives and born into this technology (Akca, 2014: 8). Digital natives consist of 21st Century youth who are familiar with digital media tools, center these tools on their lives and carry out all their day-to-day business with this technology. Marc Prensky says that life of digital natives are surrounded by computers, video games, digital music players, video cameras, mobile phones and all other tools and toys of the digital age. Also, Prensky mentions that digital natives use the digital language of computers, internet and video games as their mother tongue. Digital natives socialize in different ways than their parents. Digital natives spend more than 10.000 hours playing video games, 20,000 hours watching television, over 10,000 hours speaking on the phone, 200,000 hours sending and receiving e-mails in the process of college graduation. In total, they read books for up to 5,000 hours (Kürkçü, 2016: 191). Digital inhabitants, who are always connected to the Internet, have many friends in the real world and in the virtual world. Friendship associations are also different from their parents in relation to information, and they think that information is something they can easily shape. They are endlessly confident that they can get all the information they need to maintain their lives from the virtual environment they are connected to. Digital natives within the digital ecosystem contribute to the digital world by connecting to the internet from different parts of the world, sharing their knowledge, communicating, organizing and seeking their rights (Karaduman, 2014: 107).

The most disadvantaged group in the use of Internet technologies is the group of elderly people, also called X generation (Akca, 2014: 9). Digital immigrants born in the early 1980s are people who are not familiar with virtual reality and digital media tools, such as digital natives, and are trying to adapt to this digital culture. Digital immigrants are those who are trying to learn digital language but are using this digital language accentuously, not being able to get rid of their past habits (Kürkçü, 2016: 190-191).

Digital foreigners are those who are not interested in technology, regardless of age, who do not deal with digital technology at all, who do not want to take advantage of the blessings they bring with the thought that harmful effects will be much more than its benefits. These individuals who see smartphones, the internet and technology unnecessary are not adopting to today's city life and the postmodern era by opting for natural life and nature interiors. Digital disabled are those who want to use digital technology but do not succeed in it and are constantly in need of digital natives' support. The slightest change or glitch in the system becomes a big problem for digital disableds and they need the help of digital natives, unable to run the system again. For digital natives, telling technological innovations and working systems to digital disableds is both a long and a rather tedious and difficult task. Because they can not understand how digital disableds have failed such simple tasks for themselves, and they have difficulty in expressing them in a plain and simple way. However, dealing with digital technologies which is part of their lives as natural as eating and drinking water for digital natives, over time, make them addicted to these technologies and unable to do anything without them.

Addiction is also referred to as reward failure syndrome and just like the item internet is making an reward failure. The basic element of the pleasure sentiment associated with the reward penalty system in the mind is the things that increase dopamine and dopamine. One of the risks of the Internet generation is very closely related to the increase in dopamine secretion in technology's headquarters and its dependency. According to Nevzat Tarhan, if the person falls into a depression in an environment where the internet is not available and if it interferes with daily activities, it means addiction has begun (Tarhan, 2017).

25

"For many years, we thought that addicted people were doing it because they liked that movement or behavior, but it was understood that it was about dopamine," says Gerald Moore, in his research on addiction and dopamine relationship, explains why the brain wants more in addiction. According to Moore, whenever we are experiencing pleasure and excitement, the brain secretes dopamine at high levels. Dopamine allows the continuation of that movement. When a behavior that gives pleasure to us is made repeatedly, the level of dopamine begins to rise, and that action must be continued in order to maintain or enhance that level. The person hates what he actually does, but the dopamine secretion is so high that it repeats that behavior (Moore, 2017).

As consumers of media products, people are also dependent on media content in order to get pleasure, emotional well-being and avoiding everyday tensions, running away from world realities, getting out of distress, forgetting bad experiences, improving personal relationships, making friends, getting rid of loneliness, influencing others, getting within their sight, appreciation-esteem, to win aesthetic and literary skills; else to see that their beliefs are confirmed and to locate themselves and others in order (Demir, 2013: 112).

Internet addicts spend time on sites such as movie-music sites, game sites, chat sites, social media, pornographic sites, community sites. For non-Internet addicted users, they spend more time on information, shopping, and educational sites than Internet users. In problematic internet usage, it is stated that the Internet is one of the important factors for social interaction and enjoyment and use. In addition to the time spent on the Internet, in other words 'internet usage purpose' is shown as a strong variable that predicts dependence (especially use of internet for interaction purposes). In one opinion, the reason that some individuals use so much internet is that it offers communication experiences that they like, and this overuse also causes addictive behaviors (Tiryaki, 2015: 176).

Addiction is defined as a chronic brain disease that causes structural and functional disorders in the brain. Articles and virtual mediators change the structure and functioning of the brain. Researches reveal that gambling, shopping, sports, cybersex, technology and internet are addictive in the brain besides drinks and cigarettes. Addiction is directly related to the award penalty system in the brain. The person who has internet / computer addiction gradually makes it the center of his life. Social relationships evolve or end depending on other people's attitudes towards the activity on the internet and the computer and their ability to participate. There is a consciousness change that is caused by the use of computers and internet, internal chemical stimuli related to the activity on the internet or on the computer, such as in sexual stimulation, gambling and games. Moreover, the internet permits the exchange of identity and this creates a unique enthusiasm. Typical symptoms of addiction are computer busyness and intensive use of images. When you are offline, you can think of the internet constantly, you can not control the usage time, you lie about the usage time, and you use internet to escape problems. There is a pathological level for those who see the risk of risking important relationships and affairs because of the Internet. According to Tarhan, age, education and economic situation are also decisive factors in addiction. Two thirds of Internet users are men and men are more likely to be addicted than women. Another important factor that increases the risk of addiction is economic factors. (Tarhan, 2016).

Onur Noyan, who said that loneliness and introversion are some of the factors that increase the addiction, stated that he preferred to use the "use disorder" instead of internet addiction, emphasizing that his / her perception of his / her time was deteriorated due to the use disorder, emphasizes that sleep quality falls, especially with the use of smartphones at night. In a study conducted, Noyan stated that 40% of the individuals were found to wake up and check their e-mails at night, revealing the addiction spiral as follows: "Personality traits such as loneliness and introversion are a facet of digital addiction in social media. The most basic factor in the addiction process is getting pleasure, entering that site gives you more pleasure and makes you enter again and again. Friends are the biggest factor, we wonder what they are doing. These features make people more inclined to social media. The Internet is an active entertainment. You are in control of the process. For example, when you are successful in the process you are in control, you share and get likes and comments in social media. That is the

reward. If you have a lot of options, you increase the prize. For this reason we are constantly sharing something in social media. How much fav / retweet that much pleasure, how much appreciation is that much pleasure and addiction loop" (Noyan, 2017).

It is called a delusion of illusion in which the fulfillment and the pleasure play a central role in the motivation and we do not take into account the relation to reality just as it does not attach importance to the evidence in the same way. According to Freud, the typical characteristic of illusions is that they originate from human desires. In this aspect they approach psychiatric illusions. But these are different from those that are much more complex. It can be said that the hypochondria are contradictory to the reality. But is not necessary that illusions are wrong, that is, they can not be realized or contradicted with reality. For example, a middle class girl could feed the illusion that a prince would come and marry her. This is possible; there have been several such incidents (Freud, 2007: 209).

However, by breaking completely from the reality and constantly bringing various illusions into the focal point of our life, attaching them brings psychological problems together, the individuals are dragging into escape fantasy areas and this leads to addiction after a while. Everything on the internet is like as if real. As if we have hundreds of friends, and as if we feel like we are meeting and enjoying them every day, as if we are that personality we created in social media, as if we are very happy, as if we are very sensitive, as if we are very beautiful, we live these illusions and we want to make our followers to believe these illusions too. But in real life usally the reality is not like this. In point of fact, we spent time alone at the computer for hours, not seeing true happiness to look like happy, forgotten to live to look like we were living, and could not experience the moment because of concentrating sharing the beauty of the scenery without drawing the beauty of the scenery to the inside. We have devalued the truth, we couldn't give its value, and we have become worshiped for the simulation.

According to the German philosopher Hans Vaihinger, who developed the "as if" philosophy, values and ideals, although irrational, are accepted and used even if they are found to be contrary to reason and logic, if they help the functions that serve life. When people arrive at the scene with phenomena, they accept or have to accept such fictitious or imperative realities that they can and can not do, "as if" they were real facts because these are things that have been found beneficial in biological and psychological terms. In other words, they are practical places that do not have any basis in fact but assign human behavior to a significant extent. When people face a lot of situations and experiences, they develop systems that will organize these experiences and then assume that these systems are real. According to Vaihinger, people are more affected by what they are expecting than they are living. Alfred Adler, here is in the view that fictional systems and expectations, role anticipations, are extremely influential on our social life and our personality. Adler says that all human behaviors, thoughts and feelings are shaped by this "as if". (Akt. Yörükan: 3). We are increasingly committed to virtual personalities and situations we have created in virtual worlds, such as imaginary situations we created on this philosophical basis and our commitment to ideals. This commitment and the working systems imposed by the age has opened the path of digital dependence together. Surveys and statistics show that internet usage and addiction are increasing day by day.

According to the Statistical Brain Research Institute's 2013 data, 54% of the world's population is using any social media tool, and 98% of the 18-24 year olds are a member of at least one of social media tools. 240 million of the 1.4 billion Facebook users make their access through smartphones. When one looks at the average time spent on social media tools in a month, with a 10.2 hour average Turkey ranks fourth after Israel, Argentina and Russia in the world (Altınbaş, 2014: 45). According to the Internet and Social Media User Statistics prepared by *We are Social* in 2014, internet users in Turkey spend an average of 4 hours and 37 minutes on the internet, 2 hours and 51 minutes on the mobile internet and 2 hours and 56 minutes on the social media. Users spend about 2 hours and 17 minutes per day on television (Yetişkin, 2016: 26).

The data published by the Turkish Statistical Institute (TurkStat) annually shows that the use of the Internet has increased in Turkey every year. According to the "Household Information Technologies Usage Survey" released by TurkStat in 2017, the rate of individuals using the Internet in Turkey is 66.8%. This figure is 61.2% in 2016, 55.9% in 2015 and 53.8% in 2014. The rates of computer and internet usage are 56.6% and 66.8% in the 16-74 age group in 2017, respectively. These rates were 65.7% and 75.1% for males and 47.7% and 58.7% for females, respectively. The proportion of the dwellings with Internet access in Turkey reached 80.7% in April of 2017. This rate is 76.3% in the same month of 2016. That is, eight of the approximately ten dynasties now have internet access (TÜİK, 2017) According to the data of the year 2016, 59% of the households who do not have internet access from the house say they do not need internet usage as the reason for not connecting and 29.4% of them use internet, work, school, internet cafe and other places. While 96.9% of the households have mobile phones or smartphones, the rate of land phones is 25.6%. Social media is the first place when it comes to internet usage. When Internet usage is taken into consideration, 82.4% of individuals who use the Internet in the first three months of 2016 have a social networking profile, send a message, sharing the content, watching videos from sharing sites with 74.5%, reading online news, newspapers or magazines with 69.5%, searching for health related information with 65.9%, searching for goods and services with 65.5% Followed by listening to music over the Internet (web radio) with 63.7%. Shopping over the Internet is also increasing day by day. The rate of individuals who use the Internet to order or purchase goods or services for personal use over the Internet has increased by 1 percentage point to 34.1% in 2016 compared to 2015. The number of regular internet users has also increased. The proportion of Internet users who have used the Internet almost every day or at least once a week among individuals using the Internet in the last 3 months has been 94.9% in the first three months of 2016 (TÜİK, 2016).

According to Mikolaj Jan Piskorski's study of cross-cultural differences in the use of social media, Asian users are using more social networks than westerners. In this, it is possible to see the effects of the economic factors mentioned by Tarhan. Brazil, Russia, India and China seem to join a much wider variety of social networks, despite the very limited technological possibilities. For example, users in China and India have twice as many video shares as Americans, and daily and instant information sharing (Twitter) is three times more (Gün, 2013: 98). When it comes to children's Internet usage and prevalence, it is seen that 85 percent of the children aged 9-16 are using internet to do their school work, 83 percent to play games, 76 percent to watch video clips, and 62 percent to instant messaging (Livingston, Haddon, Görzig ve Olafsson'dan akt. Çakır, 2014: 133). However, when compared with adults, the use of uncontrolled internet can have much more dangerous consequences because of the weakness and vulnerability of children during personality formation. Recently, news that children have been exposed to various threats and brainwashes through a game played on the internet and experienced deaths have been found on the agenda. Admitting vulnerabilities to addiction development and the information they receive from the internet without questioning makes them a clear target. This leads various institutions and organizations to take measures related to children's internet use.

Digital diseases and possible effects

The increasing use of the Internet, the time spent on smart mobile devices and computers also brings with it some physiological and psychological problems. In addition to various psychological disorders such as Internet addiction, Netlessphobia and Nomophobia, physical discomforts such as Carpal Tunnel Syndrome, waist and neck stiffness are also seen to increase. It is also argued that wireless internet raises the risk of cancer and that people are facing the risk of obesity resulting from irregular feeding or frequent snacking while working with computers.

The results of the research conducted in recent years show that children's access to online environment, privacy, security, health, ethics, communication, etc., they are experiencing problems in dimensions. Widespread access to information and information resources confronts children with both advantages and disadvantages of the digital age. David Miles says that children's deprivations of digital culture and media culture make them vulnerable to the misuse

28

of the technology concerned and that children are taught to make good decisions to stay safe at home and at school and they also need to help them make good decisions online too (Akt. Karaduman, 2014: 110,114).

While the increasing amount of time spent on the computer is the question and debate about the "real" nature of social relations, the other dimension is the revitalization and maintenance of friendships that have not been communicated for a long time or are lost through technological possibilities. Another aspect of the situation is related to the exhausting and tiring effects of communication intensity. This quality can also cause the rapidly developing relationships to end up at the same speed in a short period of time. Another effect is shaped around private life and personal information. These technological environments that enable the development of social relations can also cause personal information to be damaged. Except for the fact that people open their own private information to other people, accessing their info without their permission damages personal privacy. It is especially difficult for children to develop their own personality, to keep their values under negative influences as well as positive effects in the shaping process, or to be confused by confounding "good" and conflicting personalities. In the process of membership to social networks, it is felt that children have to join social networks such as facebook, instagram with the non-concrete print of social environment or popular culture. When you are not a member, there is the possibility of being "out" or excluded somewhat (Dedeoğlu, 2016: 25).

The relevance of the new media generation to technology is spreading across a broad spectrum between being a good user and technology surrender. This new generation is a generation that adheres to enigmatic writing and is turned into language codes. In the age of new media, language has left its place to the title language and culture. The new language is a symbolic language composed of short codes and abbreviations. The new style of public speech constantly renews itself and makes it a dominant language. The best example of this is Twitter, which has a 140 character limit (Arar, 2014: 130-131).

The Internet, which includes radio, newspapers and television, that is, traditional media, adds a different language to people's lives as a result. This new language, which emerges from the internet, integrates all the constructs, unlike newspapers, radio and television, which can both listen and read and produce content (Gürer, 2015: 44). In the age of the Internet, ready information has become sacred and important. This is especially true for journalists and news consumers. With thousands of newspapers and other online news sources, we are at an age when it is easier to access information than at any time in history. But at the same time, information overload has become a fact of life (Pavlik, 2013: 271).

The perceptions altered by digitalization cause the virtual to replace real in the world as the boundary between real and virtual space gradually disappears, and many situations that reveal it are encountered. In the virtual environment where the language boundaries are exceeded by visuals, people communicate with different people in many places of the world but ignore their neighbors or their problems and neglect their relatives while struggling with the problems of the global scale are examples. Individuals who think that they are liberated by being attracted to the virtual charm by their perception that they have unlimited rights, are in fact losing their self by chosing their virtual identities. Behaviors, such as the feeling of being free when playing around on "virtual fences", are the paradoxes of digitalization (Güney, 2014: 5). Another paradox is the reflection of political thoughts. By participating in an act on the street and being exposed to a punk bullet or gas bomb, it can meet the need for political participation in a safe and secure manner in the face of political events. However, with the new measures taken by the governments, this virtual relaxation can be prevented. They have begun to develop a strong self-consciousness in the sharing and enjoyment of individuals, thinking that the information in digital media has never completely disappeared.

It is not only communication-mediated spaces that are virtualized on the Internet, but also the identities of those who do not come face to face, but who form the public opinion by entering a temporary dialogue for specific purposes. In the field of artificial reality, physical appearance has become completely reorganizable. The physical appearance is free to play as

29

we wish. In any case we can choose to be long or short, we may want to be thin or fat (Tunçel, 2014: 70). But in real life this is not the case at all. Changing the facts is not as easy as in the virtual world. We are whatever and whoever we are. We use the gates of the virtual world for escaping these immutable and annoying facts. In our new contemporary fantasy space, we build an identity like we want, hide our parts we do not want, see only the people we want, talk and build a sheltered world. However, when this psychological relief can not be found in real life this time another problem arises. It is not that easy to get rid of the facts that we are uncomfortable, like the environment, the people or our features. It is then necessary to struggle hard to change the facts or to reach out unreal dimensions to feel a virtual relief. This delirious state of daydreams goes on and on in the form of an on/off as in 0 and 1.

When we look at our semi-real, semi-virtual lives in our Timeline, the feeling of reality that we see in our screen as the film strip, attracts us. It is even more difficult to get rid of it if we start to disappear in it like a vortex. The number of moments we have stolen from our real life for our virtual life is increasing day by day. The feeling of emptiness that emerges after we leave it, the indifference to the real life and the fact that the problems have not disappeared, increase the desire to return to our simulation as soon as possible.

Virtual media is not only about creating virtual identities, but also introducing the concept of virtual community into the literature. According to Rhingold, "the virtual community is an area where a sufficient number of people have made public debate on the internet, long enough, with sufficient human emotion, and created a network of personal relationships. Unlike compulsory communities formed in a physical space, virtual communities reflect the voluntary bonds of individuals with their chosen communities (Tetik, 2015: 206). However, since it is unlikely that such features as speech, tone of voice, posture and real energy affecting people in a physical space can be reflected in these virtual spaces, the network of personal relationships and the closeness of thought in virtual communities often can not move to the real world.

Users share and interact because they feel good and valuable to express themselves. Some research shows that inward-looking individuals prefer to communicate and built relationship via the Internet (Kılıç, 2016: 70). For individuals who have difficulty expressing themselves in real life, internet is an important platform in which they can show themselves as they want and feel valuable. Creating an identity within an application and doing its curation is a fundamental principle that leads to an increasingly strong emotional connection with that practice. Making a profile that represents a user's identity provides motivation, satisfaction, and personal value for users (Yetişkin, 2016: 30).

According to the use and satisfaction approach, people consume the media according to their own needs. Accordingly, in order to understand how and to what extent the media is consumed by the audience, it is necessary to look on the needs of the spectator. The sociological and psychological origins of the needs are examined. People are investigated to find out which media messages they use to supply their needs. At the heart of this approach is the belief that audiences have a complex set of requirements that they are trying to get away from the media. The traces examine the satisfaction of people using the media and the use and satisfaction approach that is based on the fact that mass members seek out the most satisfying mass media content in one way or another (Demir, 2013: 110-111). Such researches have shown that satisfactions are the search for information, entertainment, surveillance, digital relationships, identity, status and acquisition (Sütçü ve Algül, 2013: 65). In today's communication world, where radio and television are trying to feed more entertainment than the traditional media, it seems that the new media is more effective in meeting these new satisfactions.

Living in the virtual space where being on-line is associated with being in life, where the being in sight corresponds to the presence; life ise shaped around the performances exhibited by the participants among the other participants. The identity performance, which is called self presentation, is not static or singular according to the identity theoreticians, nor can it be considered separately from the social context at the same time. Performances; Therefore, the

self-presentations are formed in a conciliatory manner according to the desires of showing performance and the expectations and reactions of others (Özkan, 2014: 250).

It is understandable that a person who performs his / her work all day at the computer uses to satisfy his / her sociological and psychological needs through computer. It is not surprising that in the postmodern era, when white-collar workers, most of whom are computer-based, make use of computers and new media technologies to communicate and relax, as well as to get things done. Most white-collar workers while working at computer also supplies their natural needs, such as socializing and enjoying by creating free time. This also rescues workers from being exposed to the warnings of bosses who see two or three people chatting together. It is not easy for bosses to understand what workers are doing on the computer (whether they work, hang on social media or play games?). Like in "Modern Times" just like Charlie Chaplin, who is kept in strict control by his boss at the factory and gets crazy because of working too much and jammed between the wheels of the machine, in "Postmodern Times" workers are stuck between 0 and 1 of digital technologies. For escape and relaxation, also they can't go far away and they found escape and relaxation areas in their computers. While sitting alone at his desk, to resolve the the feeling of lost and loneliness and to say that "I am here" he/she communicates with the virtual community connected to the computer. Most of this mass which work on computer until late hours are no longer possible to use the old methods of communicating, because of the tiredness or habits of overworking. The majority of these people who are living alone in big cities and apart from their families, continue their new behavior in their private lives brought about by their working conditions. A person who is mailing, talking on the phone and communicating with hundreds of people a day for work can sometimes be distanced from the door neighbor and away from the person working on the same office. The process of socialization and communication which used to provided by talking face to face, is now provided through new media by liking, sharing, and emojis. It seems that those who have difficulty in adapting to this have gradually been left out of this community and forgotten.

However, the internet, which is applied to get rid of loneliness, can turn into addiction over time and, on the contrary, it becomes a source of loneliness and leads to diseases. It is inevitable that new media users, especially new media addicts or those who have to constantly use new media for their business, will face some physical and mental problems. Diseases such as pain, neck hernia, straightening of cervical spine caused by overloading in some points of your body such as fingers, ankles, arms and neck have started to be seen frequently in new media users. Those who are dependent on virtual addiction tend to feel loneliness, depression and nettlesome. There are also findings that relate depression closely with excessive internet use. In one study, it is stated that 30 percent of computer addicts developed internet addiction in order to get away from negative emotions (Tarhan, 2016). In the meantime, the number of people who die while taking a selfie has reached unimaginable figures. Lastly, the two young men who fall down from waterfall because of the slippery algae while trying to take a selfie on the shore in Samsun are like a sign that these deaths will not be the last. Selfie madness, the desire to share in the social media, without living properly the events and without seeing with the eyes and sending to the brain and to show people how constantly they are enjoying and travelling, is increasing day by day.

Specialist Clinical Psychologist Aslı Başabak Bhai, who noted that internet addiction increased in both adults and adolescents, states that it is necessary to limit the time we spent on the internet by realizing how much we are in contact with the internet and determining the most time spent on which applications during the day. Bhai recommends "Call people instead of writing" (Bhais, 2017).

Scientific research has also shown that some people are predisposed to addiction. Individuals with abnormal genes for any reason produce abnormal protein synthesis, which leads to the formation of abnormal enzymes and abnormal receptors. The resulting abnormal enzymes and receptors cause irregularities in the neurotransmitters (carriers between the central nervous system's cells) of the brain's pleasure and reward pathways. As a result, consists a status for loss of control over drug use. The internet is also rewarding because it allows you to escape from your identity, not to have a major cost other than monthly bills, to be

available 24/7, to be filled with content that constantly innovates and creates interactive communication place. It is also fastmoving with its controllable property that you can enter and leave everywhere you desire without feeling threatened (Tarhan, 2016).

The new media, with both rewarding and fastmoving characteristics, has reached different dimensions with the development of smartphones. Smartphones have become a device in which people can never give up in life, with people having to create their own identities and be willing to be active all the time and with many applications. The feeling of not being able to stay away from the phone and the fear that is caused by the lack of communication when away from the phone is a psychological discomfort that comes from this development. Nomophobia, the lack of mobile phones, emerges as one of the modern fears of the 21st century. In today's conditions, people are able to do all their work easily with one click, actively use social media platforms, and therefore the basic symptom of this disease is the feeling that things will go bad when they are away from the phone and the internet. These diagnoses can be found in many smartphone users whom actually get caught this disease without noticing. In Nomophobia, while away from the smartphone, if he or she is being stressed or panic, unable to perceive the surrounding events and constantly feeling the need to control the mobile device the patient is still in the first stage. If the hormones that give the person a sense of happiness are secreted when the person is informed of the device, this indicates that the addiction phase is increasing. In order to avoid the nomophobia situation or symptoms that are confronted as a cerebral disorder, users need to be aware of how much time they spend on smart mobile devices and to control themselves for conscious use (Polat, 2017: 168). Especially for the young people who sees the internet as only source for information it may be helpful not to take their phones from time to time and to develop alternatives, rather than just storing everything on the mobile phone from directions to their closest friend's phone numbers, from personal information to passwords.

Another psychological disease brought by the new media is "Netlessfobia". Netlessphobia is far more than, "Pathological Internet Usage" and "Intensive Internet Usage" which is included in internet addiction, it is a disease that person can not stay in a place without internet and feel intense anxiety and discomfort about it. The concept of "Netlessphobia", which is used in the meaning of "fear of not being able to use internet", is a concept that has been introduced to explain mental and psychological troubles in people who have exhibited phobic features in certain directions from an analogy and hypothesis. To call a person "Netlessphobic" is not enough just to spend a lot of time on the internet or just to carry a smartphone online. The person has to have great difficulties in the non-internet environment, show physical reactions in the lack of internets, always making alternatives to be on the internet, and always want to update or control a profile. It is possible to list the indications of netlessphobia as follows: using computer-based devices with more than 3 internet connections for personal use and using them together often, using social space preferences for wifi connected places, being online for more than 10 hours a day, have the belief that they will miss and not catch something when the internet is interrupted, keep Internet-connected devices in reachable distance even while sleeping, enjoyment of announcements, message sound, can't stand more than 1 hour without internet, more than 20 social notifications per day, constantly prefer online ones instead of real alternatives (daily tasks, meal order, payment... etc.), being addicted to the internet and the nomophobic (Öztürk, 2015: 633). An individual who is Netlessphobic without his or her own wishes, enters an internet by a computer or mobile phone or any other portable communication device at work, in a school or in a social environment to maintain his / her virtual life involuntarily (Güney, 2017: 210). Besides the psychological effects of computer / internet addiction, there are also physical effects. Overuse of the computer/phone/tablet causes physical disorders or diseases such as Carpal Tunnel Syndrome (a disease that causes numbness, pain, loss of sensation and loss of strength in the hand wrist) cervical disc hernia, hernia of the loins., dryness in the eyes, migraine aches, back pain, malnutrition such as skip meals or obesity, sleep disorders, changes in sleep patterns, and so on (isikun.edu.tr, 2017).

Carpal Tunnel Syndrome, which is common in people who use keyboard and mouse most often limits daily life when it is untreated. It is a disease that causes pain, numbness or paresthesia in the hands and wrists. Carpal Tunnel Syndrome is the result of a constriction of

the structure called the median nerve, which plays a major role in the movement and feeling of the fingers. The disease seen in every 100 people affects mostly women. The reason for this is that women have a different connective tissue, the hormonal difference and the width of the carpal tunnel are different. In Carpal Tunnel Syndrome, patients are most likely to have pain in their hands and ankles, which can be as severe as waking from sleep at night. Paresthesia and numbness in the fingers are another typical symptom of nerve compression. Nerve entrapment is usually the first 3, and half of the 4th finger causes numbness and pain. This problem can be limited to only 3 or 2 fingers in some patients. In the following period, when the pain is exacerbated, the feeling of numbness also increases. As a result, the patient may have a great deal of difficulty in driving a car, combing his hair, talking on the phone, writing articles, holding objects such as cups, plates or bags, or even the paper (hürriyet.com.tr, 2012).

Excessive and improper use of technological devices such as smart phones, tablets and computers is also a trigger in the lower back and neck hernias. Especially in white-collar workers and hours working with computers, the cervical disc hernia has become very common. It is stated that there is a direct correlation between the progress of the technology and the increase in the number of cervical disc hernia. Keeping the neck in the same position and in the wrong position (while watching television, working at the desk, working with the computer) leads to problems in neck. Taking a close look at computer, telephones and tablets will undoubtedly lead to forward tilt and disruption of the spinal system. Neural Surgery Specialist Op. Dr. Şeref Öztürk who say one of the most common problems in everyday life is the neck pain which can be a warning for the cervical disc hernia, states that in this point, attention should be paid to the posture while using smartphones, tablets, computers. Öztürk said that in order not to be a victim of technology one should be careful in this regard, and that one should pay careful attention not to bend his or her head to shoulder level when one is texting on the phone or browsing something on the tablet (aydinlik.com.tr, 2017).

It is difficult to predict the dimensions that digitalization will have and the problems will bring in the future. In a world where the number of digital immigrants is decreasing day by day and the dominance of digital natives is rapidly increasing, with the spread of digitalization in every field, there may be some changes in human body and soul in the future. Our fingers that we constantly use for digital technology will may get longer and stronger over time, perhaps fingertips will get thinner to adapt to the touchscreen. Or maybe our neck will be toward the front, not straight-up, and body shape will change. In the future against the cervical disc hernia we may even wear iron hoops like the women of the Padaung tribe in Thailand and make it fashionable and solve the problem. Or perhaps we will never need them in the future because of hopefully digitalization will no longer be touch-operated thanks to smarter "Siri" or AR (Augmented Reality) and find alternative devices than mouse to reduce the pressure on our fingers and shoulders. In recent years, our contact and dependency with technology has been increasing day by day, as a Swedish company has started a new application by putting a chip under the skin of its employees instead of digital ID cards. As in the 1993 film Demolition Man, played by Sylvester Stallone and Sandra Bullock, it will be clear in the future that whether a chip will be implemented to everyone, everything is followed, even physical contact is forbidden, sexuality is allowed only through the virtual world, all the tools we use at work and at home are digitized, a society, in which everything is asked to the computers, is created or after a point, like people who are bored from urban life return to the nature, people will also get bored of virtual life and stick to the real life.

Result

"Immobile socialization" distinguishes individuals who have lived in the age of technology from past generations. The prototype of the new generation has the opportunity to define itself in the virtual space by permanently rebuilding its identity or creating alternative identities from his or her desk thanks to internet technologies (Sağır, 2016: 222). In those people who are happy in virtual worlds and who achieve satisfaction by getting what they want, the internet can reach the extent to addiction over time.

Addiction to the world of imagination created by the media has been existed for a long time. However, when we compare new media and old media addiction, it seems that the new media is more and more connected to and attracted to oneself. It is possible for a person watching a series on the internet to watch an entire season in one or two days at all times, while a television addict is required to return to reality at least during the commercial and wait for one week for the next episode. From this point of view, it is possible to say that duration and the dosage of the trance in old media is limited and lighter while dosage of the trance and withdraw from the reality is higher in new media. The phenomenon of "alienation" that emerged with modernization has moved to a different point with the digital revolution that has become evident with postmodernism. The "virtual reality" brought about by the digital revolution has severed the connection with the "real" environment and increased its dependence on the virtual environment. In this context, to reduce individual and social distortions, it is necessary to carry out various studies in order to educate qualified and informed users who are literate in the transformations realized by digitalization, in order not to become users of digital media as unconscious and "passive interactive" new media users (Güney, 2014: 5, 165).

Children should not be debarred from the Internet benefits due to its potential hazards and children should be equipped with the knowledge and skills which are necessary to explore virtual reality in a safe and responsible manner and the concept of rights and responsibilities should be extended from the real world to the internet world. Especially, for technology-equipped students of the future, new media literacy is very important. Just as information literacy is often related with research skills, media literacy is related with critical analysis of various types of media content and new media literacy should be related with the ability to use computers, the Internet and social media, and critical analysis of these environments. Utilize new media consciously is very important for the protection of both body and mental health. It is highly possible for those who do not use the new media consciously to have psychological problems such as internet addiction, nomophobia, netlessphobia, or have physical problems like neck ache, spinal disc herniation and carpal tunnel syndrome. Experts also emphasize the necessity of increasing the physical activities against the aches which are the results of physical stagnation caused by technology.

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Using Emojis In Whatsapp Group Messaging Throughout Communication Process

Bayındır, B.[1]

[1]Berkan BAYINDIR, İstanbul Aydın University, (Turkey)
e-mail: berkanbayindir@stu.aydin.edu.tr

Abstract

In this study if emojis in the application called WhatsApp are used or not in the process of communication by people who are members of X generation is going to be searched out. It is assumed that people who were born in 1965-1979 and regarded as X generation also use new means of communication and the features of the new technologies in their daily life. The sample group of this search has been chosen from a number of foreign language teachers who work in a public high school in Turkey and use the application in their daily lives. By participating to their messaging group, the messages are going to be observed and their content analyze is going to be done. Also data about the usage of emojis in that messaging group during the communication process is going to be gathered and then interpreted. Later a questionnaire is going to be asked to the members of the messaging group to cross check their thoughts about the application and also about the emojis.

Keywords: Emoji, Group Messaging, Communication Process, Social Network, WhatsApp

Introduction

As a result of the necessity that human beings need to live in a society, the importance of communication cannot be ignored in our lives. Oskay mentions that the important improvements from the time when Homéros lived to the time when Industry Revolution took place happened in transportation and communication field which was depended on mostly transportation are the leading innovations (2014: 29). Since the second half of 19th century the studies done in the communication field helped communication to become a scientific field. Although the rapid developments in technology are difficult to follow, the convenience they provide in our daily lives and especially the improvements which help us to communicate without the restrictions of time and space made these improvements indispensable for us in daily life.

With the digitalization of media, touch screen devices became part of daily life and this changed the notion of communicating into a different level. The technological devices which we have seen in 20th century are now being used daily in the 21st century. In fact, every new device is a new concept that serves to culture industry as well. People are depended on culture industries for images, signs and vocabulary knowledge that they use for interpretation of their social environments and to respond them (Golding & Murdock, 1997: 49). As people can carry these communication devices in their pockets or bags and with the advance of internet these media devices are not only used for communication but also they are used for different purposes at the same. Mobile phones are indispensable for us now and that is why more applications are being developed for different needs.

With the invention of each new communication device, the effects of them on individuals and society become the subject of scientific studies (Oskay, 2002: 44). The main aim of this study is to find out whether the application is used effectively by people who are members of X generation, in addition how frequently and for which occasions the emojis of WhatsApp application are used for by a number of teachers. It is assumed that new technologies are not only used by people who were born in the digital era but also they are used by the ones who were born before the digital era.

On 15th July 2016, some of the active duty officers of Turkish Army used this application in their communication process during the coup attempt and that was just another example of using the application for different purposes in the communication process and it also shows that the application

is used by lots of people for different needs during the communication process. In this study, it is going to be searched out if emojis are preferred in the communication process and for which emotions or feelings they are used for by people who were born in the years 1965-1979 and regarded as X generation.

Basic Communication Process

For many reasons people choose to live in a society. We need to communicate for sure to continue our daily lives and to accommodate ourselves to the society that we are living in. So first of all the definition of communication which has an important place in the life of an individual must be given.

The word *communication* was derived from the Latin word *communis* (Bektaş, 2013: 98). There are nearly 200 definitions about communication (Mutlu, 1995: 168). When we look up the dictionary of Turkish Language Institution, we find two definitions. The first one is explained as; transferring the emotions, thoughts and information to other people with any channel that can be imaginable (Parlatır et. al., 1998: 1067). In the second definition the technical side of communication is explained. The process which is done by using devices like telephone, telegraph, television and radio (Parlatır et. al., 1998: 1067-1068). Yengin points out that we need communication in the first place to continue our lives (2014: 1). Oskay says; communication is the product of human existence and this notion belongs to humans and it changes as far as the life style of humans change (2015: 15).

Although there is a compromise on the words which correspond to communication, there is still no exact compromise on conceptualizing its definition and process (Güngör, 2016: 54). Up to now a lot of scientists and thinkers have theorized and modeled the communication process. There are relatively many models about this process and this shows us that the changes in the process are still going on. Due to the rapid improvements in technology more and more new channels are being invented and new ways of communication are being used.

Social Communication Network

Before thinking on social communication network first of all the communication network is going to be explained in this part of the study. The cooperation or contact between communication devices is called as communication network (Parlatır et. al., 1998: 1068). If an individual uses one of these communication devices and interacts with other people, it means that he or she is using social communication network. Communication networks are very common in communication because in societies so many people are connected to one or more of them (Mutlu, 1995: 169). Because of the changes in technology, in today's world, communication itself is also changing and is used in different environments and in different circumstances.

The improvements and changes in computer and mobile technologies also affect the communication process. It is now considered as the restrictions of time and space do not exist anymore. Due to the rapid improvements in the internet technology and the connection of devices via internet networks, the communication process has become faster and easier. Stevenson mentions that the radical effects of new communication ways on space, time and individual's perception form the main subjects of Marshall McLuhan's studies (2015: 196). McLuhan's *Global Village* term becomes more visible day by day with the improvements in internet and mobile technologies.

In the past, in order to socialize, humans need to get together with one or more people in a particular place and then communicate with each other, but today if an individual has a computer or a mobile device that has an internet access, he/she can interact with others without the limitations of time and space. The new media technologies have changed the ways of our participation in social life without the necessity of any special knowledge (Stevenson, 2015: 209). Communication and social relations also digitalized with the media itself. Users can monitor the content and choose them and at the same time communication has changed from one way into interactive communication (Yengin, 2014: 117). Throughout interactive communication process people express themselves in digital spaces which are called as social networks and they become digitally socialized while they are sharing posts.

WhatsApp as a Social Network

The amazing improvements in mobile phone technologies made them more than just a device which are used only for voice calls. At the end of 90's the mobile phones, either produced in Turkey or imported from other countries, were being sold in the market of Turkey. Though they were called as pocket phones at the same time, in fact they were too thick to carry in a pocket of a trouser. Because they were too thick, some accessories like belt cases, especially for men, were indispensable.

When we compare old mobile phones with today's phones, being thick was not the only negative side of them. If a short comparison is done; in the past mobile phones had small and monochrome screens, they could only be used for voice calls or texting, their menu could be reached with a keypad and also their capacity were limited. But having the ability of communicating without wires made them more popular day by day. Today, mobile phones are lighter and slimmer; they have touch screens which are colorful and bigger, their memory capacity are more extended, they can be used in social networks thanks to their internet connection features and they are like small computers that can be easily carried in pockets.

Mobile phones are also called as smart phones nowadays. In fact, by naming them as smart means, they turned into technological devices which are not only used only for voice calls or texting but also they have many features like taking photographs, recording videos, storing music or documents etc. *"The new technologies which are digitalized enabled the communication technology to be used for different purposes"* (Özel & Sert, 2015: 7). With the help of applications which are developed for mobile phones, they can show you the weather forecast, keep track of one's fitness or health, and enable the user to join in social media, follow the news and so on. As Jenkins points out that these features are also examples of 'Media Convergence' at the same time (2016. 17-37). Many people feel themselves restless and uncomfortable if they forget to take their phones with them. Dijk says; *"particularly the youth in rich countries cannot even imagine a world without mobile services, internet and Facebook or other social media sites"* (2016: 12).

Many applications are made for mobile phones which became inseparable from the communication process in the digital era. Some of these applications are sold in virtual shops like 'playstore' or 'apple store' and some of them can be downloaded for free. WhatsApp is one of these applications that can be downloaded for free. It is also one of the most preferred applications for instant messaging. *"WhatsApp was established by ex Yahoo employees Brian Acton and Jan Koum in California, U.S.A"* (Güçdemir, 2015: 50). With the application a user can send text and voice messages, share pictures, videos and files, also can add signs called emojis to the content. The emojis were predated by text-based symbols 'emoticons' which are used to express emotions. The word is formed as combo word from emotion and icon (Harper, 2010).

Methodology

Emerging technologies also change the ways of communication. In historical process, with the new technological inventions both social and inter personal relations are reshaped (Güçdemir, 2017: 4). Today people can communicate without any limitation of time and space; of course some countries still do not have the same opportunities though. The main hypothesis of this study is that new communication channels are used by people of X generation. In context of this hypothesis it is also assumed that emojis are also used to express emotions and feeling during communication process. The study is limited with one month time period between 08.04.2017 and 09.05.2017. A questionnaire is given to the messaging group members on 09.05.2017 and that is why no more data is taken into consideration after that day in order not to affect the findings. Because it is thought that after the members had learnt that their message contents have been observed they may change their attitudes and affect the findings.

The author is one of the members of the messaging group and this lets him observe the messages and collect the necessary data. And this is the main reason of choosing the messaging group as a sample for the study. With the author there are nine participants in the group. Six of them are English teachers and three of them are German teachers. The teachers are coded with initial letters of their surnames and names in the analysis section of the study.

The messages and emojis in the messaging group are going to be examined with content analysis method. Because of its appropriateness to the study the content analysis method is preferred. With content analysis method one can quantize and identify the features of a particular text, book or document (Karasar, 1999: 184). In practice content analysis can be done in two ways depending on

the purpose. These are field analysis and decoding the meaning of the message (Aziz, 2014: 135). And with the questionnaire given to the participants on 09.95.2017, the thoughts of the participants about the application and emojis are going to bedisclosed.

Findings

The messaging group was formed on 06.01.2015 by K.S and nine foreign language teachers involved in the group. The aim of forming the group is mainly to share information about school subjects when the teachers are not together. When the demographic and sociological state questions of the questionnaire are examined, it is seen that the members of the group are between 35 to 59 years old so they can be considered as X generation. Seven members of the group are women and two of them are men. All of them have at least one child. All the members graduated from a university and the faculties which they were graduated from are all related with their profession. They have 15-29 years of professional experience in teaching.

First of all the number of the shared posts and by whom they were shared is going to be determined and shown in the table. The participants are going to be coded with the initial letters of their surnames and names then sequenced alphabetically in the tables formed in the study. Examining the shared posts is going to help to find out if the messaging group is actively used or not.

Table 1: Number of shared posts in the application

Item No	Participants	Number of Messages
1	A.G	30
2	A.D	12
3	A.N	14
4	B.B	28
5	Ç.S	26
6	K.S	26
7	K.M	78
8	T.İ	-
9	T.M	18

When table 1 is examined, it is seen that 232 messages shared in total. K.M shared the most posts; 78 posts in one month period. But on the other hand T.İ didn't share any posts. Other participants shared 12-30 posts. It is seen that except T.İ every other member uses the messaging application actively in the communication process.

When emoji usage is examined during the one month period, it is seen that 151 emojis were used in the messaging group. In 81 of 232 shared posts just emojis were used to express feelings or thoughts. Other 70 emojis were used with texts in the shared posts. The study is going to continue with the table about emoji numbers and the participants who used them.

Table 2: The number of emojis used by the participants

Item No	Participants	Number of Emojis
1	A.G	34
2	A.D	-
3	A.N	5
4	B.B	21
5	Ç.S	1

6	K.S	16
7	K.M	63
8	T.İ	-
9	T.M	11

When table 2 is examined, it is understood that seven members used emojis during their communication process. Like in shared posts again K.M used the most emojis in number in one month time period. In the previous table 1, there is only one participant who did not shared any posts, in addition in table 2 there is another member who did not used any emojis. Seven group members used emojis at least once and up to 63 times. Seven of nine members used emojis to express their feelings or thoughts and this shows that these icons are used frequently in the communication by people who are regarded as X generation.

In the following table which emojis are used and how often they are used is going to be searched out and then it will be seen which emoji is mostly preferred by the members of messaging group. In the table the emojis are going to be sequenced starting with the first emoji used in the communication process and followed by the others and then their frequency is going to be determined.

Table 3: Examining the emojis used in the messaging group

Item No	Emoji	Number of Frequency
1	😌	2
2	😂	58
3	👍	12
4	💕	4
5	💵	1
6	💴	1
7	💶	1
8	💷	1
9	💰	1
10	💸	1
11	🔫	1
12	💥	1
13	😀	24
14	😁	4
15	😎	4

16	😔	4
17	😭	1
18	🤗	5
19	😜	6
20	😞	1
21	😰	1
22	🤣	7
23	😉	1
24	🐓	1
25	👏	3
26	😳	1
27	🙏	1
28	💁	1
29	😇	1
30	😬	1

41

When table 3 is examined, it is seen that 30 different emojis were used in the communication process. In one month time period, the emoji which is in the second place in the table is the most preferred emoji with 58 times repetitions. The icon represents 'face with tears of joy' which was also named the word of the year in 2015 (Liberatore, 2017).

The second most preferred emoticon is the one which is shown in the 13th place in table 3 and that is the emoticon which symbolizes 'grinning face', was used 24 times in one month period. It is seen that, in the messaging group when participants want to express their feelings about the content, especially when the content is funny, they prefer using emojis. The following section is going to be related with the participants' thoughts about the application and the emojis.

Table 4: Analyzing the responses to the questionnaire related with the thoughts about the application and emojis;

PART (2) PURPOSES OF USING WHATSAPP					
Put a (X) sign next to the sentences which are appropriate to you.	**Definitely not agree**	**Not agree**	**Hesitant**	**Agree**	**Definitely agree**
1. I use the app to share news			1 person	3 people	4 people
2. I share funny or interesting things with the app			2 people	3 people	3 people
3. I use the app to share photos		1 person		3 people	4 people
4. I use the app to organize an event/occasion			4 people	2 people	2 people
5. Other (If there is other things you use the app for please write them)	–				
6. How long have you been using the app?	(-) 0-1 year (2 people) 1-2 years (2 people) 2-3 years (2 people) 3-4 years (1 people) 4-5 years (1 people) 5-6 years				
7. Do you find the app useful?	(8 people) Yes (-) No (-) Partly				
8. Do you use any other similar apps?	(4 people) Yes (4 people) No				
9. If your answer is 'yes' to question 8 please tick the app/apps that you are using.	(1person) Viber (-) Tango (4 people) Messenger (-) Line (-) iMessenger (3 people) Other				
10. Do you use the emojis in the app?	(8 people) Yes (-) No				
11. Do you like receiving emojis?	(7 people) Yes (-) No (1 person) Hesitant				

12. How will you feel if the emojis are removed from the app?	(2 people) Sad (5 people) Little bit sad (1 person) Doesn't matter (-) Happy (-) Very happy
13. Can you express your feelings enough with the emojis?	(-) Yes (2 people) No (6 people) Hesitant

Table 4 is formed with the second part of the questionnaire which was applied to the members of the messaging group on 09.05.2017. In this section, in order to determine the participants' thoughts about the application and the emojis, the numbers of participants are written next to the options. When an overview examination is done, it is seen that the members of the messaging group use the application to share news, funny or interesting occasions and also to share photographs besides it is understood that they hesitate to plan an event or an occasion with the application. All the members of the messaging group are using the application at least more than a year and they also think that it is a useful application. In addition half of the participants mentioned that they also use other similar applications.

In the part which is related with emojis all the participants expressed that they use emojis in the process of communication and also seven of them pointed out that they like receiving emoticons too. Five of the participants expressed that they would be a little bit sad, two of them mentioned that they would be sad and only one of them chose the option that it doesn't matter if the emojis were removed from the application. Two of the participants mentioned that they express their feeling and thoughts well enough with the emojis whereas six of them mentioned that they are not very sure about it.

Conclusion

The communication process is also changing with the emerging technology. Especially in the last 20 years with the development of internet and mobile technologies, the limitation of time and space in the communication process is nearly out of date now. Having a mobile device which has an internet connection, people can communicate and interact with each other whenever they like and wherever they go. Generally technological determinists think that these opportunities help the world turn into a 'global village' and comfort our lives. On the other hand the ones who approach critically to these improvements think that individuals are depended on these technologies more than they need and they behave like volunteer labors while they are producing the content. Last but not least people are living in a society where constant surveillance is part of their life thanks to these technologies. There is no doubt about some of these and other similar comments are true to some extent. But while people are living their daily lives they also try to adapt their selves to these new technologies. Many of them may have their own reasons, particularly the ones who are called digital-born. These teenagers who were born in the digital era cannot even imagine themselves without new media and new technologies. Meanwhile the ones who try to adapt themselves to the requirements of the digital era usually witness these processes because technological developments also cause change in their habits of living styles.

The usage of an application named WhatsApp and whether it is used effectively or not by some people who faced with the application lately in their lives and who are also members of X generation was the main starting point of this study. In this context, the core hypothesis of the study which is new ways of communication are also used by members of X generation is searched out by content analysis method and a questionnaire. To collect the necessary data the shared messages are analyzed and a research is conducted about the icons called emojis. At the end of one month period a questionnaire was given to the members of the messaging group to find out more detailed information about how emojis and the application is used by the participants.

In this study which is limited with one month time period, it is seen that eight of the participants, who are also members of X generation, use the messaging application actively, only one of them did not share any posts during the study. So it can be said that people who are members of X generation adapt themselves to the new ways of communication and they use these technologies in their daily lives. When the questionnaire is examined it is seen that the participants prefer to use emojis and they also like to receive them too. They also usually prefer to use emojis to express their

feelings and thoughts. The most preferred emojis are the ones that symbolize laughing when a funny content is shared by one of the members. Especially the one that is named as 'face with tears of joy' was the most preferred emoji in this study. *"In the study conducted by University of Michigan; after analyzing millions messages across the globe, researchers discovered that the smiling face with tears streaming from its eyes accounts for 15.4 percent of the emoji usage"* (Liberatore, 2017). Also this study discovers similar findings about emoji usage.

The overall result of this study can be summarized as people who are members of X generation adapt their selves to the new ways of communication and they use these technologies in their daily lives. Chayko points out *"Just as using new technological devices or platforms is usually confusing or clunky at first but becomes easier with time, digital technology tends to be integrated and folded into the everyday life of people in tech-rich communities and societies"* (2017: 66). Also the icons which are called as emojis are usually preferred in the communication process while sending messages with the application called WhatsApp. At the same time the emojis which represent laughing are the most preferred ones while expressing feelings and thoughts. These findings show us that when something is practical and available it is preferred by people from different age groups. As it is mentioned at the beginning of the study technologies and applications are being improved and developed day by day. In this context change is something which people often experience in their daily lives. As a proof of this statement a different kind of emoji has been released by Apple Company recently. These new forms of emojis are called as 'animojis'. Mainly, these animated emojis can mirror individual's expressions and even move its mouth when the individual speaks (Molina, 2017). It is seen that ways of communication is changing with the developing technology so we had better adapt ourselves to it rather than resisting it.

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Terror and New Media

Şahin, Z. B. [1]

[1]Zeynep Burcu ŞAHİN, Istanbul Aydın University, (Turkey)
e-mail: zbvardal@hotmail.com.tr

Abstract

Terror is not an ordinary act of violance. The ultimate goal of terrorists is to become popular and to announce their ideology by fueling terror, panic and fear. At this point, the terror's dependency on and need for media is clear. As for media, because of its public accountability, it is responsible for transmitting news, information and thoughts. This symbiotic relationship between media and terrorism has been debated since the occurrence of mass media; several solutions have been proposed regarding how and at what rate the terror news should be published in media. Today, the necessity for media's sensitivity to the journalism of terror and its responsibility has been increased. Hence, the information gap opened in traditional media is loaded most of the time with news, information and content shared by terrorist organizations' media channels and terrorists or sympathizers, in an uncontrolled area -new media-. Along with the relationship between terror and media, with the structure of feeding each other, it is observed that the terrorist organizations take advantage of new media and modern communication technologies professionally. Herein, journalism of terror has to be carried out in a professional way by abstaining from publication bans and modern concept of terrorism in question has to be head off via new media with safeguards. At this point, government's efficient use of new media in counter-terrorism and user education of critical new media literacy is important.

Keywords: terror, terrorism, new media, Isid

Introduction

The relationship between terror and media has been debated parallel to the developments in mass media. Today, this issue is increasingly growing up with the acceleration of technological developments and the progress of new media. Thus, it is not terror's use of media at issue, it is creating its own media, disseminating their speeches and actions to large masses by using technology and new media. Internet's unlimited free structure makes fight with this problem by imposing legal restrictions difficult. At this point, it doesn't seem possible for the defended responsible media view in the media fight against terrorism to be successful without being supported by concious users.

Terror news ignored by media organs or prevented by governments via publication bans is against the public rights of reaching news, information and thoughts. At this point, the issue to be discussed is the way the terrorist incidents are to be made news. Hence, use of titles and images creating panic, presenting the incident with lifted effectiveness by dramatizing, sharing scene, dead and injured photos, sharing information effecting the investigation or judgment process, giving permission to the terrorists' propaganda by giving place to the speeches of terrorist organisations immediately after the incident will serve for the goals of terror.

Terror is a fact that threatens social security. In this fight too, it is essential for all the society's constitutions to work together . Specially, due to the involuntary relationship with terror, the role of media is big in this sense. Fight against terror increasing its effectiveness with the help of mass media will be again possible in the optimum way by means of mass media.

This work aims to consider the relationship between new media and terror and to offer suggestions for the efficient use of new media on the counter-terrorism. In this work, literature search method is used.

Terror and Terrorism

Terrorism, is derived from the word "terror" meant " extreme fear and anxiety, terror felt in the face of an unknown and unforeseen threat" in Latin. (Öktem, 133) Thus, in TDK too, terror is defined by "discourage". Although in respect of the content terroris as old as the human history, as a political and legal term terrorism is started to be used to express the systematic violence policy carried out by Jakoben regime in the convention era 1793 followed by 1789 French Revolution. Herein, it is possible to mention that the starting point of the concept is "state terror". As for today, terror is not just limited to state terror; it brings performed acts of violence within the frame of political and/or religious ideologies to mind.

Bilir defines terror as " the use/the threat to use of violence or power by the people unauthorized to use violence with a political goal, against the civilian population, the overuse by the people authorized to use violence or against the uncivilised, the use that crosses the limits arising from international law" (2009:40) .

In the 12.04.1991 dated and 3713 numbered Anti-Terror Law article 1 terror; " by using force and violence; with one of the methods of pressure, threat, intimidation, suppression or menace, in an attempt to change the qualities, political, legal, social, secular, economical layout of Republic mentioned in fundamental law, to break the indivisible integrity of the state with its country and nation, to endanger the existence of the Turkish State and Republic, to debilitate or to demolish or to capture the State authority, to annihilate the fundamental rights and liberties, to break the State's internal and external security, public order or public health, all kinds of attempted criminal acts by organization member or members". This considerably detailed and comprehensive definition shows that while defining terror, each society and state considers its own sensitivities. At this point, as for the representation of terror, the occurence of various differences in media seems inevitable. Indeed, making terror news varies by the culture and journalism practices of the country in question (Melek, Toker, 2016:180) and in this sense obliges each society to develop its own practices.

Although today terror and terrorism are substituted for each other, the meanings of the two words are different. Hence, while terror is an action, terrorism is a thought system that defends and transfers this terror action systematically. (Kazan, 2016:112) While terror can be defined as the short term act of violence without a political goal, terrorism is a systematic thought system and carries major qualities.

Alex P. Schmid determined 140 different definitions of terror. Among these, there are 22 common qualities and 20 common goals or functions. The most frequently mentioned five items are: (Ergil, 1992:140)

1. The use of violence or force
2. Pursuing a political goal
3. Spreading dread and fear
4. Threat
5. Psychological effect excited on the society and expected common reaction from third parties (except the terrorists and the victims).

Gezgin asserting that world has been stepped into a terror zone in recent years, refering to September 11, London and Madrid attacks, argues that by targeting massive deaths terror has been detracted to a large extent from its ideological grounding based on "not killing innocent people" until then. (2006:11) In the new terror era the ideological and political identity of murdered people has been sort of trivialised; they have been turned into nameless mediums in the message intended to be given. Nowadays, innocent crowds-oriented terrorist actions independent of the message terror organisation wanted to give superseded individual-oriented terrorist actions. At this point the aim is to reinforce the message wanted to be given with the death of a large number of people and to generate threat by creating a general air of fear.

In complience with the fundamental principles of law, determination of crime and punishment is primarily possible by defining the action assumed to constitute a crime. However, although the concepts of terror and terrorism are tried to be embodied by being defined in the international legal texts, there is not a common definition arrived at a consensus. It is possible to explain this situation by various factors. First of all, the concept of terror gaining different meanings in political, social and

international dimensions causes different definitions to be required for each said context. "The complicated and subjective feature of the fact terror, owning political, sociological, economical, legal, philosophical, ethical and international dimensions, makes it impossible to settle on a common definition." (Bıçak, 2001:115) This indefinableness issue precludes legal solutions and international collaboration, terror poses a threat as an increasingly growing issue over all communities including developed Western countries. In addition to this, the indefinableness of terror again smacks of states utilizing said concept within the frame of their own national interests and keeping away from international cooperation.

Thusly, the concept of terror in sociological meaning and political aspect don't express the same meaning. On the other hand, as each society has its own features, detection and management of danger and fear are implemented differently from each other.

In addition to this; today the biggest obstacle in front of the application of legal sanctions against terrorism becoming a global issue, is states' adverse interests. Each nation dwells on a definition within the frame of its own national interests and does not prefer to come to agreement. Specially, even though after the September 11, 2001 attacks works on this issue gained an intensity, as long as the double standart states applied on each other on terror problem continues, it seems impossible for terror problem to reach a solution; on the contrary, terror taking advantage of the power of technology and communication, confronts us as an even bigger problem.

Today another reason of unsolvableness against terror is terror organisations' outer connections. Inside the national borders, terror problem being tried to be worked out with legal, military or political methods, most of the time has been fed, even organised openly or underhand by the other states with common national interests. In fact, terror is an international problem executed against humanity. The created incomprehensibility on this issue and the acceptence of organisations accepted as terrorist by some states, as minority groups seeking their rights with the description of "resister" or "freedom fighter" by other states, is the biggest obstacle in front of the problem in question.

Arguing terrorist attack differs from arguing political ideological and thoughts funding terrorist attack. "Goals presented by terrorists or reasons for their conducts could be substantially or partly true, even right (otherwise at a certain level they wouldn't be supported). However, terrorist action itself can never be right." (Ergil,1992:140). In addition to this, revealing representation of anomalous voices in media and society as a necessity of a democratic environment seems to decimate incomprehensibility of the terror concept. Nevertheless, the sensitivity of terror concept, different interpretations of social memory and history make this difficult today from the point of our society; free thought and discussion platform is precluded. Thoughts to be tried to be announced with terror actions, totally lose their legitimacy within this period; and also confront us as news discussed and damned in media.

Terror-Media Relationship

Media and terror relationship, in the past century, has been argued parallel to the developments emerging from mass media. Thusly, soon after the start of World War I, French General Staff agreed upon the issue that any journalist would not go into the war zone without being accompanied. General Staff had simply seen the press as a source of information for the enemy. It is again remembered that in that period in the 1870, French-Prussia War, journalists caused to lose the war by publishing information on the status of military tactics and troops. (Matusitz, 2013:63) Similarly, during the America's Vietnam War, it is possible to attribute global loss of reputation to television broadcasting in that period. (Matusitz, 2013:63)

There are generally accepted two diffferent opinions on terror and media relationship; "according to the first view, media has duties toward society, state, international system and occupation policies and within this scope it is required not to give place to terror news. As for another view, due to the same responsibilities and in addition to these within the scope of informing public opinion about what's going on, media should give place to terror identically and clearly." (Pazarbaşı, Koç, 2009:163) In this work, none of the views are adopted, it is focused at the point that media is a medium. Media is a medium erecting ideological discourse all over again. As for the relationship with terror comes into question, it is seen that media is a medium used by terror on the way to reach its goals. Media has the right of freedom of expression and press, and public has the right to keep informed. These two freedom serving voluntarily or involuntarily for the terror organisation's objectives considerably lose legitimacy at the moment of endangering public security.

Theoretically, ensuring public security is not included among the duties of media. If we check from a legal aspect ensuring social peace or ensuring public security can not be counted as the duties of media. Yet, any situation threatening public security has been accepted inside the borders of freedom of expression by all democratic constitutions. At this point, when fight against terrorism is in question, media by taking public security forefront should act controlled. Fight against terrorism is a total war touching whole society,both media and new media can not be excluded from this fight.

Liberal pluralist view's thought that media reflects the lived truth, today has given place to the view of political economy's approach that media erects the truth all over again within the frame of its own political economy approach. No doubt at this situation media's changing and complicating organizational structure and today's global conditions have also been influential. Media is an institution in business in the free market conditions and serving semipublic. The content of service it provides composes of "news". It is an indisputable fact that terrorist actions are newsworthy from the point of media. Hence, media has the aim of profit maximization and by calling public attention, presents news content that will increase sales. In a research conducted, 77.1 % of the subjects told that on the television and newspapers news that excite their attention most was terror news. (Avşar, 2009:64)

Terror is fed with fear, panic and curiosity. Notwithstanding that public interest on these news media giving is contradictive, "in media generally interest for crime news is directly associated with circulation and rating needs and expectations." (Avşar, 2009:66) All the bloody images and details of Munevver Karabulut murder occupying agenda of media for weeks, occured in 2012 is such as to support this opinion. In the meantime, finally Haberturk paper increasing its circulation by giving the photo of bloody saw in the first page and its Chief Editor Fatih Altaylı had come under criticism. (Mehveş Evin, Bazıları Utanma Nedir Bilmiyor, 25.09.2012, http://www.medyatava.com/haber/mehves-evin-bazilari-utanma-nedir-bilmiyor_40042, E.T. 07.03.2017)

Society's interest and curiosity on violence news and images confronts us as a fact that should be analyzed sociologically and pathologically. In fact, Crelinsten suggests that terrorism ,in media presentation for a very small part of the society, presents political action models serving as provocative samples, awakening the violence fantasies at the state of sleep. (Avşar, 2009:71)   At this point, the purpose for media giving terror news gains importance. Terror news are not fictional images or stories. They consist of actual true events and have sociological, ideological and political dimensions. The duty of media is to give news within the frame of legislation and to ensure news to be considered with these dimensions. As for terrorist action considered with dramatic aspects serves for the goals of terrorist organisations, so detracts public from the principal points supposed to be emphasized; feeds the feelings of fear, pain, hatred and panic.

If we look at the relationship between traditional media and terror, it is seen that the two said concepts are feeding each other. However, in this regard it shouldn't be neglected that media is a medium. Specially, in today's capitalist market conditions, media has a structure that disseminates and popularizes the dominant discourse in accordance with the interests of political and economical power.

Terror's chief goal can be summarized as reaching different political goals by creating fear and panic. In other words, the chief goal of terrorist actions is to create fear. In the meantime as to the murder of people, it is in the position of a medium to reach this goal. "Terrorism's power is not from the loss of lives or property that it caused. In this sense, it is not the impact of terror that makes it dangerous, it is the reaction that it generates. The influence is much bigger than the action itself. The effect of terror is not measured by the destruction it caused, but by the psychological reaction that it awakened. The reactions of communities cannot be indicated by statistical values. While terrorists give shock to public opinion with ostentatious and exciting actions, they make the official authorities to mobilize against themselves. They legislate their claims." (Ergil, 1992:142) Traditional media's most of the time involuntarily occured support for terrorist actions begins at this point. Media with the duty of conveying news information and thoughts to the masses, unconsciously or consciously serves for the goals of terror by giving place to terror news in such a manner that creates top effect for the sake of gaining rating,; on the one hand serves for the occurence of the air of fear and dread in the society, on the other hand makes propaganda by informing people owning similar opinions with terror groups.

"Since terrorist attacks has many resources towards these multi-directional approach should be shown. Firstly, criminology should be applied; because terrorism is a crime. Secondly, strategy should be applied; because terrorism is a war. Finally, a political approach should be adopted; because terrorism is at the same time an ideology."(Fidan, 2006:65)

The objectives of terror are to become popular, to attract attention and to influence the decision mechanisms by frightening the public. Accordingly, media confronts us as the most effective medium of terror. On the other hand, when the fact that the objective of media is to increase its sales by means of attracting the public's attention is taken into consideration, it is seen that media and terror are feeding each other.

It is seen that in western countries special criteria are developed on terrorism actions occured in their own countries to be reported as news. Without the application for the publication bans, news are analyzed within the frame of the said criteria; public welfare, national interests, apprehension of rating and thereby kept before public's expectations.

England Sample. As BBC (British Broadcasting Corporation)'s publication principles on terror are checked, these are seen; it should be safe from the image of corpse should. No close-up shots of dead and injured should be taken. Terror news should be given but carefully. Media should not be an instrument of propaganda and promotion of terror.

"The rules determined by English public broadcaster BBC are the following:

1.The dead should be handled deferentially, should not be issued unless there is forced causes.

2. Close-up shots should be avoided.

3. Bloody results should not be dwelled on much.

4. Human life and its suffer should be valued.

5. Terror news should be given responsibly; it should not be forgotten that rumors on terrorism are killer.

6. Official secrets law should be considered on issues regarding national security.

7. Interview with terrorists should be made if there's public interest, before it's made it should be asked from broadcasting policy controller.

8. BBC should not be an instrument to terrorist shows with the aim of propaganda and promotion,

9. The language terrorists using should not be used as it is pressman's." (Fendoğlu, http://www.sde.org.tr/tr/authordetail/teror-ve-medya/1099, E.T. 03.01.17)

"Media in compliance with its duty will want to "include" terror news, likewise audience will want to "know", and authority will " oppose" against this but the important thing is to find the "balance", to ensure "proportionality". In Turkey and in the world media, generally, is in the structure resistent to authority's regulations. As it is known that media is a sector that is being shaped by individual's right of obtainment of information, sociological tendencies, audience's expectation and socio-economic pressure." (Fendoğlu, http://www.sde.org.tr/tr/authordetail/teror-ve-medya/1099, 03.01.17)

"… it is that as terrorism's direct reason is terrorists, indirect reason is the countries and regimes supporting terrorism and accepting it with tolerance. Because of this, mass media has to be made less useful for terrorists." (Özgen, http://www.siyasaliletisim.org/dr-bahadr-kaleaas/prof-dr-murat-oezgen/456-fade-oezguerlueue-balamnda-medya-ve-teroer-olgusu.html, 03.01.2017)

The factor isolating terror from other violent acts is the fact that its primary objective is to have anxiety for conveying message rather than murdering people.No pathological propensity for violence lie at the heart of terrorist actions. In other words, terrorism is the expression of rationality and rational strategic preference, not a psychological disorder, nor tendency to violence. However, this situation does not mean that terrorist actions are moral and legitimate. (Küçükcan, 2010:37)

In case of messages not delivered/ not able to be delivered, terrorist organisation's act of violence will not reach its goal. Terrorist organisation reinforces the message that it wants to give not only by murdering, but also by turning death into a show. At this point, society's interest and addiction

to violence images coalesces with media's anxiety for rating and forms a basis for the consequences to the detriment of media in terms of both social, economic and political aspects.

At this point, the meanings of the concepts of terror, terrorist and terrorism have gained importance. The parties of terror actions are not composed of the person and people who carried out act of violence or victims. The primary objective of terrorist action, in other words its true victim is the society itself. Terrorist organisation inevitably uses media as a medium while reaching its final goal. At this point, it can be mentioned that there is a symbiotic relationship between media and terrorist organisation. (Kazan, 2016:24) As for the society, in the role of main victim with the addiction to violence images, it is determinative on the manner toward the issue of media serving these images and reporting news of terrorist actions.

Media, today involuntarily became terror's one of the most effective weapon. Both media itself carrying the duty and responsibility of anunciation and enlightening public opinion and developments occuring in communication technologies create a situation for the benefit of terror and terrorists. Barriers in front of the precautions to be taken in this direction can be given as;

1. Different descriptions of the concept related to terror and terrorism by both national and international different media institutions
2. The developments on mass media and internet transmitting the said contents to large masses fast and efficiently
3. Masses unconsciously consuming/popularizing images and contents gradually started to be produced one each as a production by terrorist organisations

Terror's chief goal is to draw public's attention by taking place in media; to reach their goal by prompting the feelings of dread, fear and curiosity. Intentionally or unintentionally, media's serving for this goal is foremost against the social responsibility principle. The duty of media is to serve towards the enlightenment for the public welfare, and closed to providing benefit for the terrorist organisations. (Gezgin, 2006:14)

Accordingly, media's responsibilities for the solution of the problem can be subsumed under two titles; "First, while reporting the news of various attacks carried out by terrorist movement to democracies, Second; uniting democracies against this instability threat, media plays an important role." (Fidan, 2006:65)

War on terrorism is an action not just under media's responsibility. This problem whose effects can be seen in many fields, besides political, military, sociological solutions and analysis, it is necessary to raise awareness on media and through media whole society. A country such as Turkey fighting against terror for years, in this area much more work has to be done and fight methods should be kept alive. Media is a medium and frequently carries and reflects its society's dominant ideology. By amplifying violent acts performed in the hands of terrorist organisations media taking on the duty to lift its effectiveness, will similarly take an effective task in the war on terror.

Many researches conducted reveals that the most read news are terror news. (Avşar, 2009:63) Terror news having this much importance at society confronts us as an issue that is to be analyzed from sociological aspect. In this regard, terrorist actions except creating fear and panic by posing security threat and feeling necessity for news and information appeasing this panic, individuals' interest and addiction to violence images has been drawing the attention.

"In Turkey and in the world terror wants to use especially screens to reach its goal. Actually terror is an advertisement and propaganda method; it is an advertisement style for the districts not reaching their goal with democratic method to prove their own power. Namely, an action that is done once, is shown on the screen again and again and so the action seems to be done thousands of times instead of one action." (http://www.sde.org.tr/tr/authordetail/teror-ve-medya/1099 E.T. 26.06.2017)

If we look at the terror actions occured in 2016, it is seen that right after almost all action, a broadcast ban had been imposed. These broadcast bans prevented public from receiving information; with the atmosphere of uncertainty it had created increased the fear and panic environment, which is the chief goal of terrorist actions.

The main problem is not whether public is informed on the issue of terrorist actions or not, it is in what way this informing can be carried out before positioning as a medium of terrorist organisations.

This issue having importance at both national and the international level can not be carried out within the frame of personal ethical values by people who are not experted on the issue. At this point, it seems to be mandatory for professional members of the profession working on the media's terror news side to be trained under a special education. In Turkey, fighting against terror for the last 35 years, although there are academic studies, no concrete study have been conducted on this case.

Censor and broadcast bans increase the interest for terror news; provide a basis for uncontrolled fast propagation of violence and propaganda images. These images going quite out of the borders of annunciation and presenting one each violence/power show serves for the goal of terror. Public being informed in time,in a true and unbiased way will preclude largely the said images becoming widespread.

Today communication technologies have been developed in an unpreventable way; cutting-edge technology is also being used populously by terrorist organisations. Broadcast bans by triggering feelings of wonder and fear, creates a mass open to speculation, misinformation and propaganda. As it is considered that terror is a national security problem, it is clear that these two tasks should not be left to personal ethical approaches of members of journalism profession. On the other hand, media coupled with producing semipublic service, is an institution acting with the goal of profit maximization within the capitalist system. It is impossible to think that during content selection and service acting in accordance with consumer's expectation, it will not aim to increase its sales or the number of watchers/listeners.

In journalism, there are fields that necessitate specialization such as legal reporter, magazine journalism, sports journalism. As for the terror news, among these, they are the news that necessitate highest sensitivity and specialization. This specialization has importance inasmuch as disallowing "ironic" growth.

On the issue of terror journalism the problems encountered in Turkey and in the world can be summarized as follows;

Not being able to build consensus in the point of defining terror and terrorist groups

The interest of media organisations and public for sensational journalism, violence and violence images.

Not ensuring journalism towards knowledge and democratic discussion environment

In media organisations, not employing experted job professionals on this issue

Not giving enough education on terror journalism, preparing news requiring high sensitivity as terror news together with other news contents under rating curiosity.

In the world becoming global day by day with mass media not adopting international consensus and common understanding

Perceiving legal restrictions as violation of freedom of press

Using sensitivity for terror and national awareness as a legitimate ground for regulations preventing freedom and public's right to receive news

The Concept of New Media and Social Media

With a very general definition new media is all of the methods ensuring entertainment and information to reach consumer and everchanging. In this sense, coupled with moving towards a goal in continuous progression, by the moment it can be said that new media is composed of concepts against traditional communication methods such as internet, smart phones, digital televisions. (Hollingsworth, 2005:37)

Manovich, in his book "New World" analyzes properties separating new media from traditional media under five titles. These are; numerical representation, modularity, automation, variability and transformation. (Manovich, 2002)

Numerical representation: Either it is created on the computer starting from zero, or transformed from analog media resources, all new media contents are composed of digital codes, in other words numerical representations. This situation has two consequences; first, new media objects can be described mathematically. For example, it is possible to show an image or a shape with mathematical functions. Second, new media objects are convenient for algorithmic manipulation. With appropriate algorithmic applications, you can remove voice from an image, you can adjust contrast. Briefly stated, media has become programmable.

Modularity: This policy can be defined as new media's fractal structure. The same way a fractal has the same structure for different measures, new media objects has a similar modular structure. Media structures consisting of images, voices, shapes and behaviours represented as discrete samples (pixel, polygons, voxels). Even though these objects are mounted in a larger scaled object, they can keep holding their discrete identities.

Automation: The properties of new media's numerical representation and new media object's modularity, allow many operations such as creating media, manipulation and access to happen automatically.

Variability: Another consequence of numerical sample and modularity is variability. New media object is not stable; different and potentially infinite versions can emerge.

Transformation: As the fifth and the last property cultural coding, according to Manovich, constitutes computer based media's the most important consequence. It means the transformation of texts, images and voices to folder structures, lists, records and sequences, by being coded in the computer environment.

" With another definition it can be said that new media technologies are the new methods developed also for old technologies. Among these new methods, there are e-book; facebook, twitter, digitally produced animation and 3D movies. Media revolution occured within the frame of innovations of technology brings its culture. This new culture defined also as a numerical culture mentions changes technologies created on society." (Şişman, 2012:90)

Communication has been continued since the existence of humans. What is changing is the medium people using. Each new developed communication devise; inevitably affect human, society and culture. Especially, last 20 years rapid and fast changes occured in the communication technologies reveals reflections from daily life to political and economic life in all parts of social life. Especially thought for technological aspects, these changes mostly reveals itself as a development, existing technologies are renewed by developing.

Communication underlying the human relationships, each new development in communication technologies leads to the consequence that brings social and cultural changes. At this point, it is inevitable that press being a mass media and journalism activity is the most effected professional activity from these changes. In addition to this, because of press and journalism profession possesing the power to effect masses, it has been criticised before as well; different steps are taken for this power to be controlled and considered from the responsibility aspect.

New Media- Terror Relationship: Isid sample

With the development of new communication technologies, terror media relationships became more complex. The dependence of terrorist organisations constituting their own media and making the best of modern communication technolojies on traditional media has gradually decreased. It carries the research question of before this problem just media and terror relationship and how often and how terror news should appear on media, to a different dimension. Today it seems impossible, within the frame of legal boundaries, to prevent messages and contents terrorists broadcasting and reaching the large masses. Indeed, developing communication technologies enable any content to reach large masses in an instant, this velocity increases geometrically under the favor of militants organized inside new media. "Along with the new media layout, the amount of information produced in media sector has increased, the dissemination of news has got easy, the speed to reach users has increased, especially with user derived contents, citizen journalism has become popular and so within the journalism, the discrimination of professional/unprofessional has become blurred. (Avşar, 2017:125)

The ultimate goal of terror is by creating fear, panic and curiosity, to reach its political or ideological goal. It seems impossible to reach this result just by performing the violence action. At this point, developing communication technologies has become the most important tool in the hands of terrorists. Today it seems that terrorist groups aware of this power use mass media in the name of reaching their goals. Tendency to visualized news has also caused the use of violence images for terror actions to be reported as news. In addition to this, terrorist organizations themselves presents violence images via mass media. In fact, these images are prepared professionally with effects and musics and are watched, shared by millions of people.

The message to be given by means of murdering a person is presented by being supported with all the opportities of communication technologies and the effect of the content has increased. High quality violence videos presented one each as a production, shared on both terrorist organisation's media channels and on social media tools such as twitter, youtube, facebook; and by traditional media institutions having curiosity for rating; and being watched again and again by users ; unconsciously being shared again are the best samples for this situation. In this regard, one side of war on terror happening through mass media reveals the necessity. Indeed, on one side as much as blocking hazardous news, images and contents for the society, in this war carried out through communication tools, media should be expelled from being a tool for terror to reach its goals, it should be made a tool used for the war on terror. Therefore, it has importance to raise awareness of both the society and the media.

To prevent this voice, image and news reaching large masses, incompatible with freedom of speech, gains importance for both political and sociological aspects. Social and political reality witnessed by the individuals influence their personalities. (Küçükcan, 2010: 42) As a sociological institution, both media and new media's effects on the individual's improvement and socialisation should not be ignored. In fact, one of the long-term effects of the use of new media conciously or unconciously in a way that supports terror is to increase the tendency to violence; to awaken interest and sympathy for the terror and terrorist.

Especially for the recent years, terrorist organisations's interest for the mass media has increased, the case proceeded to employing experts on these tools. (https://www.theatlantic.com/international/archive/2014/06/isis-iraq-twitter-social-media-strategy/372856/, E.T. 23.07.2017) Terrorist groups aware of the effect of violence images on public, have started to conduct special works on this field; to serve media images themselves and even they themselves to serve the world via their communication channels. Especially at the point internet technology reached, it seems that media's sensitivity and expertise for giving terror news is not enough. Media should be kept from being a tool in terror and also should be used as a powerful weapon for the war against terror. Today terrorist actions have been started to be presented as a show with the support of technological developments.

Also, broadcast bans applied in traditional media direct public to new media, terror news that should be given professionally, can be presented unrealistic in company with the violence images. These images and informations shared without attesting play a huge role for the terrorist organisations reaching their goals. At this point, the task falling to traditional media and governments should be to prevent information pollution that might be emerged in new media by giving terror news controlled and professionally.

It is necessary to use new media along with traditional media as an efficient medium on giving terror news and correcting the wrong news. It is clear that legal boundaries and restrictions does not have much effect on new media's free environment. Therefore, the task to be done is to fight with the same tool against the images and news terrorist organisations served as the first news source.

At this point, to raise awareness of public gains importance. There is an important difference between giving terror news and sharing terror images. While one serves for the public's right to get information, the other addresses mostly it's interest for curiosity and even violence images.

Terrorist organisations starting to use internet the first time happened in the end of 90's. (Pellerin, 2015) Isid is not the first terrorist organisation that increases the effect of its actions by using internet. However, today it can be counted as one of the organisations using most efficiently. Although its name started to be on agenda by violence videos, the date of establishment of Isid is 2004. After

USA's invasion of Iraq on March 21, 2003 morning, it was founded with the name of "Tevhit ve Cihat" by Ebu Musa Zerkavi. It is active in the North regions of Middleeast.

According to Pellerin, the success of Isid's communication strategy depends on five factors; news agencies and news offices, the efficient use of social media, professional videos, the magazine Dabiq and to substitute Western media. (2017:3)

Isid's known news agency is Amaq, however, it has news offices in the regions under its rules. These news agencies both service instantly the messages and images terrorist organisation wants to give and provide the communication web within the organisation. It is known that traditional media institutions having curiosity for rating and being obliged to take their news resources especially after the beheaded murder of the journalist James Follay, USA, in 2002, use and even link to the news and images of the said news institutions.

" New communication technologies enable terrorists to create their own messages directly free from the surveillance of media's gatekeepers, the bindingness of ethical and legal codes, with an unprecedented speed." (Avşar, 2017:127) At this point, it can be seen that censorship and broadcast bans applied to traditional media again serve for the terrorist groups. Traditional media ignoring terror news on purpose or within the frame of legal boundaries, prompts public to follow news, information and images from social media; this situation results in for the good of terrorist organisations.

In Turkey, in 2016, all the year round, there had been 26 terrorist attacks. After each terrorist action happened, broadcast bans are applied. However, these restrictions did not prevent these images from being shared in social media and other media tools, on the contrary, increased the interest and curiosity for the said images. Indeed, legal restrictions lead to information pollution and cause public to be directed towards social media as the only news source and to get wrong information and/ or for the good of terrorist organisation.

In media centered terror, the most effective violence action that has been done, until today is September,11 Attacks. Attack had broadcasted as newsbreak and live all over the world. In July,2004 September, 11 commission, in their report, included the following expressions; (Weimann, 2015)

"We are facing with a sophisticated, patient, disciplined and fatal enemy. Enemy, by requesting solution for political displeasures, sponsors from Arabic and Muslim world but hostility against us and our values is unlimited.

…terrorists, has taken advantage of rapid improvements in communication technology. The rise of World Wide Web, offered much more simple methods on acquisition of knowledge and command and control of their operations. ...

One another goal of terrorist organisations using social media is to sponsor and to supply participation to the organisation. Brookings Institute in Washington, stated that in 2015 there had been around 70.000 account supporting ISID in Twitter. Isid has the capacity to reach millions of people through social media. According to the data in Google in 2016, February, each month more than 50.000 people are calling for the "Participate Isid" sentence. (Berrada, Boudier, no date:1)

It is seen that Isid adapts easily to the change in present conditions and can make alternative news resources. Indeed, with the shut on their Twitter accounts in September, 2015, organisation started to use the channel property of telegram. ([http://www.bbc.com/turkce/haberler-dunya-40187203, E.T. 23.09.2017](http://www.bbc.com/turkce/haberler-dunya-40187203)) In addition to this, Isid is not working with one account. Organisation members with the duty of being active in the internet open simultaneously many same accounts; in the case that any of them is closed, continue to make organisation propaganda and provide communication. Isid not distinguishing fight carried out by way of media from war on the field, accepts dead while producing video or digital content as media martyr. (http://www.bbc.com/turkce/haberler-dunya-40187203, E.T. 20.10.2017)

Conclusion and Suggestions

The goals of terror are to become popular, to draw attention and to influence decision mechanisms by frightening the public. Accordingly, media confronts us as the most efficient tool of

terror. On the other hand, it is seen that media and terror are feeding each other if the fact that the goal of media is to increase its sales by drawing public's attention is considered.

It is seen that Western countries developed special criteria to report terror news. The news are analyzed within the frame of said criteria without the application of broadcast bans; public welfare, national interests, the worry of rating and thus precedes public's expectations.

In Turkey, there occured 26 terrorist attacks all round year 2016. After each terror action happened, broadcast bans are applied. However, these restrictions did not prevent the images from being shared in social media and other new media tools, on the contrary, increased the interest and curiosity for the said images.

The broadcast bans applied on traditional media, direct public to new media and terror news needed to be given professionally, are presented unrealistic with violence images. These images and information shared without being attested have a huge role in reaching the goals of terrorist organisations. At this point, the task falls in the traditional media and governments is by means of giving terror news controlled and professionally ,to prevent information pollution to be occured in new media.

For reporting terror news and correcting the wrong news, it is necessary that besides traditional media new media should be used as an efficient tool. It is clear that legal restrictions and preventions don't have much effect on new media's free environment. Therefore, it is necessary to fight against the images and news served by terrorist organisations with the same tool as the first news source.

At this point, to raise awareness of public is important. There is an important difference between giving terror news and sharing terror images. While one serves for the public's right to get information, the other addresses mostly the interest for curiosity and even violence images. Sharing and disseminating these images unconsciously serve for the goals of terrorist organisations.

Amble gives the actions to taken for the issue of war on terror in the new media environment; (Avşar, 2017:130)

1. To increase the new media literacy programs for the information community's digital data
2. To show a goal-oriented approach to follow terror groups' media products
3. To transform human intelligence in a way that will fit in the new media environment

In addition to this, the cencor and broadcast bans should be ended; traditional media and government should work together on the terror issue. Government should popularize the anti terror video and images in the social media with a special unit, awareness of public should be raised in this context.

Today war on terror has gained a different aspect and mostly it is done via new media. Government too should develop new techniques on the issue of fight against terror in this new field and should benefit from the opportunities of new media. In this sense, new units should be set up and each action of terrorist organisations on social media should be followed.

Raising awareness of especially teenagers and children exposed to all kinds of violence and terror images through social media and education of critical new media literacy with critical media literacy is necessary.

 It is known that Isid via social media gathers militants and organizes visual educations.

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Virtual Reality as Technology

Yengin D.[1]

[1] Deniz YENGİN, Istanbul Aydin University, (Turkey)
e-mail: denizyengin@aydin.edu.tr

Abstract

While technology is transforming itself from tool to aim, machines started to use individuals. The machines that are being developed to facilitate human life have become indispensible for individuals' lives because of the advantages they offer. This approach, which is the mile stone of technological determinism, is changing the relation between the technology and the machine, and the relation between humans and machines. In this study, through the questions "Is technology a machine or are humans machines?" human's and technology's future is reviewed with a critical approach and discussed with a recommended model. According to this approach, human develops the machine that facilitates his/her life and then depends on that machine emotionally and continues his/her life with it. This emotional commitment helps the human produce continuously. Behaving so, the human tries to improve the life by enabling the machine to serve more advantageous features. With today's technology, human's approach to virtual reality, and hence to technological determinism has changed and at this point it turned out to be the cause of the virtual determinism's occurrence. Now the human, who has adopted a lifestyle interpenetrated with virtual reality, has demanded technology to improve this way and with the user-base for virtual reality googles spreading he/she has had the chance to live different experiences. In a virtual world, individuals who have experienced the data which have been coded and designed beforehand like it was real, are able to play games, design, communicate, and do shopping, watch news in places where they cannot be in real life. If it is briefly stated they do most of the activities they can and can't do in their real lives. This situation increases human's demand towards virtual reality, canalizes technology's development in this direction, and with this developing technology, human's evolution accelerates. As a result of this, technology's benefits increases thanks to virtual reality glasses. In this context, throughout the study, virtual reality technology is observed. With a group of twelve children aged 9 to12, an experiential study is conducted with virtual reality glasses. A chosen Playstation4 Pro VR themed game was played by the children who participated in the study, and their reactions are recorded then their attitudes towards virtual reality were analyzed by measuring the game's real-time image and the child's reactions to it.

Keywords: technology, virtual reality, virtuality

Introduction

The technique is an extension of human's war against nature. While discovering the laws of nature, human used a tool which is especially made or thought for that discovery. Every single tool represents a technique. The term technique represents a tool in the meaning of the knowledge of getting and producing things. The term technology, which is the result of technique, is the socializing process of this knowledge and it's getting a social meaning. Briefly, technology is socialized information. According to Ellul, technique doesn't resemble other things but only itself. It changes the things it touches but it is untouchable. Technique; doesn't respect anything, adore anything, on the contrary it turns everything it touches into a slave. Besides, the only important things for technique are product and production. Human really participates in economy but technique makes him participate in economy like a thing not like human. (Ellul, 2003: 23-32). Technique means doing a radical change in production. Technique, which is produced by humans on purpose, changes the technology and creates a techno-copy of human life. In this context, humans try to live under pressure after turning into technological beings. Technique categorizes human as consumer and raises the pace of producing and consuming simultaneously. Now, with the technological knowledge they gained, human

who has begun to earn the status of a techno-social life, is in a hurry to increase production capacity by accelerating consumption. Its main reason is the push of technology and because of this push, human wants to be in a constant state of consumption (Dijk, 2016: 192). Individual, who cannot detach himself/herself from consumption behavior, is now in the position of strict meta follower in monopoly of technique. Human, who doesn't satisfy just with this, sends the technical content he has obtained to individuals who are at the same level of context decoding like him. People, who find useful and take pleasure from the functionality of meta, are creating a community and being involved in a techno-social life, they demand the updated technique in advance when it is updated. Today new media technologies can be given as an important example of the only thing technique cares about is product and production. The reason of this is the human, who is under pressure because of technique, does not find the conventional media sufficient and that's why he develops new media technologies with the help of internet in a short time. Thanks to these technologies, human, who is involved in every moment of technology, can suppress his fear of technology's push by constant stream of information media provides. As a result of the socialization of the produced information, human, who is globalized, starts to become digitized technically as a techno-social life individual. The relationship between individual and technique constantly updates itself with the help of productive development provided by the technology, now it isolates the digitized individual and discards the unified consumption. Hence technique -with the help of new media technologies- guides people and makes them consume updated Meta. Because humans have become the subject of techno-social life, they are faced with the mechanical slavery. In mechanical slavery, human now becomes a gear of production and integrates with the technology and is complementary to the system (Lazzarato, 2015: 25). In this context, towards the functionality of technique the machine, as a product of human, is developed to meet consumer needs. However, it also shapes the person who produces it in the direction of its existence and canalizes his/her consumption habits. This functionality of technique strengthens the relationship between human and machine and also forces the people to demand the up-dated information by exposing non-technical functional commodities. Thus, techno-social life is constantly oppressed with knowledge. Cluster of bits (binary digit) -representing the lowest units of information- are specifically chosen for the technique required for his life and with the rise of technology, individuals become a member of techno-social life -and gaining the title of user- by paying a fee. Techno-social life is a reflection of social life, so it metamorphoses with the virtual identity in people's new media technology. Thanks to the ability of remaining hidden in digital media, people can be involved in the consumption lines that they cannot include in real society life and they can spread the knowledge they have without being limited by any censorship. In this context, the user who discovers the libertarian side of techno-social life, with his new virtual identity, adds new innovations to the lots of information he has and in this way he helps technique to increase its impact on people.

According to Selçuk Artut, the technology shaped in the light of technical knowledge, represents the spirit of materiality. Because of this materiality, people need assistant technologies. Because the human has turned into an individual of techno-social life, he/she uses technology at every moment of his life. The main reason for this is that human memory is not adequate for the human. Mankind does not use the power of their memory and for this they support their memory with assistant technology. However, the external mind is ruining the human's life and excessive adverse effects are seen. As a result, people are becoming slaves of technology. (Artut, 2014: 47-48). For example, an individual is used to living with a smart phone. When he is left without it, he feels stressed and problems are seen in the functioning of his life because he has left his habit of living with the external mind. From this point of view, as a slave of technology and living in a techno-social life, human tries to update the technique and ensure the environments that the technique cannot be abandoned.

Human, who is an individual of techno-social life and who has become a part of this life by creating a techno-copy of his/her real life, has passed a new phase where virtual reality and his/her real life are intertwined. Human, who has begun to live in the digital environment of McLuhan's famous rhetoric "Global Village", has had a chance to make clear action from many dangerous outcomes in real life, has created a great demand by purchasing the produced meta (as digital game, 3d movie etc.) with this content. Virtual reality products that have become a giant budget market, continues to develop and spread in the direction of human demands. At this point, virtual reality glasses, one of the technological developments for improving the human relation with virtual reality, have become a part

of this. The virtual reality environment, in which a techno-copy of every object in real life is designed and built, deepens the techno-social perception of society through virtual glasses. Only through his/her eyes, human, by renewing the perception of reality s/he's in, begin to experience the virtual environment integrated with the relation of technique and simulation. In this sense, the relationship between technique and simulation must be examined in order to analyze virtual reality technology.

Technique and Simulation in Techno-Social Life

Thinkers like Harold Adam Innis and Marshal McLuhan, who examine the transformation of technology in society's life and have a technological approach in this sense, claim that in technologies developed for the sake of communication, change and development, alter people's thinking, preferences and lives. These two thinkers see the technology, which is regarded as the world's problem solver, as a transformer of the society, servant for the sovereign powers and a technique that provides constant potential for change. In this context, technical knowledge has mediated the integration of the simulation with technology. Television, one of the first channels of media in which the relationship of technique and simulation emerges, forms a cultural consensus on the nature of reality. It includes individuals to the social hegemony by enculturating them to the system of dominant values. It influences behavioral patterns of everyday life by redefining individuals' identities, status and roles and role expectations. In this sense, cultural hybridization plays a dominant role, including the society in techno-social life. The media uses the technique for enculturation of individuals into the system of dominant values and the postmodernism tendencies that become widespread through cultural industries and they are strengthened by the communication. By the help of this, intercultural communication, cultural mutations and crossbreeding are roundabout (Önür, 2012: 282-288). For television, which is one of the most common tools of traditional media, television companies must constantly produce media products. For this reason, in order to meet the ever-increasing demand, systems that enable to watch television broadcasts via internet collectively emerged. As these systems give birth to new methods for watching serials, they are also developed for the desire of individuals to control what, where, when, and by which methods they want to watch. Thanks to Netflix, Hulu and Amazon Video, where they can watch series and films, in addition tools like Apple TV and Amazon Fire TV, people in the United States have the habit of binge watching. Binge watching, is defined as "multiple video and series watching in a situated position or for a specific period of time" (Turgut, 2013) and is one of the signs of techno-social life. "Binge watching" concept, conveyed by Serdar Turgut, helps to explain the propagation of metas forming content for virtual reality. Dubbed "binge consumption", this user habit can be expressed as an indication of consumption of metas produced for virtual reality as well as being consumed by the user. Thanks to internet, its sharing speed has increased considerably. This speed encourages the user to have the habit of binge consumption. In this consumption phase, the user makes the binge consumption popular by converting the traditional media to the users of the producers in terms of the freedom of decision-making and the approach of usages and gratifications, which leads to increase of consumption all the time. In this sense, the techno-social community intensifies the demand for technological meta consumption. From the point of view of the relationship between technique and simulation, Jean Baudrillard's simulation theory sheds light on the concept of binge consumption and therefore techno-social society. According to Baudrillard, simulation represents the consumption of reality through models in a way that lacks an origin or a reality. Reality has an operational view. Therefore, it cannot even be seen as real, because there is functionality that bundles up the thing perceived as reality. Deprived of all kinds of imaginary and real distinctions in the later phases of history, it is possible to talk about a hyper reality that refreshes itself through existing models and does nothing but produce a differential simulation. According to Baudrillard, things continuously try to produce their twins. They are in such a state that, their purpose became repeating instead of renewing and twin codes take place of the originals. In this sense, the simulation is completely contrary to the utopia of equality principle and does not accept the indicator as a value. This also means that simulation and re-animation should not be confused with each other. The simulation transforms the entire regeneration scheme into a simulacrum (appearance which wants to be perceived as a reality). In virtual reality the simulation supports binge consumption and therefore techno-social life is made up of factored models that cover even the most unimportant events. According to this, it is difficult to talk about an absolute reality, as well as to talk about the production of an illusion. Because there is no such a thing called real anymore and reality has disappeared. This situation causes an aggressive attitude in the structure of the

simulation that replaces the reality; the simulation is always about attacking reality. What causes this is the unresponsiveness of the truth that is surrounding the human being against the simulation. Thus it is now impossible to isolate the process of production of the truth and to prove the truth. The simulation is trying to replace reality with this aggressive attitude and to explain that the human surroundings are in fact nothing more than a simulation. Because, there is nothing that truth can do against the power of the simulation's repetitive reputation. This short circuit to reality is something that is reproduced through the demonstrations. This is nothing but giving a simulated look to the truth. This also suggests that the simulation is always more effective than the truth (Baudrillard, 2016). The simulation, which forms the basic logic of the metas created for virtual real world, simulates the real life area of human and makes human part of the techno-social life. Human, who has the aim of perfecting his/her habitat, by overcoming the rigorous material production with simulation, he places the virtual metas, produced in a much shorter time and in a cheaper way, in the living space. In this sense, virtual reality technology is being developed specifically to enable people to have the metas that they can design and integrate into real life space by using simulation. With the participation of virtual intelligence in the history of humanity, where the difference between reality and simulation never disappears so far, technology serves to create more effective and more pleasant forms of social control and social cohesion for the people's lives (Marcuse, 2015: 14). However, simulation, which has taken reality's place, transforms technology with a deterministic approach. The mechanization, which is the result of the technology, is observed as a facilitator for human life, increasingly reduces the quantity and intensity of the bodily energy consumed in labor (Marcuse, 2015: 37). However, this does not change the way people see virtual reality technology and the developments in this technology are increasing day by day. Virtual reality, which transforms the people's need for communication in the form of virtual interaction, has lost the battle it had with simulation as Baudrillard said. From now on there is no return from virtual real world, which has blended with the simulation that has therefore entered human life, through the virtual intelligence, to the purely real world-based models. Human wanted to transform the social life, which s/he lives in, into a techno-social life.

Virtual Reality as Technology

New Dynamics are emerging as a result of the life struggle that human gives against nature and his surroundings. Over time, these Dynamics have begun to become a constant part of human being. Technique and technology phenomena are also indicative of these dynamics. To meet the requirements the information produced by trial-and-error method, is now described as technique, and extension is described as technology. According to Atabek, technique is "knowledge of getting something", and technology is "the socialization of this knowledge we produce, and have a social value". Techniques in communicative events have taken physically permanent places. In this war of existence, the concept of technique has first started to become a stockholder of individuals, then society, and of global concern. The technique that exists with the cultures of society is indispensable from today's life. Technology is an organ that passes down with culture and is expressed and used by production (Eriksen, 2015: 313). Technology has formed a dynamic and permanent structure with the relation between technique and economy. Technology reveals man's struggle against nature and his production process, and thus emerges the formation of human's social relations and the mental designs that arise from them (Mosco & Fuchs, 2014: 152). At this point it has become important to define the economy, the politics of economy and the system of capitalism. Capitalism centralizes the economy as a system in which the capital is the main production purpose, where the means of production are private property owned and controlled, the economic activities are carried out in order to gain profits, and the property belongs to capital owners (Odyakmaz & Acar, 2008: 71). In this context, the economy is subjected to regulations which aim at maintaining and improving the functioning of capitalism. The economic system, which is embraced with technique, designs the technology in order to shape the consumer society and canalize the society's demands. In this case, technically equipped people are trying to maintaining the economy politics in favor of the existing order by producing machines and also reducing the time spent for production. As a result, human, who applies technology in every aspect of life in mechanical slavery, maintains the capitalist capital flow for the sake of this slavery tradition. "*Mechanical slavery takes the place of "human slavery" regime of the old imperial systems (Egypt, China, etc.) and therefore it is the mode of command, regulation and canalization supported by technology, in this state it represents one of the freedoms of capitalism*" (Lazzarato, 2015: 25). The person, shaping his lifestyle with mechanical slavery, uses the mass media

and new media technologies when s/he wants to get the updated technique. But sources of information have always been monopolized throughout history. Formatted and specially designed information is directing the individual users and it determines the developmental course of technology. But the informational monopolies will eventually be condemned. Because humans also want to get involved in the formation of knowledge as they are the recipients of knowledge. In this context, *"informational monopolies have been partly developed and collapsed, on the medium of communication tools they are built upon; as they emphasize religion, local governance, time or power, centralization, and place, they tend to do that in sequence"* (Innis, 2006: 248).

In the United States, it is considered as the origin of mechanical slavery concept, when the root of the concept is searched out it is seen that, a great breakthrough was made after the industrial revolution, and sometimes communication devices, which are used for the purpose of monopolizing information, have many effects. Thanks to the power of mechanical communication systems, the United States has financed a new type of imperialism, in which its sovereignty is protected and imperialism has expanded, and it has succeeded in using this system (Innis, 2006: 252). In this regard, the United States has designed the technique to provide continuity, has dismissed technology's anti-continuity features. Today's up-to-date technological developments (Apple products, Microsoft products, software programs, Google, etc.) also prove this. In terms of technique, production and consumption are expected to take place in a balanced manner. However, when the demand and production are not balanced, the technique interferes with production and tries to repair the distorted balance in terms of mechanical operation and continuity. For this reason, producers fulfill the necessity of mechanical slavery by destroying excess production when if it is needed (Smith & Evans, 2016: 39).

After the Industrial Revolution, technique, which plays a major role in transforming technology from tool to aim, carries out this activity under human control. However, technology, which is a human production, has brought about the problems of dependency. Disorders that target the mental health of people, called Nomo phobia and Netlessphobia have reached worrisome dimensions. Nomo phobia is the concern of the lack of a mobile phone which is the result of the development of smart phones and integration with the internet. Netlessphobia is the fear of not having an internet. These two disorders severely threaten an individual's health profile and cause traumatic reactions like mental breakdown. In this context, rehabilitation centers have been established in many countries. The aim of the centers is to protect and treat the individuals against the adverse effects of internet and mobile phone. When we look at it, it seems that the technology of human production has made the human being into a mechanical slave that needs to be treated. Although the technique seems to be taking some measures against the impaired mental health (like in Apple's current phones, switching to the night mode), the number of individuals complaining of discomfort such as Nomo phobia and Netlessphobia is increasing day by day.

This aggressive attitude of technique is the essence of the repression that the simulation implements to the reality. This pressure, which drags the human being to the mechanical slavery, is again an invention of human, and this pressure creates a sense of virtual reality that human always wants to take part in. However, the basis of this problem is necessity and the necessity is the main reason of invention (Basalla, 2013: 18). Technique covers the human being in the light of the necessity and it reveals a state of lack of freedom. This situation is kind of a lack of freedom that means a person submits himself to the tool he produced (Marcuse, 2015: 43). Simulation, which is developed with technique, creates a universe that surrounds the human being by simulacrums and spreads the belief that these are the human needs within this universe. Human misunderstands that he has a wide variety in these requirements. Besides this, technique, using the fact that the simulation can suppress the truth, always looks for ways to improve, for this reason, human develops technique, hence simulation, as if producing for his requirements. Therefore, simulation transforms human life by eliminating the differences between reality with great appetite and is the essence of virtual reality technology.

Virtual reality technology is a world created by human in terms of functioning. This world seems to offer a wide variety of products with the producers leading. However, this diversity exploits human in every sense because it is a diversity that takes shape in the context of technological determinism. Because virtual reality technology is a world that people created with their own hands, as

always the things that human produces preserves its presence, innovation becomes a fundamental part of the world that human builds up with his own hands (Basalla, 2013: 47). In this context innovation is a very important element for the virtual reality's existence. Virtual reality technology, like the labor that has been shown to be a traditional media tool for television, is constantly in need of production. This production has been incorporated into a capital system that does not allow for a moment to stop. The main reason for this is the infinite demand wave against production, which is intertwined with technology. Basalla indicates that technology is as old as human history (Basalla, 2013: 50). In this context, human beings, which have a close relationship throughout history with technology, use technology to transform the living space and to make a techno-copy of it. Technological tools have been invented so that the created virtual reality can be observed.

Virtual reality glasses have been developed in a short time and have been spread by users. In addition, these glasses are the latest technology in which human can find the opportunity to observe human life space as a techno-copy in the virtual real world. Human beings are positioned in the analytical space through visual perception. The brain relies on the physical conditions through the body's eyes and allows the person to establish a physical balance in these conditions. In this sense, human beings can sustain their life by associating the magnetic field of the world with the visual perception. This situation also effects human emotionally. According to this, the mental state of a person changes in proportion to the environment in which he is. The light, color and form that the environment has, transforms the human being by causing changes in emotional reactions, so that the brain manages desires and needs towards human perception. The visual perception that is the basis of all this management is used by blending technique with technology. In this context, technology responds to inventions that people have dreamed of and virtual reality is one of those demands. At first, in the direction of human demands, the transformation of the media has evolved from one-way communication to two-way communication and has continued to be shaped by transforming media technologies into modern media. Virtual reality has evolved and its evolution has accelerated in the development of the opportunity to create a virtual identity in Web 2.0 technology that emerged during the transformation of media.

A virtual reality glass is used to make the screen image provided by smart phones, computers, consoles and many other technological devices produced with technologies such as LCD, LED, which are widely used today, more realistic. Because of the natural lapses of the human eye, the image that is perceived more realistically by the human brain forms the basic working principle of the virtual reality glass. Virtual reality glasses, the technological invention designed to influence the visual perception of the human brain, are evaluated in three environments. These are partially participatory environments, fully participatory environments and common (multiple) participatory environments.
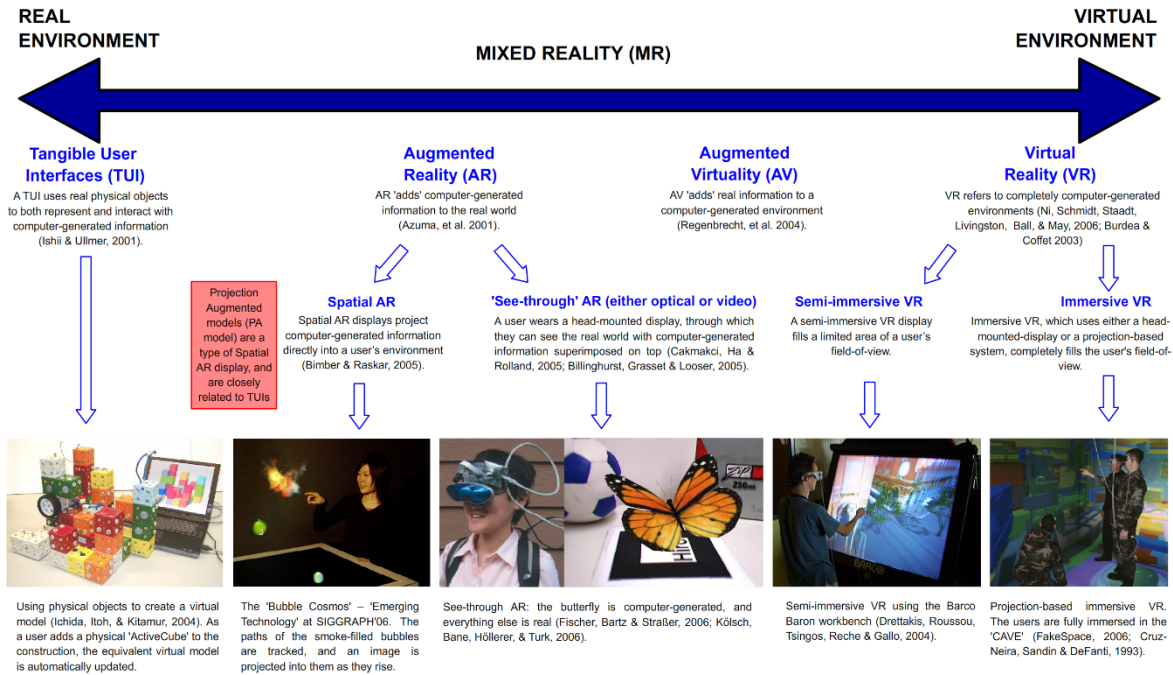
Figure 1. Virtual reality and Real Environment Relations
Reference: goo.gl/ESqRSN

All these environments are equipped with the content supported by Web 3.0 technology, which has come to life after Web 2.0 technology. Based on the interaction of the artificial intelligence with the user, the process that the user applies on the techno-copy image is transferred to the real item as design. For example, 3D printers that allow three dimensional design, with the help of virtual reality glasses and dermal-tactile perception device, designed by a designer who designs it as a techno-copy, offers the opportunity to materialize the product. Thanks to the virtual reality technology which evolved in this context, reality's techno-copy design, which came to life with Web 2.0 technology, process has begun to reverse. An object that does not exist in real life can be designed as a techno-copy by means of virtual reality technology and can be materially combined through three-dimensional printers.

Virtual reality (VR) technology allows users to experience interactive, fully fledged experiences that appeal to all of their senses. Thanks to this technology, the user thinks that s/he is in a different environment through visual perception. VR technology consists of a set of technologies aimed at convincing the user that the virtual reality world in which the individual is deceived as their senses are actually a part of the virtual reality world. In this regard, Intel's Virtual Reality Center Excellence Manager Kim Pallister notes the fact that computer-based platforms, including virtual reality technology, cause people to renew themselves is a very interesting development (1- goo.gl/XiNYXa). VR technology consists of large glasses, headphones and position adjuster camber, which are placed in the eyes by means of a cord that generally passes behind the head. In this context, VR technology includes magnifying lenses to enhance visual quality and controls designed to manage that image. In VR technology, instead of looking at a flat screen, the user looks at screens designed for each eye, where the brain brings two images together to form a three-dimensional perception. The visual on the screen where the user looks at fills the entire field of view of the user. The screen, in which the lenses are positioned facing each other, stands in front of the user's head, so that the visual moves with the user, thanks to the positioning feature of the camera placed in front of the user. However, the adequacy of display technology is very important. Today, television technology is broadcasted at thirty frames per second (FPS). However, some designed programs can reach sixty frames per second. The screen used in the VR technology is displayed at a frame rate of 90 to 120 frames in a second. This is a speed that is necessary for the human brain to perceive a visual as reality. With such high levels of speed, the user ensures that the individual is fully engaged and adapts to the virtual reality world.
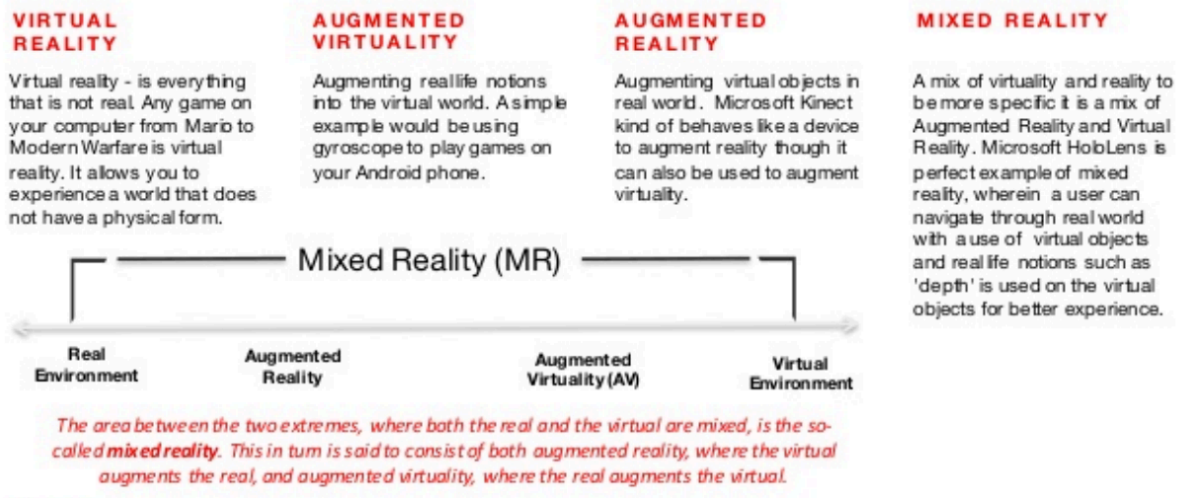
Figure 2. The Process of Virtual Reality
Reference: goo.gl/1z1f4h

Pallister states that the first and the most important aspect of this technology is that it offers a 3D image and allows it to change according to the position of the head. Thus, the individual who uses this technology forgets the existence of the virtual reality glasses. Today's virtual reality glasses have screens similar to HD televisions. However, in the light of advancing technology, color and light quality are further improved, frame speed is increased and high-resolution displays with more detail in the image, are possible. In this sense, virtual reality technology, including today's VR technology, requires advanced technical features. For this reason, old computer technology is completely inadequate, and the presence of computer technology supported by new generation processors is very important. Today's technology, where screen quality reaches HD levels, has begun to become obsolete. With advancing technology, the screen quality is expected to reach 4K or even 8K screens. However, these screens will still need high-end computer technology. The most crucial point of virtual reality technology is that the image is not static and that the technology involved is developed in order to provide users with real-world experience. Some headphones, for example, have motion sensing sensors, which are placed in front of the user and allow the image to remain static. These sensors position the individual in the virtual real world by positioning the user's real position in the analytical space. In this context, the actions that individuals do in real life can be done in the virtual real world with techno-copy images. With the used sensors, the user is simultaneously being monitored by the computer, so that the user gets reaction as if the individual is interacting with the real world.

Methodology

While technology was changing into the aim rather than a tool, machines started to use human. Machines, which are being developed to make people's lives better, become essential in human's life with the advantages they offer. This approach which is the base of technological determinism, transforms relations between technology and machine and the relation between the human and the machine. In this study, through the questions "Is technology a machine or are humans machines?" human's and technology's future is reviewed with a critical approach and it is discussed with a recommended model. According to this approach, human makes the machine and then he becomes emotionally attached to that machine, which made his life easier, and lives his life with it. This emotional commitment makes human produce continuously. Thus, human tries to develop the machine, which makes his life easier, serve him/her more advantageous features. With today's technology, the individual's approach to the virtual reality, hence his approach to technological determinism has changed and because of its state, technological determinism became the cause of occurrence of the virtual determinism. At last humans who have adopted a life style which embraces

64

virtual reality, has demanded technology to improve in this way, with the virtual reality glasses' user-based spreading, had the luck to live different experiences. In a virtual world, individuals who have experienced the data which have been coded and designed beforehand like it was real, can play games, design, communicate, and do shopping, watch news in places where they cannot be in real life. It is briefly stated they do most of the activities they can and can't do in their real lives. This situation increases human's demand towards virtual reality, canalizes technology's development in this direction, with this developing technology human's evolution accelerates. Hence, technology's benefits increase thanks to virtual reality glasses. In this context, throughout the study, virtual reality technology is observed. With a group of twelve children aged 9 to12, an experiential study is conducted with virtual reality glasses. A chosen Playstation4 Pro VR themed game was played by the children, who participated in the study, and their reactions were recorded, then their attitudes towards virtual reality are analyzed by measuring the game's real-time image and the child's reactions to it.

In this part of the study, a pre-test was applied to the focus group comprising of 12 children that were chosen to play soccer game with Playstation VR. In this pre-test, each individual player's soccer knowledge has been measured and information has been provided in advance about the game they are going to play. After the pre-test was completed, the players played the game for one week while they were wearing VR glasses, then their responses and improvements were observed. Thus at what degree they could show their real life abilities on shooting a football in virtual world is monitored.

Focus Group Research Technique

The research on the effect of virtual reality technology on the users is quite new and although the number of these studies is increasing day by day, they are not adequate. Inadequacies, especially in the academic sense, prevent us from having information about the effects of virtual reality technology on the communication process. It will be possible to understand and follow the severe effects of the developing technology by obtaining the data about how this technology transforms the user. In line with this thought, focus group work has been chosen in order to obtain trustworthy data on virtual reality technology and to place this data on an academic level. This technique was developed by the American sociologist Robert K. Merton. The aim of focus group research technique is to get the individual, who wanted to be interviewed, to be aware of the hypothesis of the search subject and have them interpret via the applied experiments (Duverger, 2014: 294-295). In the focus research technique, the priority information to be acquired is how the subjects feel about the research topic. In addition to this information, it should be known whether the subject of the research has any influence on the life of some of the individuals. Maxfield and Babie stated that focus group discussion should take place in less than 2-3 hours with the participations of 8-15 people. An observer and a reporter should be involved in these interviews and relevant opinions and tendencies should be gathered (Demir, 2014: 307). In short, its aim is to reach knowledge and thought of the participant about the research topic by asking the group questions created according to the hypothesis and goals determined in the focus group research technique.

Focus group study has been conducted in order to be able to observe the effects of virtual reality technology on individuals and to reach trustworthy data. In this study, virtual reality technology Playstation VR, which is located in VRlab laboratories in İstanbul Aydın University New Media Administration and Research Center, was used. Soccer students who participated in the study were tested first and then the Headmaster football game was played on the platform, after the experience, an end test was applied to the participants and the data gathered together. In addition, the study was also broadcast live on YouTube channel New Media IAU.

Nine students attending the Arsenal Soccer School in Turkey participated in the focus study. There were 1 female and 8 male students in the group. One of them is 5 years old and the others are from 9 to 11 years old. In the first test, it was learned that all of the students had their own computers. This means that they are very familiar with computer technology. Students declared that they spend 3-4 hours, rarely 4-6 hours on computer and they stated that they use their mobile phones more than computers to connect to the internet. From this point of view, it is understood that computers are used for playing games rather than for surfing the internet. Students mostly prefer internet technology to listen to music, watch videos and use social media platforms like Facebook and Instagram. At this point, a striking element is that the students do not prefer social media platforms, such as Twitter,

where the flow of news is intense. In this context, only one of the students in the group has a Twitter account. The students, who indicated that they use the internet every day, stated that their parents did not have any time restrictions, but they have prohibitions related with the context. It is seen that the families' warning are usually about application purchases.

The students in the group stated that they have been training regularly for 2-3 years and playing soccer. It is understood that the students who stated that they want to be football players in the future have some experience in football. In the first test, students' assumptions were that virtual reality technology would not be sufficient in terms of football experience. Students, who thought that the mechanics of football could only be learned through physical reality, stated that they did not trust the training offered by virtual reality technology. Students in the group stated that they did not experience virtual reality technology before. However, all students have a good command of game consoles. The students stated that they played a console game called FIFA in the game consoles, but the game could not replace reality. Some of the students have reported that their talents will be blunted and even decline if virtual reality technology is used in soccer training and it has been understood that all the students are prejudiced towards virtual reality technology. During the test phase, students played virtual real football game named Headmaster preloaded on Playstation VR platform. This game is a football game powered by the Unity game engine, where the user can fully interact with the virtual ball using head glasses. In order to play the game, the perception camera and virtual reality glasses are needed.

After children experienced virtual reality, they wanted to continue playing and they wanted to try other games as well. They said that this practice, combined with the game of football they enjoyed in their real life, gave them a lot of fun. The students especially mentioned the names and brands of elements such as glasses about virtual reality, when they first saw them. Especially, the PlayStation VR was the most mentioned system. In general, rapid adaptation has seen in the community that sees virtual reality as a game element. It has also been observed that, after wearing glasses, individuals frequently try to touch elements in their surroundings as if they were real. It is noteworthy that students, who have technical knowledge in soccer game, tried target-oriented hitting habits. In addition, there was a general increase in competition and motivation in the group. In the first stage, only those players who tend to score goals strategically developed tactics after a certain period of time, and in this context it is seen that they adjusted their body position. As a result of the application, all of the students asked for information about where they can get the system. However, they declared that the virtual reality is closer to reality than imagination. At the same time, they mentioned that the apparatus such as chest, foot should be attached to the system. It is understood that the learners can develop their ability and habits via the virtual reality system and soccer game in particular. While they were playing football, the group members understood that they were on air, and expressed their wish to follow the YouTube account. The broadcast made students more excited in this context, it is remarkable that they neither felt any alienation nor needed hiding.

Conclusion

Technology sets the direction of history and defines it. The hypothesis of Innis' "those who possess communication tools, dominate the world" becomes more evident in today's environment. Technology-based communication environments in global culture make it easier for individuals to control the system together with digital transformation. Because the individuals are coded with numbers and represent their selves in the virtual environment. It is a must to use new media at this point. It is imposed to the individual that the logic that there is no place for the people who don't use and learn this new media. Requests, that control the information, occur in work, language and power. Habermas claims that those who have knowledge in this course will govern the society. Technique and science are being canalized according to what ideology desires, and they are produced in this direction because science and technique have become the most important power. Especially science and technology are steadily canalized in developed countries. New technologies are supported, produced and managed by the global system in light of new information. Today, the individual is born as a technocrat. Technology culture guides the individuals to believe in something after they have seen it. This assumption is very dangerous when the information is prepared beforehand and

ideologically transmitted by someone. In this case it is used to canalize and control rather than informing individuals.

Individuals enjoy using the new media. They are involved in all kinds of activities voluntarily. The individual working in this environment copies what others do. Artificialness is becoming widespread and although things which are done seems like they are original in fact they are ordinary. The monotype society approach that Herbert Marcuse emphasizes, can literally take place with new media. What we believe is chosen by the people who manage the new media and they are presented to masses. Today's society is working for pleasure, entertainment, and being canalized to it because the individual is not shaped by his own decisions, but by the decisions of the global system. As a result of the formatting process, individuals take on features that resemble each other. "Interactive computer networks are shaped by creating new forms of communication and channels, shaping the lives, at the same time being shaped and folded by life" (Castells, 2008, 2-3). According to Elon Musk, artificial intelligence could even be more dangerous than a nuclear weapon. At this point, artificial intelligence products like Apple Siri, Amazon Echo, Microsoft Cortana, Google Now and IBM Watson… will be the future. But it should not be forgotten that these are weapons.

The digital world is being marketed as a meta. The statement, "Digital makes life better than the real", summarizes the environment in which the individual lives. Digital is wanted to be adopted in society. Society, too, sees and uses the good side of digital. That is why the other side of the digital cannot be seen. It has to be left to the individual if he wants to adopt or not. On the contrary, the society is exposed to the phrase "use it or leave here". Digital media makes us transparent. In the approach of Foucault's study "Birth of the Prison", everyone in prison is controlled and monitored. However, the observer and the controlling person are certainly not seen by the individual. At this point, individuals; are easily seen and observed in the virtual world where they are represented by their digital identities. The individual is unaware of the situation in which he lives and in this context the individual is actually living in a fully transparent prison.

The transparent prison environment which the community is not aware of; can be exemplified in the simplest way with the remarkable America's statement in which "We are watching foreigners, not America's American citizens" is stated. The emergence of knowledge that technology giants like Google, Yahoo, Skype, Microsoft and Facebook, have opened up all user information to the state, is just a simple indicator of the digital environment we are in. At this point, it can be clearly seen that the data in the digital environment is watched by those who control these systems. The body is both blessed and inactivated under the obscure shadow of the cyber-space (Bauman, 1998a: 20). According to Bauman, it is now only a matter of seconds to conquer the space that is now not an obstacle. It is difficult to overcome the facts; whereas flow into a digitized environment is as easy as pressing a key.

As Baldini stated in the light of the important information we are describing, all thinkers who are interested in the problems of communication; the media that people build with each other is what they think, what they will talk about, how they will act, and as a consequence, the media influences the society in which the individual lives in, some way (Baldini, 2000: 5). Each technology is a reporter of a new experience and a culture. The transformation of vital practices takes place in this context. This view is supported by John Huzinga's approach of "there had been game before culture". Everything started with a game.

Huizinga defines the game as "while working freedom is continuing outside, the life which we are used to, in other words while the existing life is going on, something that is not real however at the same time can deadly appeal the players to welter in it, something fascinating." (Huizinga, 1950: 13). Jasper Juul describes the game as "a transferable activity which consists rules and has variable and numerical results, with different results are designed with different values, to change the end result the player uses effort, in emotional context it is result oriented" (2005: 36). Game; is an activity that is done by one's own will and regularly at a certain time and place. Border-line-non-serious=is game. According to Turkish Language Institution, game is explained as; entertainment, gambling, performance on the stage, trickery, trap and intrigue, and it is used to spend time with certain rules. In short, game means not real, it has entry and exit in some limitations and it has some rules. The fight against nature of human beings is a game too. With each technical development, the toys of the

individual are being renewed and individuals are being formed when they use these toys. As a result, the state of game called life is constantly being played by individuals, brought out the technology. In today's environment, virtual reality is a nominee which has become an indispensable part of this environment. In this context, the process between the virtual world and the real world should be examined.

As a result; for the individual, everything is made up of texts. These texts are transmitted to the target via the communication process and the channel or environment is important in these transmissions. This study attempts to discuss the evolution of the environment and the possibilities of this evolution along with the communication process. When the development of the internet is evaluated in the context of technological determinism approach, the digital process which started with bits is now entering the semantic web with the help of intellectual data. With the data, which can think and personalized, in the near future we will not even need to think. "The reality is generated from miniature units, matrices, memory banks and command models and can be replicated unlimited times. It no longer has to be rational, since it is not measured against some ideal or negative examples. In fact, now that it is surrounded by imagination, it is no longer real" (Baudrillard, 2011: 3). In this context, virtual reality (VR) is simulated real and imaginary environments in which we represent ourselves with computer support. This reality environment will replace reality in the future. Unfortunately, the distinction between reality and imagination cannot be done. The past chaos between analog and digital can be given as an example to this. An analog technology has been converted to digital, but electrical devices can sometimes be expressed as digital today. As Toffler points out, our technology power is increasing, but we are unaware of the increasing side effects and possible hazards of it. As a result, according to Morozov, everyone wearing glasses is one way or another is a cyborg. In the future there will be no definite line between reality and virtual reality. In the future the combination of reality and virtual reality will be a hybrid structure.

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A Look on Public Relations Education in Turkey

Yenğin D.A.[1], Ilgın, H.Ö.[2], Ertekin İ.[3]

[1] Didem Ataman YENĞİN, Istanbul Aydin University, (Turkey)
[2] Hicran Özlem ILGIN, Istanbul Aydin University, (Turkey)
[3] İrfan ERTEKİN, Istanbul Aydin University, (Turkey)
e-mail: didemyengin@gmail.com

Abstract

This study covers an examination of the "Public Relations" education and the respective issues of Communication Faculties in Turkey. It is evident that the public relations units are vital for all government bodies and commercial organizations in Turkey. However, the concept of 'public relations' is not properly comprehended and emerging issues lead to a questioning of the public relations education. After a general examination of the communication education in Turkey, the public relations education and its issues shall be examined to investigate the conditions for better education on public relations. In this study, the concept of public relations and its extensions have been discussed through a literature review and in line with such definitions, an online survey (questionnaire method) has been conducted with the teaching staff, students and graduates of public relations departments as random participants and the data has been analyzed. The population of the study comprises the public relations students in Turkey. In addition to the analyses and examinations in this study, the aim has been to reveal the structure of public relations education in Turkey and to generate solutions for issues.

Keywords: Public Relations, communication, public relations education, Turkey

Introduction

The world and communication are integral. Communication has recreated the world in the image of a global village, to quote McLuhan. Communication cannot exist without man and man cannot exist without communication. At this point, communication has become indispensable for the individuals in a society. Although the positioning of the interdisciplinary structyre that communication is said to have involves certain issues, "*the path followed grants it a supra and sub disciplinary position, allowing the meaning of life to be expressed through 'experience' (Tellan, 2011;* 15). The effect of economic, political, cultural and technological changes emphasized the significance of mass communication, particularly influencing and reinterpreting through this effect the technologies such as radio, television and cinema, dubbed new media, and letter, telegram, newspaper and photography, dubbed the traditional media. In this context, *the communication became an independent and interdisciplinary field of study with the work of* "Shannon and Weaver dated 1949 titled *'Mathematical Model of Communication', where the early definitions emphasize the change caused by mass communication tools and the mass communication style on human affairs and social life practices. It has been frequently suggested that mass communication, assumed by the traditional interpretation to be organized on the basis of effects, rituals, cultural indicators and innovations, holds the economic aim of profit and the political aim of freedom. As indicated by Elliot, mass communication in the context of the transfer of organized meaning, is often not communication.* Mass communication is more of 'observation' and the mass communication observer is a group monitor rather than a participant or information recipient" (Tellan, 2011: 16*). With the phenomenon of social physics defined by Auguste Comte in the 1800s, the study of individuals in a society has gained pace. With the popularization of mass communication tools, the practices for individuals to communicate have also been renewed. Each renovation brings about new social problems. At this point, academic studies to produce solutions for such problems have been carried out in conjunction with sociology. Communication faculties have focused their education on human mass communication tools, social mass communication tools and mass communication tools. Within the context of these topics, the departments established under the faculties have and still do search for solutions to such problems. While it is observed that, with respect to the interdisciplinary nature of communication, academics

have tended to gain expertise on sociology, psychology, anthropology and political sciences and to focus on theories, while the mathematical model remained influential until late 20th century. It is seen that the studies on communication are mostly considered a social science and an understanding of education is developed in this respect, increasing certain practical studies in the implementation of radio, television, cinema and newspaper.

While the world at large evaluates the interdisciplinary nature of communication, developments, although slow, have taken place on the study and education of communication in Turkey. A look at the overall historical process of communication education in Turkey shows that the first education work started with the journalism schools. As expressed by Arık (2011) ; The establishment of Istanbul School of Journalism, through the initiatives of Fehmi Yayla in 1948 and providing degree-level education, the establishment of İstanbul University, Faculty of Economics, Journalism Institute in 1949 and the starting of education in the Higher School of Press and Media under the Faculty of Political Sciences in Ankara University in the 1965-66 academic term in Ankara and the opening of three private schools of journalism in the 60s subsequent to these developments are considered significant. Since 1966, developments have taken place on education in the context of private schools. Subsequent to these developments, the Faculty of Communication has been established in the Anadolu University in Eskişehir in 1972, while in 1992, the higher schools of press and media have transformed into faculties of communication in line with a law enacted, ensuring the establishment of new communication faculties and an increase in the number.

With the emergence of the concept of industrial society and various activities of production and consumption, the power of public relations has been utilized to ensure greater effectiveness of messages on target masses. The property of message as information has now been replaced by production and consumption dynamics. Communication is utilized for consumption purposes with the visual images generated by design. Messages created for advertisement purposes utilize rhetorics to convince individuals to consume. If advertising is important for an organization, the phenomenon of public relations is equally important for the organization to successfully communicate with the target audience in an accurate, healthy and successful manner. At this point, public relations emerge as a significant factor in bolstering the effect of communication and its proper management, realizing the strategic communication management between the organization and its target audience, as defined by James Grunig" (Grunig, 2005: 15). Moving from the same point, convincing the target audience in public relations activities is associated with rhetorics, drawing attention on the structure of the address used to receive the consent of the target audience. Influenced by the necessities of the age and in a constant effort for innovation, public relations accelerated its development by transition to modernization, the initialization of the capitalist structure, globalization and concepts related to globalization.

Theories on Public Relations

As a field dealing with, evaluating and synthesizing several disciplines, public relations is an interdisciplinary field that cannot be examined within a singular definition. Its nature leads to confusion in its definition, although the fact that public relations is in relation with many disciplines influences its expansion as well. One of the most significant reasons for such variety in definitions is also triggered by variation in activities through developments and changes in the historical process. At this point, every change in social-cultural and economic structures further increased the need of organizations for public relations, leading to variations in definitions as well as activities in public relations. This interdisciplinary nature does not only refer to the inclination and utilization of public relations from other disciplines. Public relations implement its ability to melt down information from various disciplines in the same pot to integrate and combine as to complement this concept.

The capitalist system being present since the 18th century, the inclusion of mechanization and division of labor in this process has led the individual into a new search for ways to express themselves. With the emergence of class structures in the 19th century, individuals have attempted to complement their places in the new class structures, eliminating previous differences between such structures. As the principle of maintaining a delicate balance between capital holders as parties of the capitalist system and the worker class for the continuity of the system, meaning the necessity for the worker class to act in line with the benefits of the capital holders, it led to further softening of the manners of communication. At this point, the new definition of public relations has been described *the communication of private companies and public agencies with their physical and social environments*

(Okay et al., 2003: 4). This concept of public relations, known to originate from the USA, has a history of a hundred years and is the source of initial definitions. In this context, these definitions on public relations originate from the idea of "ensuring cohesion".

In his paper titled 'Crystallizing Public Opinion' published in 1923, Edward Bernays, the father of Public Relations as a field, described public relations as ensuring cohesion and understanding between the public and the organization" (Okay et al.,2003: 5). E. Bernays expressed the period of 1940-50 as the time when companies developed more professional perspectives, focused on social affairs to create motivation, mediation and public opinion, developing active relations to achieve modernization and attain the organization's desires where organizations interacted more with their environment and literally socialized.. Since 1960, with the effects of economic life, public relations has been considered an important part of management and gained a structure more integrated with business management; these days when public relations and business management are named together, Bernays says this causes issues in public relations becoming an independent discipline.

According to the definition by Rex Harlow in 1976, public relations is an administrative function aiming to create communication, understanding, cooperation and acceptance-based bonds between an organization and its target audience; it is also related to administrative issues, allowing company management to be informed about public opinion and respond accordingly; emphasizes the need for the company management to act towards the public's benefit; foresees trends to help the company keep up with change; benefits from research and moral communication techniques as fundamental purposes" (Theaker, 2006: 16).

Grunig and Hunt define public relations as; "the management of communication between an organization and the public concerning that organization" (Grunig, 2005: 15). As seen in this definition, public relations is associated with the ability of an organization to communicate with internal and external target audiences in order to achieve its goals and aims and its ability to plan, execute and evaluate this process of communication.

In general, considering the four models on public relations, it is possible to see what the history of public relations is and how it changed and developed throughout different periods. The general structure and features on these models have been explained as follows (2005: 308-312.): The leading representative of **Press agency/promotion model** is P.T. Barnum. In this model, the aim is to conduct propaganda and the success criteria of public relations are associated with its place in the media. The principle is to maintain customers in any way rather than telling the truth. A one-way communication from the source towards the recipient, the model does not consider research and target audience's opinions significant and involves no bilateral understanding. Its current areas of use include sports, theater, product promotion and celebrities. The period of 1850-1900 can be said to be the time this model was effective. **Public information model** is represented by Ivy Lee. By its general structure, the model considers the activity of public relations expert as the obligation of relaying important information to company employees and necessary parties. This model was effective in the 1900-1920 period and includes a one-way communication from the source to recipient in order to propagate information. The accuracy and authenticity of information is important, which makes this model different from the press agency model. The current application areas of this model include non-profit organizations, companies and government. This is a model used in crisis situations. **Two-way asymmetric model** is represented by Edward L. Bernays. It aims for and considers scientific persuasion and change in public attitude and behavior. It is informative. This model involves a two-way communication from source to recipient and back with unbalanced effects and has been effective in the 1920-1960 period. The most important addition of this model is 'feedback'. We see environments and agencies with competition element as areas of implementation. **Two-way symmetric model** is expressed as ideal public relations and its representatives are Bernays, public relations trainers and professional associations. This model, covering the period of 1960 and afterwards, includes communication based on mutual understanding between different groups, mutual, two sided and balanced. By this nature, evaluations of understanding are conducted and serves as informative and mediator. Management is not centralized. Based on mutual dialogs and compromises, this communication model does not find many real life applications. Its current areas of application are limited to business environments and agencies under strict legal scrutiny. To state the areas of activity for public relations in this context, "in-house communication, corporate public relations, media affairs, inter-corporate relations, public affairs, communication with society/social responsibility, investor relations, strategic communication, monitoring environmental factors, crisis management, drafting,

publication management, activity management and fairs" (Theaker,2006,p.21) can be listed.

These four models by Grunig and Hunt show the periodical developments of public relations and the basis for the "perfect public relations theory". In this context, "the question of perfection is to attempt to resolve how the function of communication is shared theoretically and in terms of program in order to achieve the best possible activity" (Akbulut, 2008; 25). It would be accurate to say that the understanding of perfect public relations centralizes the two-way communication, and moves away from the understanding of 'artisan' with one-way communication.

It is possible to define public relations, which has been defined hundreds of times, based on these definitions. In general, the qualities of public relations can be defined as: the need to be performed by experts, ensuring the sharing of information with management in line with transparent and healthy analyses, forming all activities in line with the organization's needs, conducting activities while bearing in mind the need for image and reputation management in public eye, remembering the basic principle of involving mass communication tools, positioning close to senior management to ensure effective and rapid decision-making.

Also with respect to definitions, looking at the mutual acts and decisions defining public relations, as stated by Özkan (2009: 17), the following features stand out; **pre-design;** public relations is an activity to influence a certain group and to draw attention and is conducted with a pre-design. **Planning;** public relations is a systematic activity in which the time, place and aim are planned ahead and solutions developed for possible problems. **Performance;** public relations is an activity conducted in line with its purpose and accurately, based on performance, which should respond to public expectation and carry elements of reality and trust. **Public benefit;** public relations does not only conduct activities focused on the organization's interests, but also considers public benefit. Otherwise, the loss of reputation in public eye and trust as well as social reaction may follow. **Two-way communication**; public relations cannot achieve its goals without two-way communication, the feedback received for the message delivered to the target audience is critical for the course and success of public relations activities. **Management function;** successful and effective public relations is strategically positioned close to senior management, able to move alongside decision-making mechanisms. Public relation is a part of the decision-making process and, where necessary, of strategic value in consultancy and problem-solving.

Curriculum in Public Relations Education and Public Relations Education Curriculum in Turkey

There are various classifications on the developments relating to the history of public relations in Turkey and the world in general. It is possible to consider public relations in Turkey in four periods of outlines. These periods are;

1. 1919-1960 period; the period involving the explanation of Ataturk's work and revolution to the public. The period's newspapers İrade-i Milliye, Hakimiyet-i Milliye, and establishment of Anadolu Ajansı, (http://stratejikileti.blogspot.com.tr/2014/01/turkiyede-halkla-iliskilerin-gelisimi.html- access: 24.05.2016).

2. 1960- 1980 period; the period in which public relations professionalized, developed and became a profession. The most significant indicators of this are the establishment of State Planning Agency in 1960, realization of the Central Government Research Project (MEHTAP Project) in 1962, the first classes on public relations in Ankara University in 1966, as of 1969, companies like Koç Holding, Sabancı and Eczacıbaşı have created public relations units to initiate and develop public relations as leaders in the field. Furthermore, "the Public Relations Association has been established in 1972. In 1974, A&B, the first public relations agency in Turkey, has been opened." (http://stratejikileti.blogspot.com.tr - access 23.03.2016, time: 16:11).

3. 1980-2000 period; public relations further professionalized, public and private organization assigned greater significance to public relations, the importance of public relations education gained greater significance. Public relations and journalism departments formed as of 1980. Public relations have been utilized in the political world as of 1983. The Izmir Public Relations Association has been established in 1985. IMAGE Public Relations Agency has been established in 1987. The Ankara Public Relations Association has been established in 1990. "In 1992, the communication faculties

have been established and public relations education has been initiated as a separate department in these faculties" (Peltekoğlu, 2007: 129).

4. Period of 2000 and afterwards; In addition to agencies operating at international level, the number of faculties and vocational schools as well as master's and PhD programs on this field has increased. There have also been developments in the academic studies, curricula and legal regulations in Turkey. The Public Relations Association, which took important steps towards establishing public relations as a profession in Turkey, has been renamed Turkish Public Relations Association (TÜHİD). In 2005, a center called Prime Ministry Communication Center (BİMER) where people can express complaints and opinions through the call line 150 for patient rights has been established. The education in Turkish universities started as communication and journalism education. As of 1987*1988 period, the 'Public Relations and Promotion Departments' have been established. In 1992, the Higher Schools of Press have reformed into Communication Faculties" (Enerdağ, 2004: 54).

According to general assessments of Asna, the initial public relations classes have been established without planning and through trial&error. As stated by Asna on this issue (2012: 225-227); the number of students applying and admitted to communication departments was too high, inadequate in quality and quantity, the students applied without known the content of education in communication faculties and incidentally, such faulty applications would reflect negatively on future professional life, the possibility of remedying the fundamental shortcomings of students during university education was too low, the teaching staff in universities was not adequately qualified" . In this context, steps to be taken in public relations education have been summarized by Asna as follows; Students who are successful in the examination should be interviewed by the department, the number of students enrolled should be kept between 30 and 50, the students admitted should be evaluated by physical features, foreign language qualification, personal interests and skillls, universities should provide all technical standards to provide proper education in communication faculties and observe similar care and conditioning in the selection of academic staff, universities should provide periodical support and assessment to contribute to the development of their academic staff, expert cameramen, directors and similar technical experts should be allowed to give guest lectures at universities and additionally "introduction to culture courses (law-sociology-economy etc) should only be taught to junior classes, second and third year classes receiving common professional courses should also receive the journalism, radio-tv, public relations, advertising, public opinion studies classes, senior classes should be divided into modules of technical implementation- laboratory work. The period of education in English should be set to at least 40% of general education, course timing should follow theory in the morning, language and mechanical teaching in the afternoon in a full day" (Asna, 2012. p.227-228).

With respect to period, examining the public relations education in Turkey after 2000 as an example of studies and evaluations compared to USA and European countries, Becerikli (2004) and Vural and Yurdakul (2004) determine that; the universities in Turkey have higher course credits, mandatory classes outnumber optional classes, Turkish universities have more common optional classes and a wider scale of optional classes are offered despite a lack of sectorial variety. Further assessment of educational programs indicates that Turkey, similar to USA is in a structure aiming to protect the positive image of public relations by distancing from criticism.

There are two contrasting points on public relations education. This contrast is associated with a popular understanding of higher theoretical and lower practical education. In particular, employers, influenced by industrial expectations, express that graduates 'don't know much' as they lack practical information. As stated by Erdoğan (2007: 22-23); with this expectation for practical education, the industry's expectation will be fulfilled and the thinking individual will be replaced by a functional robot with a life based on "doing". Individuals moved away from questioning and thinking are obliged to perform their duties and eliminated as threats to the system.

The International Public Relations Association (IPRA) having great significance in the process of establishing associations as one of the most important indicators of professionalizing in public relations explains the issue with three intersecting circles to set certain standards in education. These circles are explained as follows in the Golden Books Series issue-7 by Black (1998: 9); the central circle consists of topics forming the foundation of public relations, the second circle comprises issues of significance for the field of communication, while the outermost circle states the information and topics that interdisciplinary public relations and an ideal public relations expert should have. As stated

by Erendağ (2004: 69) in the studies on curriculum; interdisciplinary aspect, ability to keep up with information technologies, significance of providing applied courses, necessity of internships, necessity of speaking a foreign language, the nature of teaching staff in taking an effective role for the success of curricula, the industry's significant role in public relations education are highlighted.

At this point, Kocabaş, Pira and Sohodol indicate changes in the understanding of the public relations education in addition to the curricula in Turkey will be significant for the quality of education, and academics, implementors and students have duties in increasing this quality of education and go on to say (2004: 229-233); the primary role of educators is to have academic and professional experience and knowledge with the view of life long education and development. Ensuring balance in combining academic and applied knowledge, joining theory with practice, constantly keeping themselves up-to-date, following activities, meetings, congresses and symposiums on public relations, becoming members of professional organizations to join their academic life with sectoral activities, making students a part of course topics by encouraging presentations, discussions, group work, idea sharing and thus allowing the creation of new projects and examination of existing ones and inviting guests on related topics to bring the academy together with the industry are the expressed requirements. Furthermore, finding and using materials to make classroom teaching fun is stated as another important detail. The primary role of students is to improve their foreign language, to constantly read in public relations and other fields of interest, to keep up with current issues and technology, to closely follow international developments on public relations, to attend congresses, symposiums and panels on public relations, to follow public relations projects and attend relevant contests, to be individuals who can research, think analytically, make decisions, take risks, manage crises, speak and write effectively, and adopt professional codes of ethics in order to improve their personality. In the implementation phase, they should believe in public relations and support the field through academic and association work, be encouraging and supportive with respect to internships, and prioritize graduates of public relations in employment options.

Methodology

The subject of this study, based on the perspective that public relations education should build on mutual decisions of educators, implementors and even students, is to evaluate public relations education and its issues in the communication faculties in Turkey and to provide recommendations for solutions. This study investigates the opinions of academics, implementors, students and graduates on public relations education and the profession. In this study, it is expected that academics and implementors shall consider the expectations and desires of students and graduates in reaching a consensus on the standards of public relations education. The academics, implementors, students and graduates reaching a consensus is critical for the field to advance and improve in the right direction. Consequently, to examine the opinions of academics, implementors, students and graduates jointly, the data have been analyzed using survey (questionnaire) method and semi-structured interview, e-mail response methods.

The aim of this study is to define public relations education in Turkey in relation to the opinions of academics, students and implementors, revealing similarities and differences with the aim of establishing the desired standards in public relations education. This chapter explains the study population, the development of the data collection tool, the statistical method and techniques used for data collection, analysis and interpretation. The study method is literature review and survey (questionnaire) with random population prepared online. Using the determination established in this way, the online survey form has been created and sent to academics, featuring three demographic questions, four open-ended questions and sixteen judgments complying with the Likert scale. Similarly, the survey forms given to students included four demographic questions, followed by three open-ended questions and twenty nine judgments complying with the Likert scale. The population of the study comprises the public relations students and graduates in Turkey.

To determine the attitudes, behavior, feelings and thoughts of individuals, one of the methods used in the study is the survey (questionnaire) method. "Questionnaire is a research method with the most reliable results and the minimal error margin, if necessary care is exercised in forming the sample group, taking the survey, implementation and assessment" (Aziz, 2015: 83). The survey questions are intended for the academics and the current/previous students of public relations and advertising, public relations and promotion departments in communication faculties. The opinions and thoughts of academics in such departments as well as current/previous students and graduates on the

issue and the current situation have been gathered via the online questionnaire. The aim of this online questionnaire is to determine, with the view that in a free environment, individuals can more openly express their wishes and expectations, the expectations on the current situation or what they are satisfied with, their evaluations on the desired public relations education, in order to attain data on determining points with positive or negative opinions. In this context, the study attempts to determine any variation in opinions on the principles of the 4-year faculty education, the current course structures, the connections of universities with the industry, the opinions and thoughts of teaching staff and students on course structures, their view of public relations as a profession, their opinions on employment after receiving education on public relations, views on internship and assessments of connections between universities and professional organizations. A student survey comprising four demographic questions, three open ended questions and twenty nine questions with Likert scale is available. The study has been conducted with random participants of students and academics by forming online survey forms and analyzed in light of the data. Furthermore, the survey form for academics also comprises three demographic questions, four open-ended questions and sixteen Likert scale questions.

Findings

The survey using online forms has been conducted with random participants between January 2017 and April 2017, the data attained has been analyzed using the SPSS 23.0 package software to establish the study findings. Survey data has been analyzed based on the responses of 529 participants. The attained data has been analyzed by percentage and frequency methods. The results have been received and evaluated in charts. When evaluating survey questions, factor and reliability as well as difference and relation analyses have been implemented and the charts covering the study subject have been provided respectively in the survey.

Results of Descriptive Analyses on the Features of Survey Participants

The findings on 529 participants of the survey are provided in Table 19. Of the participants, 60.7% was female, 39.3% was male, 48.8% was aged 22 to 26, 79.6% was a bachelor's degree holder and 55.8% was students.

Explanatory Factor and Reliability Analysis

Prior to conducting the factor analysis for the scale used in the study, the statements "I believe the number of theoretical course hours in our department should be reduced", "I believe the number of applied course hours in our department should be reduced", "I agree with the university requiring mandatory internship", "The high number of communication faculties creates problems of employment in public relations field" and "I believe there are significant differences in public relations education in state and private schools" were found to be negative and have been reversed (1=5, 2=4, 3=3, 4=2, 5=1). Upon completion of this process, the fundamental factor analysis has been implemented to the scoring attained from the reactions of 529 participants in order to establish the factor structure.

To test the conformance of data set to factor analysis, Kaiser - Meyer - Olkin (KMO) sample adequacy test and Bartlett globality test have been implemented. The KMO value was determined above the acceptable threshold of 0.70 with 0.75, Bartlett globality test was over 0.50 and meaningful at significance rate of 0.05, thus conforming with data set factor analysis. The resulting KMO coefficient shows the data is suitable for analysis. The principle of variance explanation rate of 0.50 or above has been followed. Questions have been analyzed using fundamental components method and Varimax rotation method. The expressions with sample group adequacy below 0.50, remaining as the only item under a factor or having a factor weight below 0.50, namely "I find it suitable that applied courses in public relations education are given by industry participants", "I agree with a greater presence of ethical codes in the curricula for public relations education", "I believe the number of theoretical courses in our department should be reduced", "When I graduate, I believe I'll get the returns for high quality of education from our department in the business life", "After graduating, I am planning to work in the public relations industry in relation to my department", and "I agree with the University requiring mandatory internship", have been removed from the analysis and factor analysis resulted in 7 factors with an eigenvalue of 1 or above. The dimensions have been named respectively as; "Factor 1 - Questions on considering theoretical and applied classes in public relations departments adequate,

the adequacy of the quality of public relations education received in such departments for employment and in global standards", "Factor 2 - Questions on successful use of new technologies in curriculum, considering wages paid to public relations workers to be good, the employees in public relations being mainly women, believing the university aids students in finding internships", "Factor 3 - Questions on agreeing with the use of professional foreign language courses and foreign resources and considering working in this area while studying public relations to be more effective", "Factor 4 - Questions on considering the universities being connected with professional organizations beneficial, internship being beneficial to those who will be employed in public relations and elective courses being higher in number than mandatory courses would be more beneficial", "Factor 5 - Questions on agreeing with the University's requirement of mandatory internship from students in public relations departments and considering public relations employees as prestigious", "Factor 6 - Questions on intentional and voluntary selection of public relations departments and considering the education in private and state universities to be different" and "Factor 7 - Questions on considering too many communication faculties opening up will create employment issues in public relations and there is no difference between the education state and private universities in this respect". The total declared variance has been found as 72.6%. The factor weight of items is between 0,533 and 0,899.

The questions with established forms of categorization have been combined in the reliability analysis. Cronbach Alpha value has been used to calculate internal consistency. The reliability coefficient is seen to be 0.68. This value complies with the lower threshold criteria of 0.60 in the literature (Cronbach, 1990; Sekaran, 2000). Therefore, the Table 21 shows that the scale used in the study has internal consistency.

Normal Distribution Analysis

The normality of the distribution of opinions on variables has been analyzed with the Kolmogorov-Smirnov test. The test results show that the variables demonstrate no normal distribution ($p < 0.05$). Therefore, non-parametric methods have been used in analyses.

Difference Tests Conducted for Collected Data

Analysis of Difference by Gender

The relation between the scale and dimensions and gender has been analyzed with the Mann - Whitney U Test. The analysis results are provided in Table 1.

Table 1. Analysis of Difference by Gender

Dimension	Gender	N	Average of Lines	Total of Lines	Mann - Whitney U Value	Z Value	p Value
F1	Female	321	217.90	69945.00	18264.000	-8.831	0.000
	Male	208	337.69	70240.00			
	Total	529					
F2	Female	321	230.47	73979.50	22298.500	-6.499	0.000
	Male	208	318.30	66205.50			
	Total	529					
F3	Female	321	282.91	90814.00	27635.000	-3.410	0.001
	Male	208	237.36	49371.00			
	Total	529					
F4	Female	321	234.00	75115.00	23434.000	-5.876	0.000
	Male	208	312.84	65070.00			
	Total	529					
F5	Female	321	268.06	86047.00	32402.000	-,593	0.553

	Male	208	260.28	54138.00			
	Total	529					
F6	Female	321	239.18	76777.50	25096.500	-4.916	0.000
	Male	208	304.84	63407.50			
	Total	529					
F7	Female	321	239.14	76764.00	25083.000	-4.987	0.000
	Male	208	304.91	63421.00			
	Total	529					
Scale General	Female	321	223.40	71711.50	20030.500	-7.791	0.000
	Male	208	329.20	68473.50			
	Total	529					

The analysis of Table 1 is as follows:
Factor5 (F5); Agreeing with the University requiring mandatory internship from students in public relations departments and considering public relations employees as prestigious show no statistically meaningful variation by gender (p>0.05).

However, the factors displaying statistically meaningful variation by gender are as follows:
Factor1 (F1); the general status of the expressions 'finding the theoretical and applied course hours in public relations departments to be adequate' and 'the education received from such departments being adequate in quality and standards for employment and at global standards' show statistically meaningful variation by gender (p<0.05).

Factor2 (F2); the general status of the expressions 'the successful use of new technologies in curriculum', 'considering wages paid to public relations employees to be good', 'public relations employees being mostly women', 'believing the university aids its students with respect to internship' show statistically meaningful variation by gender (p<0.05).

Factor3 (F3); the general status of the expressions 'agreeing with the professional foreign language courses and use of foreign material in public relations education' and 'considering it more effective to work in public relations while also studying it' show statistically meaningful variation by gender (p<0.05).

Factor4 (F4); the general status of the expressions 'considering the university being connected with professional associations beneficial', 'the internship being beneficial to those that will be employed in public relations' and having more elective courses than mandatory ones will be beneficial' show statistically significant variation by gender (p<0.05).

Factor6 (F6); the general status of the expressions intentional and voluntary selection of public relations department and considering the public relations education in state and private universities to be different show statistically significant variation by gender (p<0.05).

Factor7 (F7); the general status of the expressions the high number of communication faculties will lead to employment issues in public relations field and considering the public relations education in state and private universities to be indifferent in this respect show statistically significant variation by gender (p<0.05).

According to these results, **women** have higher levels in finding the theoretical and applied course hours in public relations departments to be adequate' and 'the education received from such departments being adequate in quality and standards for employment and at global standards (F1), the successful use of new technologies in curriculum', 'considering wages paid to public relations employees to be good', 'public relations employees being mostly women', 'believing the university aids its students with respect to internship (F2), considering the university being connected with professional associations beneficial', 'the internship being beneficial to those that will be employed in public relations' and having more elective courses than mandatory ones will be beneficial (F4),

intentional and voluntary selection of public relations department and considering the public relations education in state and private universities to be different (F6), the high number of communication faculties will lead to employment issues in public relations field and considering the public relations education in state and private universities to be different in this respect (F7) and general status of the scale compared to men.

Men, on the other hand, have higher opinions than women on agreeing with the professional foreign language courses and use of foreign material in public relations education' and 'considering it more effective to work in public relations while also studying it (F3).

Analysis of Difference by Age

The relation between the scale and its dimensions and age groups has been examined by Kruskal Wallis Analysis. The analysis results are provided in Table 2.

Table 2. Analysis of Difference by Age

Dimensions	Age	N	Average of Lines	Chi Square	Sd	p Value
F1	17-21	153	255,62	20,979	4	0,000
	22-26	258	276,36			
	27-31	63	200,28			
	32-36	3	444,00			
	37 and above	52	304,34			
	Total	529				
F2	17-21	153	274,61	1,875	4	0,759
	22-26	258	264,63			
	27-31	63	252,94			
	32-36	3	318,00			
	37 and above	52	250,14			
	Total	529				
F3	17-21	153	286,31	80,079	4	0,000
	22-26	258	298,48			
	27-31	63	126,52			
	32-36	3	78,00			
	37 and above	52	214,73			
	Total	529				
F4	17-21	153	219,09	47,790	4	0,000
	22-26	258	308,83			
	27-31	63	255,33			
	32-36	3	126,50			
	37 and above	52	202,32			
	Total	529				
F5	17-21	153	264,90	35,062	4	0,000
	22-26	258	289,69			
	27-31	63	228,87			
	32-36	3	454,00			
	37 and above	52	175,69			
	Total	529				
F6	17-21	153	305,67	99,831	4	0,000

	22-26	258	213,02		
	27-31	63	399,09		
	32-36	3	449,50		
	37 and above	52	230,12		
	Total	529			
F7	17-21	153	284,33	84,167	4	0,000
	22-26	258	274,75			
	27-31	63	320,02			
	32-36	3	298,00			
	37 and above	52	91,15			
	Total	529			
General Status of Scale	17-21	153	258,03	29,613	4	0,000
	22-26	258	295,46			
	27-31	63	209,59			
	32-36	3	331,50			
	37 and above	52	197,67			
	Total	529			

The analysis of Table 2 is as follows:

Factor2 (F2); The expressions 'the successful use of new technologies in curriculum', 'considering wages paid to public relations employees to be good', 'public relations employees being mostly women', 'believing the university aids its students with respect to internship' show no statistically meaningful variation by age ($p > 0.05$).

However, factors displaying statically meaningful variation by age are as follows:
Factor1 (F1); the general status of the expressions 'finding the theoretical and applied course hours in public relations departments to be adequate' and 'the education received from such departments being adequate in quality and standards for employment and at global standards' show statistically meaningful variation by age ($p < 0.05$).

Factor3 (F3); the general status of the expressions 'agreeing with the professional foreign language courses and use of foreign material in public relations education' and 'considering it more effective to work in public relations while also studying it' show statistically meaningful variation by age ($p < 0.05$).

Factor4 (F4); the general status of the expressions 'considering the university being connected with professional associations beneficial', 'the internship being beneficial to those that will be employed in public relations' and having more elective courses than mandatory ones will be beneficial' show statistically significant variation by age ($p < 0.05$).

Factor5 (F5); agreeing with the University requiring mandatory internship from students in public relations departments and considering public relations employees as prestigious show statistically significant variation by age ($p < 0.05$).

Factor6 (F6); the general status of the expressions intentional and voluntary selection of public relations department and considering the public relations education in state and private universities to be different show statistically significant variation by age ($p < 0.05$).

Factor7 (F7); the general status of the expressions the high number of communication faculties will lead to employment issues in public relations field and considering the public relations education in state and private universities to be indifferent in this respect show statistically significant variation by age ($p < 0.05$).

According to these results, **people whose ages between 27 and 31** have higher opinions on 'finding the theoretical and applied course hours in public relations departments to be adequate' and

79

'the education received from such departments being adequate in quality and standards for employment and at global standards' (F1) than other age groups.

That people whose ages between 22 and 26 have higher opinions on intentional and voluntary selection of public relations department and considering the public relations education in state and private universities to be different (F6) than other age groups is seen.

People whose ages between 32 and 36 have higher opinions on agreeing with the professional foreign language courses and use of foreign material in public relations education and considering it more effective to work in public relations while also studying it (F3) and considering the university being connected with professional associations beneficial', the internship being beneficial to those that will be employed in public relations' and having more elective courses than mandatory ones will be beneficial (F4) than other age groups.

People whose ages are 37 and above have higher opinions on agreeing with the University requiring mandatory internship from students in public relations departments and considering public relations employees as prestigious (F5), the high number of communication faculties will lead to employment issues in public relations field and considering the public relations education in state and private universities to be indifferent (F7) and general status (general status of scale) than other age groups.

Analysis of Difference by Education Level

The relationship between education level groups with their scales and sizes has been examined by Kruskal Wallis Analysis. The analysis results are provided in Table 3.

Table 3. Analysis of Difference by Education Level

Dimension	Gender	N	Average of Lines	Chi Square	Sd	p value
F1	Undergraduate	421	235,33	81,795	2	0,000
	Post Graduate	66	402,90			
	Doctorate	42	345,75			
	Total	529				
F2	Undergraduate	421	235,39	78,882	2	0,000
	Post Graduate	66	388,42			
	Doctorate	42	367,83			
	Total	529				
F3	Undergraduate	421	279,81	21,119	2	0,000
	Post Graduate	66	219,06			
	Doctorate	42	188,79			
	Total	529				
F4	Undergraduate	421	282,05	26,483	2	0,000
	Post Graduate	66	194,85			
	Doctorate	42	204,35			
	Total	529				
F5	Undergraduate	421	277,08	34,271	2	0,000
	Post Graduate	66	269,03			
	Doctorate	42	137,60			
	Total	529				
F6	Undergraduate	421	266,60	8,255	2	0,016
	Post Graduate	66	226,14			

	Doctorate	42	310,04			
	Total	529				
F7	Undergraduate	421	265,61	44,099	2	0,000
	Post Graduate	66	338,11			
	Doctorate	42	144,00			
	Total	529				
General Status of Scale	Undergraduate	421	247,33	37,858	2	0,000
	Post Graduate	66	371,28			
	Doctorate	42	275,07			
	Total	529				

The factors displaying or not displaying a significant variation statistically by education level in Table 3 are as follows:

Factor1 (F1); the general status of the expressions 'finding the theoretical and applied course hours in public relations departments to be adequate' and 'the education received from such departments being adequate in quality and standards for employment and at global standards' show statistically meaningful variation by education level ($p < 0.05$).

Factor2 (F2); the general status of the expressions 'the successful use of new technologies in curriculum', 'considering wages paid to public relations employees to be good', 'public relations employees being mostly women', 'believing the university aids its students with respect to internship' show statistically meaningful variation by education level ($p < 0.05$).

Factor3 (F3); general status of the expressions 'agreeing with the professional foreign language courses and use of foreign material in public relations education' and 'considering it more effective to work in public relations while also studying it' show statistically meaningful variation by education level. ($p < 0.05$).

Factor4 (F4); the general status of the expressions 'considering the university being connected with professional associations beneficial', 'the internship being beneficial to those that will be employed in public relations' and having more elective courses than mandatory ones will be beneficial' show statistically meaningful variation by education level ($p < 0.05$).

Factor5 (F5); agreeing with the University requiring mandatory internship from students in public relations departments and considering public relations employees as prestigious show statistically meaningful variation by education level ($p < 0.05$).

Factor6 (F6); the general status of the expressions intentional and voluntary selection of public relations department and considering the public relations education in state and private universities to be different show statistically meaningful variation by education level ($p < 0.05$).

The general status of the expressions the high number of communication faculties will lead to employment issues in public relations field and considering the public relations education in state and private universities to be indifferent (F7) in this respect show statistically meaningful variation by education level ($p < 0.05$).

According to these results, **undergraduate people** have higher opinions on finding the theoretical and applied course hours in public relations departments to be adequate and the education received from such departments being adequate in quality and standards for employment and at global standards, (F1), the successful use of new technologies in curriculum, considering wages paid to public relations employees to be good, public relations employees being mostly women, believing the university aids its students with respect to internship (F2) and general status (general status of scale) compared to people on other levels of education. **Postgraduate people** have higher opinions on considering the university being connected with professional associations beneficial, the internship being beneficial to those that will be employed in public relations and having more elective courses

81

than mandatory ones will be beneficial (F4) and intentional and voluntary selection of public relations department and considering the public relations education in state and private universities to be different (F6) than people on other levels of education. **Doctorate people** have higher opinions on agreeing with the professional foreign language courses and use of foreign material in public relations education and considering it more effective to work in public relations while also studying it (F3), agreeing with the University requiring mandatory internship from students in public relations departments and considering public relations employees as prestigious (F5) and the high number of communication faculties will lead to employment issues in public relations field and considering the public relations education in state and private universities to be indifferent (F7) compared to people on other levels of education.

Analysis of Difference by Occupation

The relationship between scale and extents and occupational groups has been examined by Kruskal Wallis Analysis. The analysis results are provided in Table 4.

Table 4. Analysis of Difference by Occupation

Dimensions	Age	N	Average of Lines	Chi Square	Sd	p Value
F1	Student	295	264,67	126,285	4	0,000
	Self-employment	18	370,22			
	Wage earner	120	159,74			
	Unemployed	29	443,88			
	Other	67	349,30			
	Total	529				
F2	Student	295	307,95	188,595	4	0,000
	Self-employment	18	285,31			
	Wage earner	120	115,83			
	Unemployed	29	461,17			
	Other	67	252,72			
	Total	529				
F3	Student	295	304,80	75,706	4	0,000
	Self-employment	18	365,72			
	Wage earner	120	196,98			
	Unemployed	29	277,69			
	Other	67	179,04			
	Total	529				
F4	Student	295	273,99	94,410	4	0,000
	Self-employment	18	314,86			
	Wage earner	120	331,48			
	Unemployed	29	207,34			
	Other	67	117,90			
	Total	529				
F5	Student	295	224,66	72,776	4	0,000
	Self-employment	18	288,08			
	Wage earner	120	348,78			
	Unemployed	29	353,84			
	Other	67	247,90			
	Total	529				

82

F6	Student	295	280,45	40,121	4	0,000
	Self-employment	18	363,89			
	Wage earner	120	249,43			
	Unemployed	29	117,91			
	Other	67	261,95			
	Total	529				
F7	Student	295	259,49	6,150	4	0,188
	Self-employment	18	219,03			
	Wage earner	120	263,61			
	Unemployed	29	312,07			
	Other	67	283,73			
	Total	529				
General State of the Scale	Student	295	287,89	102,352	4	0,000
	Self-employment	18	360,97			
	Wage earner	120	166,81			
	Unemployed	29	437,40			
	Other	67	239,65			
	Total	529				

The factors not displaying meaningful variation by occupation in Table 4 are as follows:
Factor 7 (F7); the expressions of the high number of communication faculties will lead to employment issues in public relations field and considering the public relations education in state and private universities to be indifferent in this respect show no statistically significant variation by occupation ($p > 0.05$).

The factors displaying meaningful variation statically by occupation in Table 26 are as follows:
Factor1 (F1); the general status of the expressions 'finding the theoretical and applied course hours in public relations departments to be adequate' and 'the education received from such departments being adequate in quality and standards for employment and at global standards' show statistically meaningful variation by occupation ($p < 0.05$).

Factor2 (F2); the general status of the expressions 'the successful use of new technologies in curriculum', 'considering wages paid to public relations employees to be good', 'public relations employees being mostly women', 'believing the university aids its students with respect to internship' show statistically meaningful variation by occupation ($p < 0.05$).

Factor3 (F3); the general status of the expressions 'agreeing with the professional foreign language courses and use of foreign material in public relations education' and 'considering it more effective to work in public relations while also studying it' show statistically meaningful variation by occupation ($p < 0.05$).

Factor4 (F4); the general status of the expressions 'considering the university being connected with professional associations beneficial', 'the internship being beneficial to those that will be employed in public relations' and having more elective courses than mandatory ones will be beneficial' show statistically meaningful variation by occupation ($p < 0.05$).

Factor5 (F5); agreeing with the University requiring mandatory internship from students in public relations departments and considering public relations employees as prestigious show statistically meaningful variation by occupation($p < 0.05$).

Factor6 (F6); the general status of the expressions intentional and voluntary selection of public relations department and considering the public relations education in state and private universities to be different show statistically meaningful variation by occupation ($p < 0.05$).

83

According to these results, **wage earners** have higher opinions on finding the theoretical and applied course hours in public relations departments to be adequate and the education received from such departments being adequate in quality and standards for employment and at global standards (F1), the successful use of new technologies in curriculum, considering wages paid to public relations employees to be good, public relations employees being mostly women, believing the university aids its students with respect to internship (F2) and general status (general status of scale) than people in other occupational groups.

People in other occupational groups have higher opinions on agreeing with the professional foreign language courses and use of foreign material in public relations education and considering it more effective to work in public relations while also studying it (F3) and considering the university being connected with professional associations beneficial, the internship being beneficial to those that will be employed in public relations and having more elective courses than mandatory ones will be beneficial (F4) than people in other groups. **Students** have higher opinions on agreeing with the University requiring mandatory internship from students in public relations departments and considering public relations employees as prestigious (F5) than people in other occupational groups. **Unemployed people** have higher opinions on intentional and voluntary selection of public relations department and considering the public relations education in state and private universities to be different (F6) than people in other occupational groups.

Conclusion

Public relations have originated from a practice rather than a discipline. In other words, it has been shaped, changed and developed, being influenced by time-dependent changes and dynamics. In this context, its definitions and its development on the historical process have also varied. As stated by Tuncel (2009), public relations was defined with various names as 'public benefit' in 1882, 'promotion' in the late 19th century , 'press agency - promotion management' in 1920s, 'social behavior guide' goodwill developer - persuasive ' 1940's; in the 1950s and 1960s, then it was called as 'softeners-promoter-news engineer' in 1950s and 1960s, being applied to metaphors. For the practitioners of the public relations, they were called as 'parrots - the law of the devil - the voice of the owner'. In time, Images making and public relations have been mentioned together, and in the later processes public relations was defined as 'spin doctor and flack' in the United States in 1980s. When the effects of public relations began to be felt in our country in 1990, the current definitions and the image began uncomfortably with "the approach based making news as events model-like, beautiful women like in urban legends participated in". (Tuncel, 2009: 119).

 At the same time, all these different definitions and interpretations show that public relations is a field of application, and it is like a craft handed down from master to apprentice. It would not be wrong to say that a combination of a little talent, a little experience, a little instinct, and a little theory would lead to a perfect public relations practitioner. There are many discussions and comments about what and how the education should be in the universities on the process of creating the perfect public relations practitioner. When the available data is examined, that the curriculum union between universities is provided for the main courses on theoretical lectures, on scientific preparation courses related to courses in communication is seen. Providing a common curriculum in the main courses for the students is useful for the provision of educational unity. And making a statement, providing different choices to the students in optional courses would be more useful and also important detail for public relations education so as to reach to the global standards. Particularly in the optional courses, a multitude of course alternatives presented in accordance with the students' interests and the age's requirements would be effective in increasing the interdisciplinary knowledge efficiency in the field of public relations and educating individuals to have cultural richness. Public relations have an interdisciplinary structure and benefit from social sciences by including them. Public relations are normative like law, but this situation changes according to the application. As a result of this structure, the first-year courses such as "Introduction to Communication Sciences - Introduction to the Public relations" courses; second-year courses as 'applications of public relations – introduction to sociology, Psychology and Communication theories' are required to be given as a curriculum standard. For the third-year and fourth-year courses, an education approach as decreasing hours of theoretical courses being specific, restricting and triggering specialization and increasing hours of practical course would be more beneficial for the students. In this context, the subject basic communication information given, is taken in the undergraduate degree, and since they cannot be taken in associate degree, this course cannot be accepted as a post-business course. One of the details that should not be forgotten at this

point is that public relations can be advertising but public relations are not marketing. It is also clear that the applications and activities for the sector should be increased in the curriculum as a necessity of the age no matter university education has an intellectual characteristic. The curriculums on which major practitioners, who give courses, from the sector have reinforced to the teachings on theory with their experiences and knowledge will shed light on young people having spent years stressing over exams and having fears of not finding a job in the future. Thus, the academy both will raise intellectual individuals who research and study and will be the controlling power to help the professionals, who can apply their skills acquired from the academy to business life, get a job. Such practices will make positive contribution to the prestige of universities.

 The Sector's expectation from graduated students is putting the things they learned into practice as a corporation. The sector, in this expectation, being expactant of this, mentioning the intense work of the sector and shortage of time, shows a little callous approach in not sharing its knowledge and experiences with the university students practically; which this situation is widely criticized by the universities and students. For realizing the big expectation of the sector , the limited support it provides to the students and graduates contrasts with this expectation. That the criticism, which the sector often makes about the graduates that they remain incapable in theory and practicing, is not expressed with tangible data causes it to be unclear for the students and graduates. Here repeating the joke that Metin Kazancı tells in Tuesday meetings is actually an answer to both sector and students' criticisms about university education (2014: 187); a man calls a craftsman because his boiler malfunctions. After the craftsmen looks at it and hits it once boiler starts to work. After the man thanks craftsman and asks the charge of it, he surprises and speaks out that when he hears the craftsman wants 100 Turkish liras. Thereupon craftsman says it is not too much. 5 Liras for hitting with hammer and 95 liras for knowing where to hit with hammer and the joke ends here. The situation is the same for the faculties of communication, too. It is essential to know the theories and methods taught in the classes for students, however, the main thing the faculty should give the students is knowing where to hit the hammer and learning where, when and how to use the information they learned. Based on this joke that expresses the effect of how the practice is shaped and implemented, we encounter with the necessity of theoretical and practical education should be any more unified within the faculty education due to today's conditions.

Students and their families endeavoring for years to be able to get into a four-year university are eager to see the university education as both an intellectual environment and a source that prepares them to life. In this context, if universities provide the practice while transferring the intellectual background with theoretical education, they integrate their graduate students into the sector as qualified practitioners from their own constitution. In this way, they become the source where the new pioneers grow. It is necessary for providing a healthy and qualified cycle. While the students being able to benefit from other disciplines and having an acceptable knowledge in these disciplines are the choices of the sector, it is important that universities providing education on public relations should question "the conscious and structure of being a university". The important decision should be made is the subject of "whether the university education style should be changed or not" and so, will the universities teach science to the students? Or will they teach profession and prepare them to the sector? These questions are not kind of questions that are evaluated separately from each other. A point that is emphasized from the beginning and that academicians underline mainly is that 'the faculty doesn't aim at teaching profession like in associate degree programs and it has and should an education concept that aims to make them think, question, research, criticize and understand why they do what they do by giving scientific idea and'. The conditions of being a university have already been emphasized in details in this scientific structure four years of education given in. However, if we take the motion and the structure open to the change and improvement of public relations in years into consideration, it is necessary that public relations educations in the universities should include sectoral expectation and professional experience for individuals finding jobs to be able to continue their lives and earning money as a necessity of the age. At this point, while in the preparation to the university or in the university preference times, it is necessary that students should decide whether they study public relations or not, what they will study and learn in this department and what they will be and what they want to be at the beginning. The students preferring this department just to study commonly, not thinking to work on this field in the future or not thinking being an academician on this field already move away from the goals of the education given in this department and they decrease the quality standards of the department. For this reason, while meeting with students on the university preference period, the detailed information about public relations education and what actually the university education is should be given.

Even though it looks as if there are too many options for people due to the increasing number of universities and departments, it also causes current standard and quality to be decreased. The lack of quality and quantity within the structure of staff that can give education on the field gets sharper with the public relations department in each newly opened university and causes to the increasing of criticism by decreasing the standards of public relations education. And it is inevitable to the revision of education structure in the country about this topic.

As an another approach, the universities should make a scientific and sectoral distinction to the education particularly from the third-grade by dividing as the students wanting to be academicians by taking scientific education and as students thinking to work in the sector on public relations by softening and revising their perspectives. Such distinction will provide averting the questions like 'why do I take this class or what does it have to with my preferences'. Besides, by averting criticisms coming from the sector and catching a certain standard on professionalization, it will be easy to catch the desired reputation.

Public relations education given in our country has features that can be criticized in terms of free thinking and acting, criticizing, producing new things by specializing according to fields of interest, not in terms of being under the global standards. The hesitation of students on even studying or researching freely in a subject they want is not only a problem of public relations department, but also a problem of the country in general. Individuals, removed from studying according to their fields of interest by being far away from free thinking, researching and socio-economical concerns, are tried to be directed with a parrot fashion, restricted concept and not to be improved in terms of general knowledge. To provide academical, sectoral and social improvement, it is necessary to remember that there should be 'genuine studies realized by free universities.'

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Reporting and Interviewing Styles of Professional and Citizen Reporters on Periscope

Karadağ G.H. [1]

[1]Gökmen Hakan KARADAĞ, Istanbul Aydin University, (Turkey)
e-mail: gokmenkaradag@aydin.edu.tr

Abstract

Live broadcast, being in the monopoly of the traditional media in the past, has become a broadcasting opportunity accessible to much more people thanks to the developing digital technology nowadays. This opportunity is even available to anybody using a cellular phone through applications that make live streaming possible by a single touch. Periscope, which is a mobile live streaming application, is one of them. This study aims to identify, classify and reveal the properties of various reporting and interviewing styles in the new media by conducting the quantitative, qualitative and discourse analysis of the live streaming of the professional and citizen reporters on Periscope. Thus, also the answer to the question, whether the content produced on Periscope is in compliance with the format of that medium is investigated. In this study, it has been questioned what the data at hand points for facilitating the professionals, who use Periscope independently from their roles within the conventional media or as a complementary to their roles in the conventional media and the citizens, who use it for journalistic purposes to create an effective alternative in this new platform.

Keywords: traditional media, new media, social media, live streaming, Periscope, citizen journalism

Introduction

Unlike the traditional media (books, television and radio), the term "new media" is used to describe the digital media, especially the interactional media, internet networks and social communication media (Binark, 2014). Every novel communication technology develops some new practices for production, consumption and use, while benefiting from the environment and cultural practices in which the previous technologies flourished (Binark, 2015: 10). Through the communication tools that we use, the individual becomes a reader with the newspaper; a viewer with the television; a user with the internet; an interactive user with the applications (Yengin, 2014: 160). While the rapidly developing digital technology equips the media constantly with new means, the content production and consumption processes transform into completely different forms than the traditional media forms.

Even the words "production" and "consumption" are considered as the terms of the conventional media and new terms are generated to express the difference and specificity of the new media. Bruns has suggested "produsage" as an alternative term for user-led environments and defined produsage as "the collaborative and continuous building and extending of existing content in pursuit of further improvement" (Jenkins, 2008). For Rosen, the people formerly known as the audience are those who were on the receiving end of a media system that ran one way, in a broadcasting pattern, with high entry fees and a few firms competing to speak very loudly while the rest of the population listened in isolation from one another - and who today are not in a situation like that at all (Rosen, 2011).

Technological change exerts a profound influence on journalism in at least four ways: (1) how journalists do their job; (2) the content of news: (3) the structure of the newsroom and the news industry: and (4) the relationship between news organizations and their publics (Pavlik, 2000: 236). In order to define the

changes that the technology gave rise in the practices of journalism, new definitions such as "video journalism", "mobile journalism" and "multimedia journalism" have been introduced. The term "videojournalism" originally emerged to describe a style of filming where a journalist used a small lightweight video camera to single-handedly film and report a story, instead of working with a crew consisting of a cameraperson, soundperson and even lighting technician (Morgan, 2008: 1). When video journalism met the mobile technology, this time the term mobile journalism was born. Mobile journalists are journalists who work alone in the field using mobile phones for newsgathering (Karhunen, 2017: 6). Deuze, who offers a pragmatic, contemporary definition of multimedia journalism, characterized two features of this new practice: the presentation of a news story package on a website using two or more media formats and the integrated presentation of a news story package through different media (Deuze 2004: 140).

Besides the means provided to the professional journalists, the practices of video journalism, mobile journalism or multimedia journalism facilitates the participation of the citizens in the production of contents as well as. The shift from an era of broadcast mass media to an era of networked digital media has transferred the means of media production and dissemination into the hands of the public. For some, the consequences of this shift raised questions about who can be described as a journalist and perhaps, even, how journalism itself is defined (Hermida, 2010). Positioning of journalism as a profession differs from some other established professions, and this is a feature that holds the doors open to the citizen journalists. According to Godkin, unlike established professions such as law, medicine or accounting any standard of journalistic competency must be centred on practice rather than theory (Godkin, 2008: 110). For example, for anyone contemplating a career in journalism, familiarity in the use of computer technology and a capacity to make creative use of the Internet are as central as the use of a typewriter was previously (Dahlgren, 1996: 60). The positioning of a professional journalist who cannot keep up with the evolving digital technology and a citizen journalist who adopted this technology very well and uses in a creative way will be different in conventional media and new media.

The facilitation of the digital technology to produce content, has paved the way for citizen journalists. The things that could only be done by a conventional media professional, can be done by a citizen reporter or even a user in the new media now thanks to digital technology. For example, live broadcast. This property, which used to be a cult in conventional television broadcasting is now in the hands of everyone thanks to the Periscope, which is a mobile application allowing live streaming very simply. The limitations in the contents of the conventional media, which used to take part in the daily lives of individuals, presentation techniques, time and space dependencies diminish in the new media as if they have been exposed to the light of a magical torch (Şahin & Şahin, 2016: 61). Journalism, which was once difficult and expensive to produce, today surrounds us like the air we breathe. Much of it is, literally, ambient, and being produced by professionals and citizens (Hermida, 2010).

The term "live streaming" in new media has become the counterpart of the term "live broadcast" in traditional media. Live streaming became a popular concept in the realms of new media and citizen journalism after the launch of Periscope and Meerkat, however their predecessors emerged in 2007. Both Livestream and Ustream were launched in 2007. Before Periscope, Millions used Twitch to watch other people play videogames, YouTube, Ustream and a dozen others have tried to make businesses out of live streaming video but Periscope is like the right platform and the right time (Pearce, 2015). Live streaming applications are nothing new but as smartphone cameras and internet connectivity have increased, as have the possibilities to broadcast straight from mobile (Reid, 2015). Although "broadcast" is a term used mostly in traditional media, it is used throughout this paper as Periscope application itself refers to live streams of users as "broadcast".

This study aims to identify, classify and reveal the properties of various reporting and interviewing styles in the new media by conducting the quantitative, qualitative and discourse analysis of the live streaming of the professional and citizen reporters on Periscope. It has been also questioned, whether the content produced on Periscope is in compliance with the format of that medium. Such studies are important not only for the professionals, who use Periscope independently from their roles within the conventional media or as a complementary to their roles in the conventional media, but also for the citizens, who use it for journalistic purposes to create an effective alternative in this new platform.

By the way, Twitter, the owner of Periscope, had to change the name of the application in Turkey to "Scope" on March 31, 2017 due to the complaint of a Turkish company. The "Periskop Communications and Production Services" company in Turkey sued Periscope for violating its trademark rights. The court's decision was to halt Periscope. Twitter changed the name of Periscope to keep the availability of its application while announcing that it would continue to seek its rights. However, as the sample study in this paper was carried out in 2016, the application is referred to as "Periscope" not "Scope" throughout the paper.

Methodology

This study, aiming to identify, classify and reveal the properties of the different reporting and interviewing styles of the professional and citizen reporters in their Periscope broadcasts, is a continuation of my previous work. I had reviewed the possibilities that Periscope offer the professional reporters and citizen reporters in an earlier study (Karadağ, 2017). I had drawn conclusions from the sample I used there through quantitative analysis method. Quantitative analysis takes place in this study as well, but this time I draw conclusions in terms of broadcast styles on Periscope by using qualitative analysis and discourse analysis of the same sample.

A one-month period was selected for this analysis: Feb 16 - March 17, 2016. However, the sampling studies started at an earlier date, around early February 2016. Professional reporters to be included in the sample was restricted to the number of followers they had. Journalists with more than 12,000 Periscope followers were observed. 30 journalists were selected this way and they were listed by their follower numbers. TV anchorman Fatih Portakal with 182,758 Periscope followers (3.77 million Twitter followers) ranked first in the list while journalist Metehan Demir with 13,088 Periscope followers ranked last.

However, during the preliminary studies, it was observed that an analysis based solely on the criteria of follower numbers would not be sufficient in revealing Periscope's true potential. This is due to the presence of journalists having large numbers of followers yet not broadcasting on Periscope and journalists using it effectively although they have less followers. Thus, during the preliminary studies which were carried out for shaping the sample, only 7 people from a list of 30 had broadcast on Periscope. This is the reason why professional reporters who do not meet the 12,000 follower criteria but use Periscope regularly as well as accounts which regularly perform citizen journalism on social media during the events with insufficient coverage by the mainstream media in Turkey were also included in the sample.

Two citizen reporters who live streamed highly watched broadcasts during the most dramatic incident took place within the observation period, the blast in Ankara's Kızılay Square, were also taken into consideration. So, a sample composing of a total of 40 professional and citizen reporter accounts was created and 121 broadcasts by these users in a one-month period (Feb 16-March 17, 2016) were included in the research. Records of these broadcasts were kept including following information: User, Periscope ID, Name of Broadcast, Date, Starting Time, Duration, Number of Live Audience, Number of Replay Audience, Number of Total Audience. In addition, also the following records have been kept for qualitative and discourse analysis: the subject of broadcast, (if any) interviewees of broadcast, (if live stand-up available) ad-libbing of reporters.

Results

The results of my previous study on Periscope can be summarized as follows:

The average audience statistics of both professional and citizen reporters in Turkey, which ranks second in the world after the U.S. in terms of Periscope usage, did not indicate a big potential as an alternative media. However, when the broadcasts in the sample were categorized into By Professional (BP) / By Citizen (BC); Inside (I) / Outside (O); News (N) / Non-News (NN); Breaking (B) / Non-Breaking (NB); Old Media Format (OM) / New Media Format (NM), and the statistics in these categories were evaluated, significant conclusions were drawn regarding the potential offered by Periscope. The substantial difference between the weights of different broadcast types in total duration of broadcasts

and in total audience of broadcasts gave clues about which broadcasts draw more interest. Considered from this aspect and in light of this research it is seen that outside broadcast rather than inside broadcast, news purpose broadcast rather than non-news broadcast, breaking broadcast rather than non-breaking broadcast, and new media format broadcast rather than old media format broadcast attracts more audience. New media format broadcasts, with only 21% of the total duration of broadcasts in the sample, attracted 68% of total audience in the sample of this broadcast type. These data point out that in a new medium, content in new media format receives a much higher rating than traditional media format (Karadağ, 2017: 725).

Whereas in this study, the research was moved one step ahead and 121 broadcasts in the sample have been reviewed in terms of reporting and interviewing styles. As a result of the review, the Periscope usage types of the professionals and citizens may be classified as follows:

- Use of Periscope for Regular Studio Interviews
- Use of Periscope for Regular Commentaries
- Use of Periscope for Behind the Camera
- Use of Periscope for Live Reporting
- Use of Periscope for Breaking News

These topics have been addressed one by one in the article and both the usage types in the sample and the potentials for more effective use are detailed.

Use of Periscope for Regular Studio Interviews

Regular content production is crucial for the regular content audience in new media. There are two users producing regular content in sample: Journalists Rusen Çakır and Ünsal Ünlü. Rusen Çakır interviews with his guests in a semi-professional studio on weekdays, but these interviewees usually do not find a place in the mainstream media and Çakır discusses topics that are not addressed much in the mainstream media.
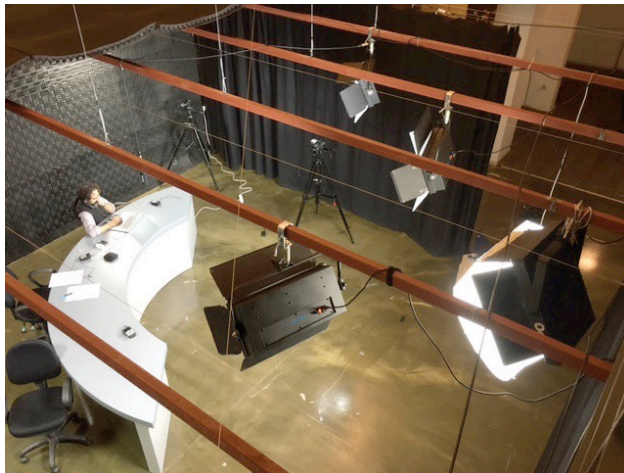

Photo 1. Medyascope.tv studio (Ünal, 2016: 93)

The broadcasts of Ruşen Çakır are uploaded also to Medyascope.tv site and together with the Periscope broadcasts of other volunteer journalists, Medyascope functions as an alternative media in Turkey. However, Ruşen Çakır opposes the identification of Medyascope as an activist or opponent media, and emphasizes that they are not different from any mainstream media enterprise or a news channel, trying to generate revenue (Ünal, 2017: 103). Indeed, Periscope broadcasts of Ruşen Çakır and his colleagues are more in the old media format rather than being in new media format. As with conventional media, Ruşen Çakır makes interviews in a studio with a seating arrangement and recorded by multiple cameras,

and as with conventional media again, headlines and news ticker (scrolling text running from right to left) take place at the bottom of the screen.

In my previous study, Periscope broadcast were classified as Old Media Format and New Media Formats.   Periscope broadcasts resembling traditional TV broadcasts were coded as "Old Media Format". These included mostly the broadcasts streamed sitting at a table in a studio, as longer forms of news talks or in a room as single commentary and longer form broadcasts. Broadcasts apart from these were coded as "New Media Format". Such broadcasts were usually outside broadcasts in shorter forms, moving formats where reporters move during the broadcast or "just live" broadcasts where reporters demonstrate the scene without giving any information. (Karadağ, 2017: 716) In the new media, the videos are viewed more in mobile viewing and the short form videos are viewed more rather than the long form and thus, audience potential of old media format broadcast will be lower. However, Ruşen Çakır and colleagues persistently continuing their broadcasting, not giving up the regular content production and broadcasting with the topics and guests that are not handled in the mainstream media (or with the questions not asked in the mainstream media) brought them "the 2016 Free Media Pioneer Award" of The International Press Institute (IPI Q & A with Ruşen Çakır of Turkey's Medyascope.tv, 2016).

During the period between Feb 16 - March 17, 2016, when the sample had been observed, the total duration of the broadcasts of Ruşen Çakır was 701 minutes and these broadcasts have been watched by 41227 people, including the live audience and replay audience. Although rating is a concept of the conventional media, it may be adapted in such studies as the number of audience per minute. The ratings of the broadcasts of Ruşen Çakır within one month are shown in Graph 1.
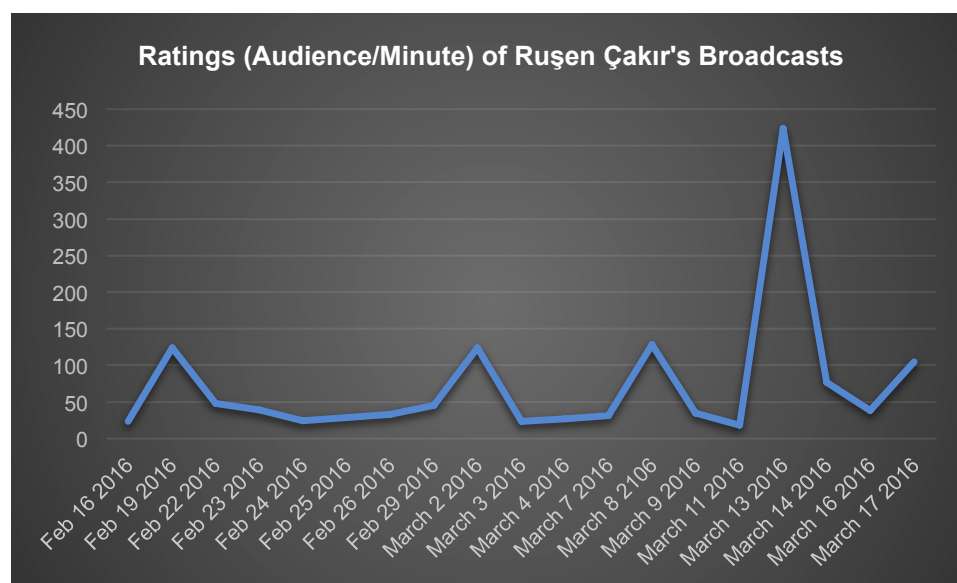
Graph 1. Total audience/minute ratings of Ruşen Çakır's broadcasts

When looking at the Graph 1, it can be seen that the broadcast of Ruşen Çakır with the highest rating was dated March 13, 2016. As the average audience/minute of Çakır was 59, in the broadcast on March 13, 2016, this figure was 424, that is the average rating was increased by about 7 times. Ruşen Çakır made this broadcast on March 13 2016, in the evening time, at 22:20, just a few hours after the terrorist attack in Ankara Kızılay and tagged the broadcast with the expression "about Ankara Kizilay attack". When looking at the Graph 1, the broadcasts forming the peak within 5 days are shown in the Table 1.

Name of Broadcast	Date	Time	Dur	Live Aud	Replay Aud	Total Aud	Total Aud/Min

Ankara Kızılay saldırısı üzerine (About Ankara Kizilay attack)	Mar 13	22:20	11	2608	2059	4667	424
Hüseyin Çelik ile özel Skype yayını (Special Skype interview with Hüseyin Çelik)	Mar 8	17:00	48	4593	1534	6127	128
Amberin Zaman ile Suriye'de neler oluyor? (What's happening in Syria? With Amberin Zaman)	Feb 19	16:43	18	1090	329	1419	124
Ankara saldırısı Washington'da nasıl yorumlanıyor? (How is Ankara attack being interpreted in Washington?)		18:04	13	360	350	710	
TAK (Kürdistan Özgürlük Şahinleri) kimdir? (Who is TAK Kurdistan Freedom Hawks?)		19:45	7	1378	1205	2583	
PKK ve devletin çıkmaz yolu (Cul de sac of PKK and state)	Mar 2	15:15	7	616	283	899	124
Cuma Çiçek ile PKK ve devletin çıkmaz yolu (Cul de sac of PKK and state. With Cuma Cicek.)		15:23	6	300	418	718	
TAK, dolayısıyla PKK ne yapmak istiyor (What does TAK (PKK) want to do?)	Mar 17	15:30	10	1531	880	2411	105
Transatlantik: Gönül Tol & Ömer Taşpınar		17:00	23	849	189	1038	

Table 1. Five most watched broadcasts of Ruşen Çakır in Feb 16 - March 17, 2016

There were two major terrorist attacks in Ankara in February and March in 2016. The first one on Feb. 17, 2016 targeted the soldiers and 28 people, including 12 soldiers were killed. The second one on March 13, 2016 targeted civilians and 35 people killed. Both attacks were claimed by TAK (Kurdistan Freedom Hawks), an extension of PKK. When looking at Table 1, the major part of the most watched broadcasts consisted of breaking news such as the terrorist attacks. Islamic Movements, Kurdish Issue and terror have been the main subjects on which Çakır delivered his best reports and comments in the years when he was in conventional media.

In Table 1, the broadcast in the list of highest ratings, although its subject was not terrorism, is the special interview with the politician Hüseyin Çelik. Hüseyin Çelik is among the founders of the AK Parti, acted as minister for a long time, took part in the party's governing body, and was spokesman of the party. But later Çelik conflicted with the management and policies of the party and moved away. Therefor he lost visibility in the conventional media.


Photo 2. Two shots from the special interview of Ruşen Çakır with Hüseyin Çelik

The interview of Ruşen Çakır with Hüseyin Çelik on March 8 2016 continued 48 min and was watched by total 6127 people. Hüseyin Çelik criticized the administration and policies of AK Parti throughout the interview and emphasized that AK Parti should return to its foundation philosophy.

Use of Periscope for Regular Commentaries

In the sample, the other user, who produces regular content, is journalist Ünsal Ünlü. Ünsal Ünlü delivers two broadcasts every weekday morning. In the first of these broadcasts from his office, he comments on an issue, that he chose, by involving his journalistic experience as a commentator, and in the second broadcast, he reads the front pages of newspapers with the hashtag "what the newspapers wrote and could not write" and comments on the mainstream media's way of handling the agenda in a critical attitude. Periscope broadcasts of Ünsal Ünlü are uploaded on Medyascope.

During the period between Feb 16 - March 17 2016, when the sample had been observed, the total duration of the broadcasts of Ünsal Ünlü was 1303 minutes and these broadcasts were watched by 35944 people, including the live audience and replay audience. The ratings of the broadcasts of Ünsal Ünlü within one month are shown in Graph 2.
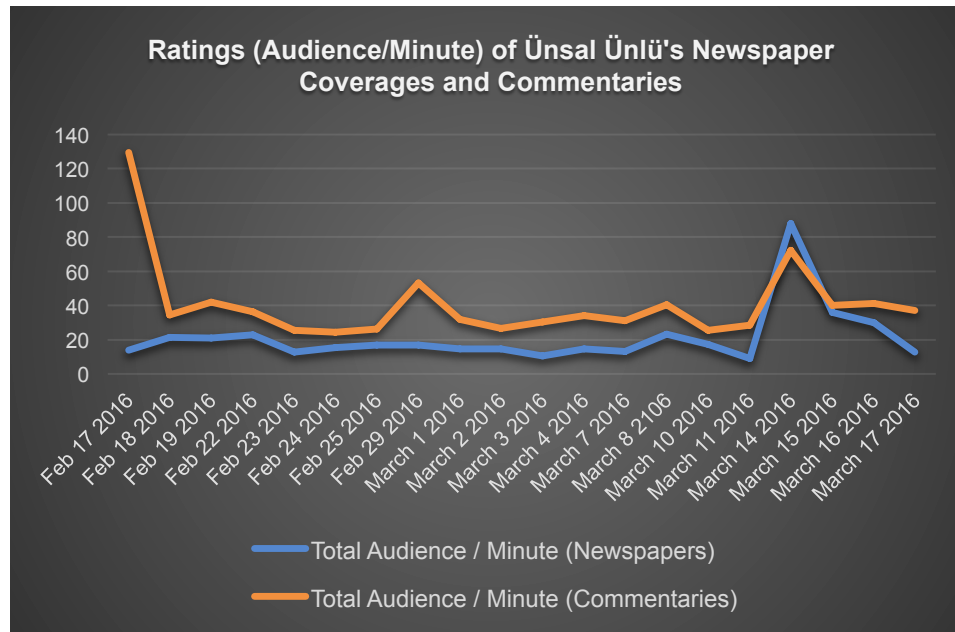
Graph 2. Total audience/minute ratings of Ünsal Ünlü's broadcasts

Graph 2 shows very clearly that Ünsal Ünlü's commentary broadcasts attract more attention than his broadcasts in which he makes newspaper coverage. Ünsal Ünlü's commentary attracting the highest rating was on Feb. 17, 2016. The total audience/minute value of the broadcast, which was tagged with the title "Those who want to ask the Constitution to the public, must ask Cerattepe as well" was 130. This number is nearly 5 times more than the average audience/minute value of Ünsal Ünlü being 28. The subject of the broadcast was the demonstrations of the environmentalists against the copper and gold mine construction in Cerattepe located in Artvin province in the Black Sea region, northeast of Turkey.

The second peak day of Ünsal Ünlü's broadcasts was on March 14, 2016. The two broadcasts on the very next day after the terrorist attack that occurred on March 13 in Ankara and 35 civilians died in, attracted still far above average interest and total 4665 people watched.
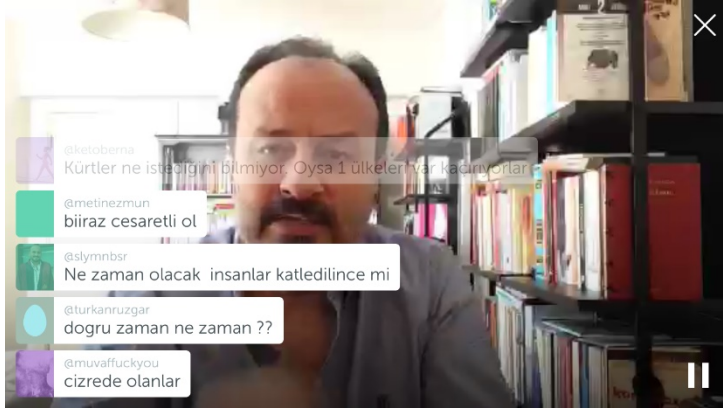
Photo 3. A shot from Ünsal Ünlü's Periscope broadcasts

Ünsal Ünlü announces his broadcasts with newspaper coverage always with the same hashtag: " (What the newspapers wrote and did not (or could not) write). However, he announces his commentaries with different hashtags according to the topics. Among the sample in this research, Ünsal Ünlü is Periscope user, who interacts with the audience the most. During the broadcast, he responds the questions of the audience as much as possible and make them part of this ambient journalism. This makes the audience more willing to act as a participant by asking questions or commenting. But he immediately blocks the senders of messages containing hate, violence, or insults.

Use of Periscope for Behind the Camera

In the sample, the user, using Periscope as a complementary to his role in conventional media is the anchorman İrfan Değirmenci, who hosted the morning news at Kanal D for many years. İrfan Değirmenci's editor Ertugrul Albayrak provided a view from the back of the studio camera by Periscope broadcast to the audience watching the program through conventional media during TV broadcast. The audience had the possibility to watch what was going on behind the camera in the studio by Periscope while watching İrfan Değirmenci with the images taken by the broadcast camera in the studio. When the live broadcast was paused for ads, the editor went to İrfan Değirmenci and provided him to interact with his audience.
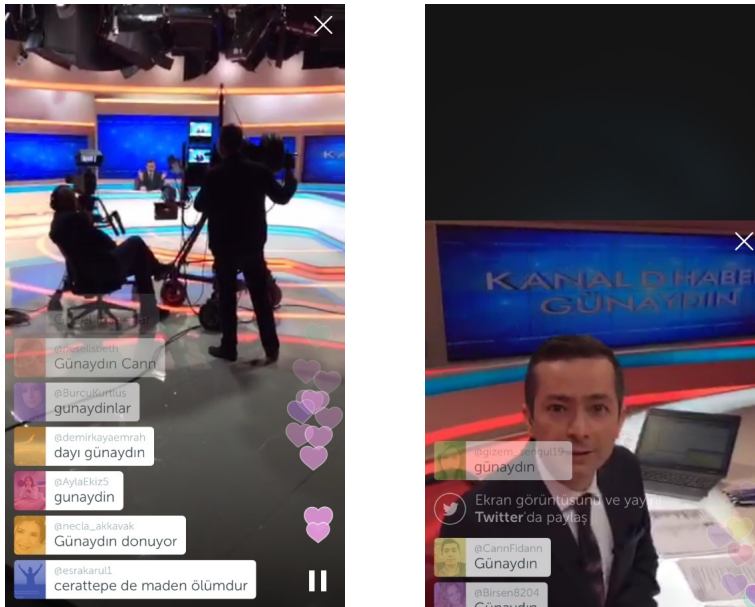

Photo 4. Two shots from Periscope Broadcasts of Anchorman İrfan Değirmenci

For example, in the broadcast on Feb. 17 2016, while the audience delivered their questions and comments on topics such as public transport fees, fuel prices, the prices of meat, women killings, environmental protests, İrfan Değirmenci shared his views and answers. So, the broadcast interrupted because of the ads in traditional media, continued on Periscope in new media.

Although İrfan Değirmenci's program is broadcasted every weekday morning, behind the camera was not broadcasted regularly from Periscope. In one-month period, when the observation took place, the Editor broadcasted only 5 times on Periscope. The average audience/minute value of these broadcasts was 59. This number can be assessed as much lower than expected, when considering that it was realized during a mainstream TV with a very high rating. This maybe because the broadcast was not from İrfan Değirmenci's own account but the Editor's.

Use of Periscope for Live Reporting

For broadcast media, "live from scene" has always been a key element to attract big audiences. The developing technology now does not provide live broadcast opportunity only to broadcast industry but to citizen journalists as well. The biggest attraction offered by a live streaming application like Periscope is the possibility it provides for outside broadcast through just a single touch on a mobile phone (Karadağ, 2017: 713). Certainly, powerful interests still set much of the communication agenda today, and they protect their privileges jealously. But they must do so in a cultural and media environment where anyone with a mobile telephone or tablet computer and an internet connection has the same potential to reach listeners, viewers, and readers as a major television network or political party (Lievrouw, 2011: 214).

Some authors, scholars and bloggers made comparison between live streaming of citizen reporters and live broadcast of professional reporters. One of the comparison criteria is how much of the presented material is news and how much of it is source material. According to Mic Wright, live video of a fire, an explosion or a protest isn't the story, it's a catalyst or source material for a story. It's required to turn this source material into a news story (Wright, 2015). In an article which reports findings from studies regarding the role citizen reporting plays in emergencies, researchers found that citizen reporters were more likely to give voice to alternative sources of information, like bystanders or witnesses of incidents, than sources, such as government representatives. But use of alternative sources does not necessarily translate to providing viewpoints that may contextualize the events (Bal & Baruh, 2015: 214). For transforming the source material into news and events to be contextualized, the journalistic questions (Who What When Where Why How) must be answered. Any news, which do not answer all of these six questions cannot be said to in integrity. Because delivering a news is not just defining an action, a discourse or an action-discourse only in its accurate and verified form but defining also a series of contextual criterion which make the target audients comprehend the deep meaning of that event (Ramonet as cited in Girgin & Özay, 2013: 64).

Like above mentioned criteria for the news in conventional media, there are professional codes for live reporting, too. There are several things to do before a reporter steps in front of the camera. The first step is to really know the story – understand it, including any implications it has or change it may cause (Stephenson et al., 2005: 171). Reporters who cover breaking news live must have knowledge of many subjects, be in control of their emotions, and must be able to ad-lib fluently and informatively (Hyde & Ibrahim, 2009: 169). Reporter's ability to ad-lib an unfolding news event in an accurate, effective manner is essential for success in live reporting (Hyde & Ibrahim, 2009: 165). Reporters should describe not only the events but also the environment. They can include sounds, smells, people's reactions, efforts to deal with the situation, and things that are changing (Stephenson et al., 2005: 171) Even detailed live reporting codes for specifically subject-based or for difficult situations have been created. For example, there are "extensive and detailed topics such as "Riots and demonstrations", "Hijacking and hostage taking", "Use of material from racist, violent or illegal organizations", "Suicide", "Bomb threats", "Form of report on controversial subjects" available at CBC Radio-Canada's Live Reporting Principles (CBC Radio-Canada Live Reporting Principles).

Of course, the citizen reporter should not be expected to broadcast in line with codes so much advanced and described in details, at least for the moment. But the citizen reporters improve their journalism practice and those who study for them develop more qualified new media codes for live reporting. For example, Adornato recommends live streamers the following:

> Streaming video through Facebook Live or Periscope can bring people to the scene in ways other social media posts can't. There should be a reason why you're live-streaming though. Don't simply use technology for technology's sake. Tell people what they're looking at, and provide a recap periodically, as new people will continue to join the stream. Use your ethical judgment when deciding what to stream. In dangerous or unfolding situations, be mindful that you could broadcast a worst possible scenario. (Adornato, 2017: Kindle Locations 2325-2328).

During the period of observation in the sample, the citizen journalism account, from which the most live streaming was Çapul TV (@capul_tv). Çapul TV is a citizen reporting channel, created by citizens, who found that the coverage of the media during the Gezi Park protests were insufficient or incorrect. After the Gezi protests, they continued citizen reporting on various social and environmental issues.

During the period of observation, Çapul TV had 13 broadcasts. These broadcasts lasting total 160 minutes were watched by 26796 people and the total audience/minute value was 167. The ratings of the broadcasts of Çapul TV are shown in the Graph 3.
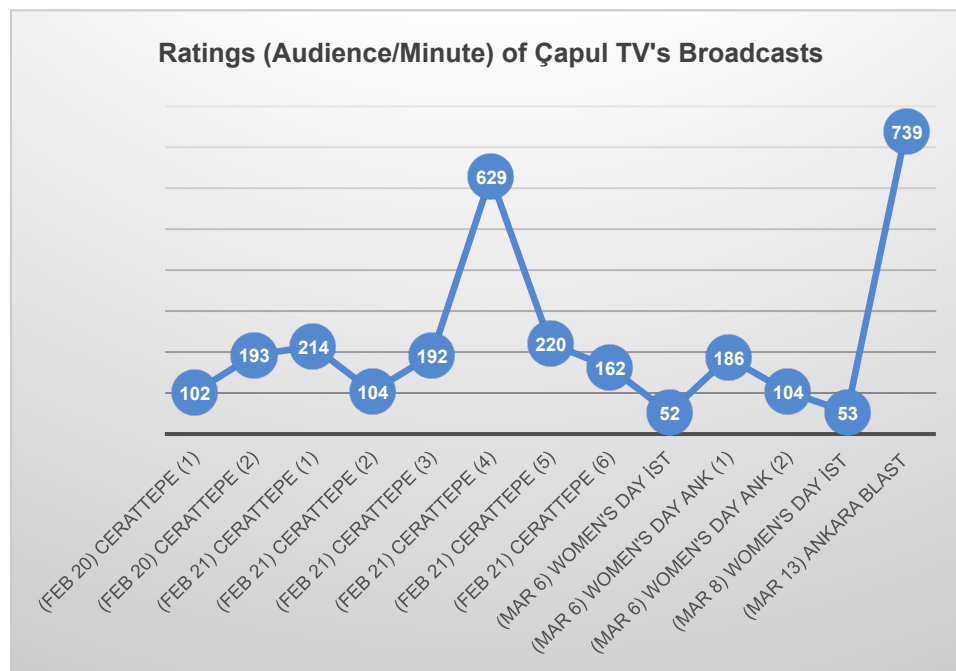

Graph 3. Total audience/minute numbers of Çapul TV broadcasts

When looking at the Graph 3, it can be seen that the highest rating for the Çapul TV broadcast was on March 13, 2016. While the average audience/minute of Çapul TV was 167, it reached 739 with the broadcast on March 13, 2016, that is about 4.5 times the average rating. Çapul TV delivered this broadcast around 1 hour later than the blast in Ankara Kızılay and tagged with "We are close to the blasting point in Ankara." When looking at graph 3 another peak broadcast was on Feb 21, 2016. It was a broadcast about Cerattepe. The broadcast with the highest rating of Çapul TV are shown in Table 2.

Table 2. Most Watched Broadcasts of Çapul TV in Feb 16 - March 17, 2016

Name of Broadcast	Date	Time	Dur	Live Aud	Replay Aud	Total Aud	Total Aud/Minute
#Ankara patlama noktasının yakinindayız (We are close to blasting point in Ankara)	Mar 13	19:50	3	1213	1004	2217	739
Cerattepe eylemi acil destek (Cerattepe protest emergent support)	Feb 21	13:51	4	1824	691	2515	629
Artvin Cerattepe	Feb 21	13:57	7	1227	315	1542	220
Artvin Cerattepe Eylemi (Artvin Cerattepe protest)	Feb 21	12:05	8	1505	205	1710	214
Artvin Cerattepe Maden Eylemi (Artvin Cerattepe Protest for Mining)	Feb 20	13:16	38	6792	542	7334	193
Artvin Cerattepe maden eylemi (Artvin Cerattepe Protest for Mining)	Feb 21	12:50	10	1695	221	1916	192

Çapul TV delivered 4 broadcasts on Feb 21, 2016 from Cerattepe. But one of them had much more rating than the other three. The reason for this may be form of tagging the broadcast. While the other three were tagged as "Artvin Cerattepe protest for mining", the broadcast with the highest rating had been tagged much more strikingly, "Cerattepe protest emergent support".
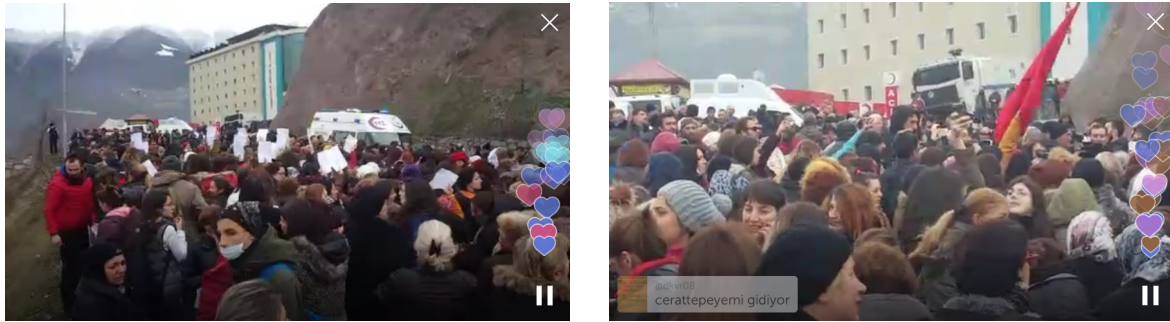
Photo 5. Two shots from Cerattepe broadcasts

In all of the Cerattepe broadcasts, activist reporting was performed. The citizen journalist who delivered the live reporting was narrating what was going on one hand, and invited to share it on Twitter to make more people to watch the broadcast on the other hand. He replied some tweets saying, "You are terrorists," by saying "We are not terrorists, we defend our right to live." He frequently highlighted that the police protected the rich instead of people.

The citizen journalist of Çapul TV reporting from Women's Day Manifest in Ankara performed nearly as good as a professional journalist. The broadcast consisted of the answers of journalistic questions. The citizen reporter did not behave like an activist, but kept more in an objective position. In order to make the audience comprehend what was going on, he used descriptive statements and presented background information. For those who just started to watch the broadcast, he had frequently repeated the covered event, and where it was. When ending a broadcast once, he even said "Now a short break, we're back very soon". Below, you can see the narration of that broadcast:
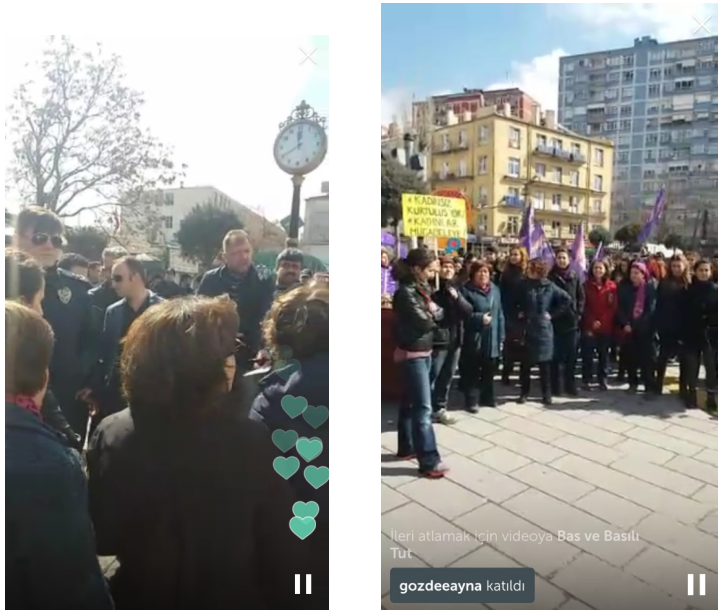
Photo 6. Two shots from Ankara Women's Day broadcasts

(Broadcast starts)

(A dialogue between the female demonstrators and the police)
Policeman: What's your program?
Spokeswoman: We will walk as usual.
Policeman: No walking)

Citizen Reporter:
Currently we are at Kolej Square in Ankara.
Women gathered for the event of March 8, but the police do not permit the women to gather.
Talks with the police go on.
The women gather at Kolej Square in Ankara to celebrate March 8 upon the call of Women's Platform for 10 years.
This is one of them.
A policeman says, "We have the Governor's order, don't wait here, move along."
A spokeswoman says, "We are using our constitutional rights, this order is illegal."
Women say, "We walked here four months ago, what has changed?"

(The police make an announcement)
"Action is prohibited by the Governor.
If you don't leave now, you will be expelled away from this area by using proportional power.")

Citizen Reporter:
Currently the police announcement continues.
We are at Kolej Square in Ankara.
The women celebrate March 8 by gathering at Kolej square and marching towards Ziya Gökalp for 10 years.
This year, the Governor's Office did not allow women to celebrate March 8 here.
Now they announce to women.
Women respond with slogans and songs to police.

(Reporter keeps silent for a while)
Citizen Reporter:
The women continue to come to Kolej square.
The women say that they will be in the field for March 8 despite prohibitions.
Talks continue with the police.

Policeman: Walk individually on sidewalk.

Citizen Reporter:
Yes, currently the women continue to come.
As you can see, the women do not obey the prohibition.
There has been a short squabble near the police barricade because the women are not allowed to pass to the square.
Rally continues.
Minor clashes with the police happening.
The women insist on entering the field where they gathered for 10 years.
Entry in the field continues with chanted slogans.
We are at Ankara Kolej Square.
On one side they continue to gather while they say that they will walk no matter what happens.
They are committed to enter the field.
Now we take a short break on the air.
We're going to start again later.

Use of Periscope for Breaking News Coverage

"When something newsworthy is happening where it is unexpected,the odds that a professional journalist holding a camera or video camera are small. But the odds that a regular person will be there are close to 100 percent." (Lever, 2015). Dan Gillmor mentioned this fact in an interview with AFP (Agence France Presse). The scenario, where Periscope, enabling to broadcast through a mobile application from anywhere having cellular accession by a single touch would be the most effective, is in a case of shocking breaking news a citizen broadcasts from the scene. One such example occurred in the observation period. On March 13 in 2016 a car bomb exploded in Ankara Kızılay and 37 people were killed in this terrorist attack targeting civilians. The attack occurred at 18.40 and 10 minutes later at 18.50 a young citizen nearby started broadcasting through Periscope. The only thing that user, whose name was not heard at all, was being there at that moment and touching Periscope application. In fact, even his user name, meant nothing: Jhgguu. But 10 minutes broadcast was watched by 28232 people. Whereas there were only 516 followers of his Periscope account. The audience/minute value of that broadcast was 2823. The average audience/minute value of all broadcasts in the sample was only 88.

Graph 4. Comparison of the rating of citizen coverage of Ankara Kızılay Blast with the average rating of the sample.
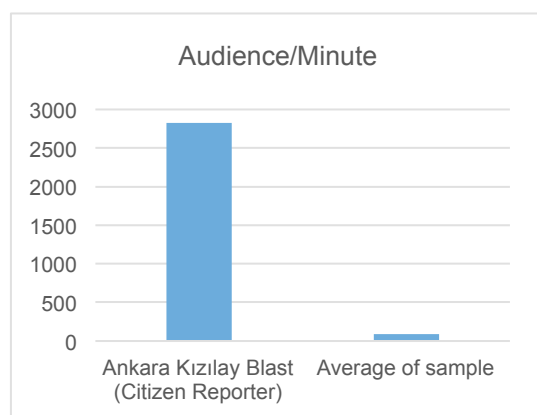
The user Jhgguu, heard the explosion in Kızılay from Sıhhiye, less than a kilometer away from there. As soon as heard it, he started the Periscope application and started walking towards the place where it happened. While walking, he was recording the surrounding and informing the audience as much as he could. He was telling that people were moving away, and there were glass pieces on the ground. The windows of the shops nearby were broken because of the explosion. Breaking of the windows hundreds of meters away was giving clues about the severity of the explosion. When he was close to the scene, he looked for a witness and found one. He asked what the witness saw, heard and felt. The witness could tell very little, but ultimately a citizen tried to cover a breaking news by performing both live reporting and interview. In the meantime, the audience were asking questions on the one hand and giving information on the other hand.
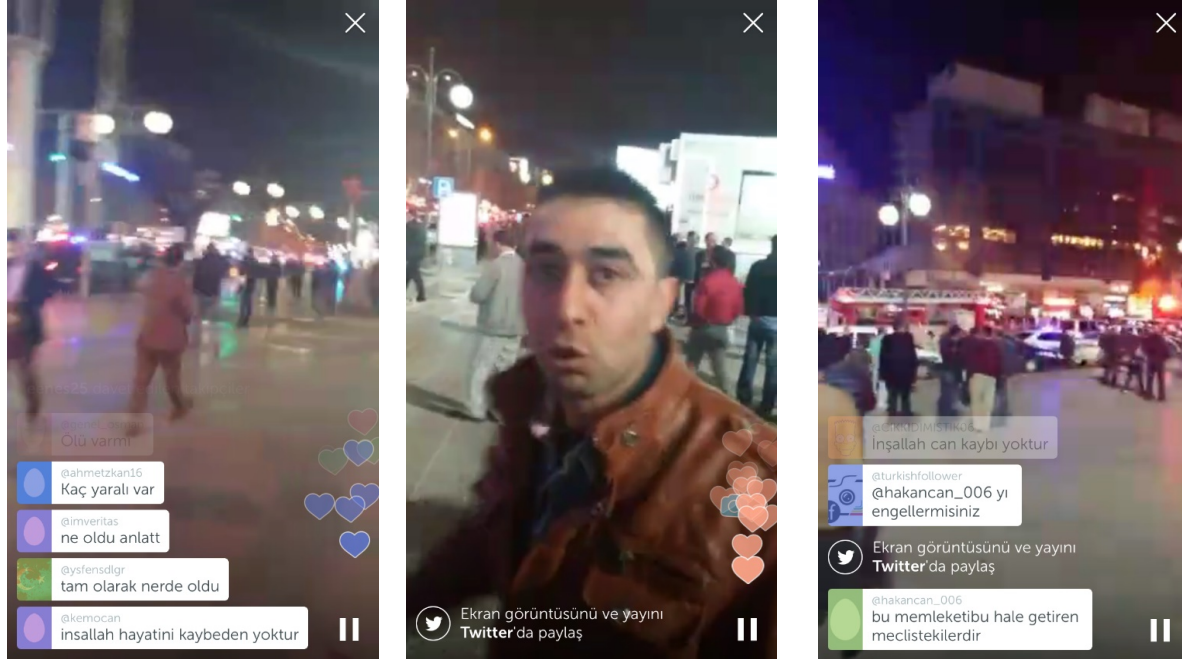

Photo 7. Three shots from Ankara Kızılay blast broadcast.

The audience comments and questions readable in the shots in Photo 7 are as follows: "Tell what happened" / "Where exactly did it happen?" / "I hope there is no one who lost their lives." / "It was heard in Ümitköy" / "Any dead?" / "It was heard in Dikmen." / "There were two bombs, be careful!"

So, the audience were both directing the citizen reporter and giving him information. Of course, the reliability of such information supplied immediately after the event there and then was very questionable but the audience writing that the explosion was heard in Dikmen and Umitkoy helped at least to have an idea about the severity of the explosion. However, it was not possible for the reporter to answer the questions such as "How many injured?" or "Where did it exactly happen?" at that moment and at that point.

Citizen reporter headed for the place where the explosion had happened but could not go beyond a certain point because of the police security circle. Fire trucks, ambulances, police vehicles came into vision from far, sirens were heard. Citizen reporter ended the 10-minute broadcast.

Conclusion

Live broadcast, being in the monopoly of the conventional media in the past, has become a broadcasting opportunity accessible to much more people thanks to the developing digital technology. This opportunity is even available to anybody using a cellular phone through applications that make live streaming possible by a single touch. Periscope, which is a mobile live streaming application, is one of

them. This study aims to identify, classify and reveal the properties of various reporting and interviewing styles in the new media by conducting the quantitative, qualitative, and discourse analysis of the live streaming of the professional and citizen reporters on Periscope. Thus, also the answer to the question, whether the content produced on Periscope is in compliance with the format of that medium is investigated. In the present study, it has been questioned what the data at hand points for facilitating the professionals, who use Periscope independently from their roles within the conventional media or as a complementary to their roles in the conventional media and the citizens, who use it for journalistic purposes to create an effective alternative in this new platform.

A sample composing of 40 professional and citizen reporter accounts was created and 121 broadcasts by these users in a one-month period (Feb 16 - March 17, 2016) were included in the research. The broadcasts in the sample have been reviewed both in terms of reporting and interviewing styles. As a result of the review, the usage types of the professionals and citizens have been classified as follows:

- Use of Periscope for regular studio interviews
- Use of Periscope for regular commentaries
- Use of Periscope for behind the camera
- Use of Periscope for live reporting
- Use of Periscope for breaking news coverage

The qualitative or quantitative potential of these different reporting and interviewing styles are different. For example, when focusing on the numbers, use of Periscope for breaking news coverage has an undisputed advantage in terms of attracting the audience. The audience/minute value of citizen's broadcast covering Ankara Kızılay Blast going over 32 times more than the sample's average shows very strikingly how an attractive new media application could Periscope be especially for such situations. Moreover, in this broadcast, the citizen did not only display what was happening but also helped the audience to better grip the event by performing live stand-up.

The second most-watched category in the above classification has been the use of Periscope for live reporting. In this category, mainly the protests and demonstrations not sufficiently covered by the mainstream media have been broadcasted by citizen reporters on Periscope as they unfold. In these broadcasts, both activist reporting examples and very nearly professional reporting examples have been observed. Answering the journalistic questions (5W1H) in a live reporting, keeping an objective position, using descriptive phrases, providing background information, providing reminders for new comers etc., which would be expected from professional reporters, could be exhibited also by citizen reporters.

Despite of attracting less audience than using Periscope for live reporting, another broadcasting category, actually having a serious potential is using Periscope for behind the camera. In the research sample, as an instance for using Periscope for behind the camera, the broadcasts of İrfan Değirmenci, the host of morning news in Kanal D has been reviewed. Thanks to these broadcasts, Irfan Değirmenci created and interaction with the audience, which would not be possible with the conventional media. However, this interaction could be drawn to much more advanced levels (from carrying out questionnaires to sharing a striking information about the background of a news or to a more specific hashtag) and the attraction of behind the camera broadcast can be increased. Of course, this is a matter of the corporate view of the channel employing the anchorman and how far they permit.

The most effective instances of the category of using Periscope for regular studio interviews in this sample consisted of the broadcasts of journalist Ruşen Cakır. However, those broadcasts are rather in the old media format than the new media format. Considering that the videos in the new media are watched more in mobile viewing and the short form videos are viewed rather than the long form, it can be concluded that audience potential of old media format broadcast will be lower. Indeed, this was the case in this sample. However, Ruşen Çakır's broadcasts are important because of bringing up issues not handled by the mainstream media (or even if handled, then the questions not being asked) and guests unable to show

up in the mainstream media into agenda. In addition, regular content production is a major issue in the new media per se.

Another name producing regular content in the sample is journalist Ünsal Ünlü. He is using Periscope for regular commentaries. In the first of these broadcasts from his office, he comments on an issue that he chose, by involving his journalistic experience as a commentator, and in the second broadcast, he reads the front pages of newspapers and comments on the mainstream media's way of handling the agenda in a critical attitude. Nevertheless, because of being a single commentary, he obtains relatively low audience/minute values within the research sample. But like Ruşen Çakır, Ünlü produces very important contents in the sense of creating alternatives to mainstream media too. Moreover, even though his broadcasting seems to be single commentary, actually it creates a collective content together with the audience. Ünsal Ünlü is the Periscope user interacting the most with the audience within the sample of this research. He answers the questions of the audience as much as possible during the broadcast and makes them a part of this ambient journalism.

People describing Twitter as a revolution for citizen journalism saw Periscope as a form of revolutionary Twitter with an additional live-video coverage and attributed bigger roles to it in the context of new media, social media and alternative media. However, when the use of Periscope both by the professional and citizen reporters is considered, it can be seen that it does not create such a strong influence like Twitter. Whereas, an application, providing anyone having a smart phone and internet connection, the possibility of live streaming just by one click has a great potential for both citizen reporters and professional reporters. But it is crucial for the content produced for new media to meet the new media format in order to activate the potential offered by new media. Continuing the qualitative, quantitative analyses of the reporting and interviewing styles in the new media and the impact of them will provide important data for the evaluation of the potential offered by new media.

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To Examine Reasons Of Social Media Usage Through Personal And Brand Image Management

Tan, H. [1]

[1]Hakan TAN, Istanbul Aydin University, (Turkey)
e-mail: hakantan@stu.aydin.edu.tr

Abstract

The image is the imagination that emerges as a result of the interaction between the person and others and the objects and life practices. The image of the object leads to the desire to have access to the object, leads to dependency and even compliance, identification and internalization of the object in the process.In this way, the object produced by man is metamorphosed and transformed into an independent entity, and the object acquires identity, personality and self within the process. As for theoreticians, they are explaining this relation as "we are what we have" and "we think what we look at". As for self, it comes into existence as a result of persons interaction with objects and others in social structure and representment of self is accepted as persons image. According to self-theorists, people aim to protect and strengthen their self-image, and use social relations as a means to achieve their goals. People use the image of objects to have the image they desire and manage dramaturgy and impression in their social relations. Thanks to the development of the Internet and technology, the convergence and digitization of communication tools and information technologies has created new media. Peoples desire to socialize and the possibility of technology enabled McLuhan's concept of "global village" and created social media channel. With the help of new media tools, people now join social media, create images, symbols and showings created by artists in Antique Age, Medieval Age and Renaissance, and becoma a media producer. While the people in the social media channel manage image through dramaturgy and impression management, brands manage image with public relations, advertisement and integrated marketing communication applications. Bourdieu refers to the settled place, settlers, habits and processes in the concept "habitus". In this context, study aims to explain the relationship between social media (place of settlement) and those who use social media (settlers) based on the concept of "habitus" and the direction of personal and brand image of habits arising as a result of this relationship and process. The study is written within the scope of doctorate thesis titled "Transformation of personal and brand image management in social media" which is still going on in Istanbul Aydın University and descriptive research method which is applied research method and application of communication science is used.

Keywords: Social media, Image, Brand, Self, Image Management

Introduction

What distinguish humanity from the rest of the living beings on earth and ensured their survival to the modern days is the ability to produce and use communication symbols. In communication, communication applications and communication symbols become prominent. Communication applications are explained as signs, nonverbal communication (body language), parole (auditory image), picture, ideogram, pictogram, symbol, alphabet (writing) and verbal communication. Historically, the means of communicating with other people have been applied with tools such as clay, stones, papyrus, parchment, and with the development of the paper, the invention of the printing press and the development of technology, typists, photographic machines, telegraphy and radio telegraphy, telephone, radio, and these tools are gathered under the roof of the traditional media concept. People can conduct communication applications both mediated and unmediated. According to Oxford English Dictionary, mediated means of communication has been called "media" since the 1920s. "Innis, as a good economic historian, means materials used for communication while using the word" media" (Briggs & Burke, 2004: 13). The media concept is described as the display of personal and corporate

communication productions in a technological tool. Nowadays the media is described as the fourth force after judicial, legislative and executive. According to Lazar (2009: 12) and Gerbner (2010: 91), the main issue of communication is the media. Although communication is accepted as science in the 20th century, communication has always been intertwined with human, natural and axiometry sciences. Communication has attracted the attention of thinkers since Antique Age. Aristotle, in Rhetoric, draws attention to the importance of the source, the reliability of the source, the image of the source in the receiver, the message formed by the source, the encoding of the message, the content of the message, the plausibility of the message with ethos, logos and pathos. Aristotle's view of communication is linear and he explains rhetoric as the ability to use ways to convince. People in antiquity used rhetoric to influence and persuade masses. It is seen in the theories and models such as "propaganda", "public opinion", "silver bullet", "transportation belt", "hypodermic needle" that the thinkers in the early twentieth century had the same approach to communication as Aristotle. The most important difference in these models and theories is that communication is mediated and mediated communication is called "media" since 1920's. Gustave Le Bon, Walter Lipmann, the Chicago School and its representatives, Dewey, Cooley, Park, Mead and political scientist Harold D. Laswell, Ivy Ledbetter Lee and Edward Bernays, founder of the science of public relations, can be considered important thinkers of the period. The thinkers of the period emphasized the use of the media (mass media) in their works to persuade and influence the masses. Moreover, since the beginning of the twentieth century, communication has been interwoven with behaviorism, sociology, psychology and social psychology and especially works by Ivan Pavlov, John B. Watson, Edward L. Thorndike, and Sigmund Freud on communication influenced the periods thinkers.

The issue of persuading and influencing the masses in the First World War was the most important priority of the states. After the "great depression" crisis of 1929, after World War I, governments' and corporations' need for public relations and advertisement has increased. Thus, communication before and during World War II became the first priority of human scientists. The researches made during this period were presented to the world of science after the war as a theory and model. Wilbur Schramm is one of the pioneers in the establishment of communication science in postwar America. Tokgöz states (2015) that Wilbur Schramm, one of the pioneers in the establishment of communication science in America used the term "founding fathers of the communication science" for Harold D. Laswell, Paul F. Lazarsfeld, Kurt Lewin ve Carl Hovland at an article in 1963 and used the same term in other publications later on. Harold D. Laswell was a political scientist, Paul F. Lazarsfeld was a sociologist / social psychologist and mathematician, and Kurt Lewin and Carl Hovland were social psychologists. We remember Harold D. Laswell with 5 W Theory, Paul F. Lazarsfeld (With Katz) with two steps flow of communication, Kurt Lewin with gatekeeper and group Dynamics and Carl Howland with works on communication and persuasion. While accepting the importance of founding fathers, we also need to emphasize Shannon and Weaver's Mathematical Communication Theory (1949). According to Shannon and Weaver, the communication process is described as a one-way (linear) transmission of the message from the source to the receiver. However, the root of the term of communication is "communis" in Latin, which means sharing and partnership. In English, term "communication" comes from the word "common". Tokgöz says, "Even if communication is different according to time and space, considering communication as sharing and interaction is unchanged." (Tokgöz, 2015:191). Communication is the interaction, participation, sharing and deduction that occurs as a result of the encoding of symbols with common meaning as unmediated or mediated by the context (media, gutter and channel). Communication is two-way. Traditional media is one-way, even if it has the concept of traditional media feedback. John B. Thompson explains this situation in his article "Some features of mass communication" as "Mass communication usually contains one-sided messages from transmitter to receiver. Unlike the dialogic situation in which mutual talk and listeners are at the same time a potential response, mass communication institutionalizes a fundamental break between producer and receiver; so that the contribution of the receivers to the flow and content of the communication process is relatively small. Hence, it may be more appropriate to speak of "transmission" or "broadcasting" as "communication" in the way we know it" (Thompson, 2010: 210). According to John B. Thompson, if communication is not two sided, it is transmission and broadcasting. To be able to participate and share, there must be no gatekeepers. Kurt Lewis is the one who invented the concept of gatekeeper. When Kurt Lewin (1947) was experimenting with changing the eating habits of families and preventing throwing food away (thinking it was spoiled) at a time of meat shortage in the United States, he considers those who control the information flow as gatekeepers and defends the term gatekeeper. "Gatekeeper functions can be carried out as an informal opinion, as in group trials, or to those who are officially appointed to

the administrative or editorial Office." (Lang, 2010: 33). Traditional media is one-sided and has gatekeepers, although it has the feedback feature.

Communication on the other hand is interaction and interactivity. In order for unmediated and mediated communication to be interactive, the term "mutual physical / contextual close relationship between two or more people; The ability to interfere with the flow of the program by interacting with a program and the way in which the human interacts with the human-machine interface that actively accepts input from the person " (Baştan, 2009: 8). New communication tools are added with the possibility of communication technology and with the people can communicate with machines through these interfaces. This communication happens with various virtual (software) and concrete (smart mobile, tablet, PC, Laptop etc.) products. People can not have close cooperation and interaction with others in the traditional media and with the author, nor can they intervene in the content. Therefore, the characteristics of the concept of communication are not fully realized in the traditional media.

With the development of the Internet and technology, it has created the concept of new media through the convergence and digitization of communication technologies and information technologies. According to Binark (2014: 15) The new media term is used to describe digital media, especially interactive media, Internet networks and social media, unlike traditional media (books, television and radio). In addition to the concept of new media, people also created social media channel by confirming McLuhan's concept of "global village" by with the need of socialization and technology. According to Boyd and Ellison, social media "are virtual environments in which users create, display, display, share, and observe other users' profiles and relationships, in a totally or partially open profile" (Kara, 2013: 54). According to definitions and researches on social media, brands and users are in interaction and communication in social media channel. Participation in social media channel is rapidly increasing worldwide. For example, Facebook has a penetration of over 1.7, and 1.1 billion people use Facebook every day (URL-1). Freud explains this situation refering to Le Bon as "if individuals have socalized and created a mass, of course, there must be a bond that connects them, and this bond can not be anything other than the characteristic feature of the mass" (Freud, 2012: 11). It is mentioned in the study that the characteristic of the new and social media is effective in the creation of the mass. New and social media is an interactive, participatory, virtual and measurable communication environment. In addition, according to research, it is an environment in which people show that they are better, more attractive and beautiful than themselves and their lives, and they try to build their reputations (images). In other words, people manage image in social media channel. Thus, people create images, symbols and showings created by artists in Antique Age, Medieval Age and Renaissance, and becoma a media producer. While the people in the social media channel manage image through dramaturgy and impression management, brands manage image with public relations, advertisement and integrated marketing communication applications.

Social Media Concept

The definition of communication takes place in social media. Features that distinguish social media from traditional media are it being two-sided, interactive, participative. If a media environment enables an interactive communication and allows sender and receiver to be both active and passive (participate), it is a social media. According to Fuch "social media- and -web 2.0- in the past years; blogs, microblogs like Twitter, social networking sites, or video / image / file-sharing platforms or wikis, have become popular in explaining the types of World Wide Web (WWW) applications" (Fuch, 2016: 49). As for Tasner, he explains Web 2.0 as collaboration, blogging, content sharing, online video, social networks Web 3.0 as mobile browsing, live video broadcasting, microblogging, personalization and semantic terms (Tasner, 2011: 19). In both Fuch and Tasner's definitions, technology allows people to produce, share, interact, collaborate and communicate with social media channel. Today by using a two-way, interactive, sharing and participatory media and using the internet, people can find a job, meet other people, get information, create friendship groups, upload videos they want to social media channels and allow others to watch or watch themselves and transmit news through microblogs to thousands and even millions of people. In addition, people in social media such as Facebook, Wikipedia, Myspace, Twitter, YouTube, Instagram, Pinterest, they can share their thoughts, interests, wishes, curiosities, perceptions voluntarily in these channel and participate, while learning other people's thoughts, likes, desires, curiosities, perceptions. People can Access and convey their likings though Web 2.0 and 3.0 features. Interaction in social networks happens with imagery, writing, sign and symbol images, photo images. Umberto Eco in his European Culture Search for Impeccable Language (2009), he refers to the collapse of the Babylonian tower and the division of humanity and

the emergence of languages. Most of the people of today's world population participate in social media channel like Facebook and Instagram, to be able to coexist with the mediated communication (media) and to refer to the Babel Tower metaphor with the desire for convergence and unification. On the other hand, people participating in social media applications want to get fame for their self with their image-sharing communication products. Symbolic interaction practices in social networks are being investigated in order to play the roles, the impressions and production of the expressions, in other words the stage of the human being in a scene created by the human being (media) and the presentation of images, symbols and illustrations with the possibilities provided by the technology. The fact that communication is defined in social media channel, how we are presented or how we are exhibited or seen by us, like the same mediatorless communication, leads us to the concept of self, image.

Personal Brand Image Management

We need to classify the symbols and pictograms according to the images and signs. Symbols and pictograms are more of a denotation. The image and the signs have bot denotation and connotation, and connotation is even more prominent. In his book Symbol (2013), Piercy explains why symbols and pictograms are needed and their meanings through historical, social, economic, cultural, political, military and communication dimensions. Symbols and pictograms are said to have been created with human intelligence by thinkers in terms of functions such as solving, communicating, clarifying, compromising, and removing linguistic differences from a social, economic, cultural, political, military and communicative problem at local, national and international level. However, the communication world thinks that there is no consensus on the image and the signs' connotation. The image is depicted in the minds of individuals as being designed and desired, missed, imagined and dreamy. In Oxford Advanced Learner's Dictionary, image is explainsed as "the image is explained as "the impression given to a person, or a product by the public". (Polat and Arslan, 2015:1).

Chicago School stands out in terms of interaction, symbolic interaction, self, dramaturgy and impression management. University of Chicago was founded by John D. Rockefeller in 1892. The Chicago School of Sociology and its representatives were influenced by Georg Simmel, William James and Charles Sanders Peirce. Peirce has suggested pragmatism and semiotic theories and is also regarded as the founder of American semiotics. According to Peirce, "Everything is signs (...) Every thought consists of signs, and thinking uses the signs" (Mattelart & Mattelart, 2011: 27). The concept of perception and perception management, which is increasing in today's world, comes to the forefront in Peirce's view. He draws attention to the person's thoughts, the person, the objects, the goods and the products in his life, influencing or even thinking with them.

William James studied self-theory. Williams James in his Principle of Psychology(1890), not only did he conceptualize the self-theory, but at the same time it is very important to understand human behavior. (Kağıtçıbaşı & Cemalcılar, 2015: 247). William James claims that self has three basic orientations. These are the material self, the social self, and the spirit self. According to James, "the material self: the person's own body, clothes, family, home, possessions constitute his material self (...) However, one must be identified with this material object; The social self plays an important role in the formation of others' thoughts, our social self. Social self is the end result of people interacting with each other." William James emphasizes that the goods and products possessed by the people are part of the self, and on the other hand, the importance of the social relations with the goods and the products in the formation of the self.

George Herbert Mead, John Dewey, Charles Horton Cooley, and Robert Park, representatives of the Chicago School of Sociology, carried out their Works by centering communication and interaction. For example, according to John Dewey, it is not simply a verbal linkage between the words "common, community and communication, the guarantor of being able to have a common understanding in society is communication" (Morva, 2013: 109). Dewey centers communication on the formation of society by creating a common bond and understanding among the people. Dewey, Park, and Cooley emphasize the importance and impact of communication and interaction in the restructuring of the country and cities where they are influenced by immigration, urbanization and capitalism. One of the representatives of the Chicago School, Cooley explains the concept of self through the mirror metaphor. According to Cooley's mirror metaphor, how one sees himself; How others see the person; What really is yours. Charles Horton Cooley's mirror metaphor has evolved into the self-theory by George Herbert Mead. "According to Mead, self is an actor" (Wallace & Wolf, 2015: 276). Mead recognizes self as an actor and the self is formed within the processes of communication, interaction and cooperation with other people, in other words within a social structure.

Goffman conceptualized the presentation of self as William Shakespeare's "the world is a theater", taking the image as the dramaturgical approach staged in the theater. Erving Goffman in his "Presentation of Self in Everyday Life", examines the impressions and expressions of the creatures through symbolic interaction rather than verbal communication. "Dramaturgical analysis is in harmony with its symbolic motivational origins. Actors focus on action and interaction" (Ritzer & Stepnisky, 2014: 219). "As Goffman shows, social interactions often involve putting a "self on the stage" where everyone tries to adopt and maintain a respectable image of himself, regarded as a social identity" (Bourse & Yücel, 2012: 269). Goffman explains that concepts of image and self can be used in the others place as follows "The self staged in this work is considered an (often reliable) image that the individual who plays a certain character on stage tried to give to others" (Goffman, 2014: 234). The self becomes the result of the interaction with the others in the social structure and the objects, and the presentation of the self is regarded as the image of the person. According to self-theorists, people aim to protect and strengthen their self-image, and use social relations as a means to achieve their goals. People use the image of objects to have the image they desire, and manage dramaturgy and impression in their social relations. Among personality features and images that the person thinks he possesses, personality traits and images, and other people's thoughts about himself, and others' thoughts about the individual; The person is trying to build who they are (personality/self). This leads us to concepts of personality / self which are possessed and desired. Fromm criticizes the situation as follows: "People are now struggling to be sold in the best possible way, not for their own lives and happiness. (…) The main principle is: "I am like you want to have me" (Fromm, 2015a: 186). In addition, Goffman emphasizes the concept of mask. It is probably not a simple historical coincidence that the first meaning of the word "person" is the "mask" (…) In the end, our understanding of the present day is an inseparable part of our personality. We come to this world as individuals, we gain personality and we become one person" (Goffman, 2014: 31 from Park, 1950: 249).

Only 7% of how we perceive people is related to the content, and almost all of our other perceptions are related to the image, which leads people to attach importance to images too. "Image thought; is one of the keys of your sphere of thought, learning deep guiding, guiding and using the people as you wish" (Guiraud, 1990: 98). People have long been aware of the importance of images and perceptions. After describing the concept of happiness in Rhetoric, Aristotle explains the parts that make up the concept of happiness as: "a noble birth, a large number of friends, good friends, being, good children, a large number of children, a happy old age and at the same time good health with honor, luck and virtue , beauty, power, size, athletic power, etc." (Aristotle, 2016: 49). According to Aristotle, it is understood that the parts that constitute happiness come to the fore of the concepts of body, body, fame, progeny, multiplicity of friends, friendship, existence, honor and virtue. The concepts of self and image are related to each other and each can almost not be explained without the other. Mead refuses to distinguish people from the objects they perceive, and perceiving the object makes it an object for a person; perception and object can not be separated (there is a dialectical relation to each other) (Ritzer, 2008: 216). Mead draws attention to the importance of thinking together the images possessed and / or possessed by the concept of self and the images they possess.

The Relationship The Person And The New Medium

With the development of technology, communication and information technologies can be gathered in a single tool, and one of these tools is smart mobile phones. By allowing the intelligent mobile phones to transmit digital voice and data, the contacts can perform both verbal communication, connect to the Internet and social media channel as well as transfer data. With new media tools, people can have both concrete products (smart phones) and abstract products (software/social media channels). In McLuhan's Gutenberg Galaxy, he refers to William Blake's "They became what they see" and says "Blake makes it clear that people change when their sense organs change" (McLuhan, 2014: 369). McLuhan also tried to prove this hypothesis in his works, Gutenberg Galaxy (2014) and Global Village (1992). McLuhan's students and followers are also doing some research to prove that the tool has changed the effect of the message. Blake pointed out the importance of images and images that people are in interaction with people with the words "They became what they see". New media and social media are taking the place of traditional media that people have interacted in the Industrial Revolution. Innis refers to the media with the concept of media, and in today's researches, it is emphasized that the new media tools that people use most are smart media and social media media. The features of the new media can be digitality, virtuality, interactivity, sharing, participation and measurement. Nowadays, people can measure the images they share in their meetings thanks to their smart mobile phones in a two-way and interactive communication environment. Thus, people can learn how many people see, like and even share opinions with other people about the image they

share. In addition to these, people can also know numerically how many people they follow and how many people they are followed by in new media channel. For people with new media, the message becomes a digital object; The importance of numerical value of the images is also increasing; It leaves the place of oral communication to the contents of the media message; The true identity, personality and self of the people are transformed into virtual identity, personality and self. Today's people are transformed into "what they see" by Blake's statement. In the study, the transformation of people and brands' images used for image management by new media and features of new media is explained.

The Extended Self Theory is explained as "We are what we have." (Belk,1988). According to the expanded self theory, "the goods, the clothes, the jewels, the family members, the photographs, the gifts, the diaries, the memories, the places and the events are part of the self" (Özer, 2014: 419). As McLuhan explains in his works that "the tool is the extension of the body of the person", the extended self theory is also explained as a part and extension of objects that the person has. The extended self theory was developed by Russel Belk. It is based on the work of William James (1890), which also influenced the representatives of the Chicago School in his extended self theory. Belk refers to James, "We are the sum of what we have" (Belk, 1988: 139). Belk argues that with the extended self theory, things that are possessed by a person are pieces of clothing, jewelery, jewelery, family members, photographs, gifts, diaries, memories, places and events as well as valuable objects. Karl Marx describes goods and products with the concept of "meta", and in his book Das Kapital, he emphasizes that the meta-human relationship is "an artifact of man-made products, which is human-like and transforms into an entity that engages with man" (Berger, 2014: 61). Marx emphasizes that man-made commodities have acquired identity, personality, and self. In addition, in Fromm's "To Have or To Be?" he emphasizes that modern consumers have to express themselves as "nothing other than what I have and have consumed. It is also proposed that the expanded self theory can be the most basic and powerful characteristic of "we are what we have" consumer behavior.

Cohen, in "An Over-Extended Self" (1989) emphasizes and criticizes Belk's lack of meaning, empirical diagnosis, and explanatory power that the extended self theory is so broad and inclusive, purposefully exaggerated, not absolutely right. Cohen refers to various renewable products and states that these products can not be the expanded self of the person. Cohen, on the other hand, notes the great importance of certain objects and products to individuals and emphasizes the feature of being distinctive and narrows the scope of Belk's theory to point to a good point if he emphasizes the personal meaning and value of the precise objects of the extended self (Cohen, 1989: 126). We do not agree with all of Cohen's criticism and suggest that the expanded self theory be narrowed down in the context of man-made goods and products. In Belk's answer to Cohen's criticism in 1989, and in response to Cohen's question, "When does the extended self emerge?" "is emphasized. In relation to the "how" question in the study, public relations are explained as image management realized through applications of advertising and integrated marketing communication.

Belk, in his article entitled The Expanded Self in the Digital World (2013), points out that products and goods undergo major changes in the technology and digitalization framework, thus adding new products and products, and emphasizing that my extended self is still alive. It states that technology and digitalization add "virtual" products, goods, identities, personality and ego to products, goods, identities, personality and ego, and the expanded self in the digital world in its article; Dematerialization; Virtual life (reembodiment); Sharing; Co-construction of self; Explained in the context of distributed memory headers. Belk on the headings above, when the products and goods are turned from concrete to abstract, Because people have a second life with these abstract products; It emphasizes that the self-possessions of the people are transformed into a more collaborative self. Belk emphasizes that research on the extended self is still going on and emphasizes that "the future of technology will lead to a change in the image of possible self and goods" (Belk, 2013: 494). Nowadays, people can not hide their intelligent mobile phones and act as if they are part of their bodies. They connect with smart mobile phones and social media channel, spend time sharing images and managing images.

Brand Concept And Brand Image Management

According to Marx, the object produced by man is moving away from the person and transforming into an independent entity from the human. The image of the object leads to the desire to have access to the object, leads to dependency and even obedience, identification and acceptance of the object in the process. Today, people call products produced by people brand. The AMA (American

Marketing Alliance) describes brand as "the name, the term, the mark, the symbol, or other markings of a merchant whose product is distinguishable from the others" (Tosun, 2010: 7, Keler, 2013: 30). According to Keller: brand consists of brand knowledge, brand image and brand awareness and "brand image is perception and priority that customers measured in various types for a brand have associations in memory" (Keller, 2013: 549). According to this definition, the brand is an imagiery in the memories of the customers. On the other hand, the brand is a sign and it points to a sender. F de Saussure explains the term sign as: "We call the combination of the mental image (concept) and the vision image an sign (...) We propose that the sign word should be adopted instead of the used mental image (concept) to indicate the whole" (Vardar, 1999: 31, Rifat, 2014b:24). According to F. De Saussure, the sign is the sum of the signifier and the signified. The brands in the lives of people are also an sign, and the concept of sign consists of signifier (concept / expression) and signified (content / image). Signs indicate products / services. According to the researches carried out, "While today's products and services of brands are forty percent for consumers, the image and perception that brands have in consumers are sixty percent for consumers" (Tan, 2017: 17). Marx draws attention to the products created by human hands and the importance of these products and goods to the persons, Belk claims that the products and goods are the extended self of the persons, and it is necessary to question how these products become a part of their self. It is emphasized that the relationship between commodities and people in the study is a communication and interaction not only from the people but also from the metal to the persons. Brand managers also use public relations, advertising and integrated marketing communication applications to have a brand image. "In this way, image management is carried out and it is aimed to achieve success by creating an impression of the images desired by society." (Bulduklu, 2015: 37). Brands are managing the image with public relations, advertising and integrated marketing communication applications. According to Fortsyth (2009: 151) and Keller (2013: 246), "public relations must first and foremost consider the institution, the institution's brand, or the various products designed and imagined to enhance the image of the brand's product". Kotler (2000: 111) says, "Most of the role of public relations costs are reliable investments designed to create a positive image of the target market." According to Budak & Budak, "it is more correct to use the concept of image engineering instead of relations with the people". (Budak & Budak, 2014: iv). Authors draw attention to the relationship between public relations and brands. Williamson refers to advertising and image relations as "the images we see in advertisements that give meaning to advertisements and convey their own meaning to the product. That's why advertising is so uncontrollable." (Williamson, 2000: 182). In Gombrich's Image and Eye, he says, "The real value of imgen is the power to transmit information that can not be coded in any other way" and supports Williamson's view. Harris & Whalen says "The idea behind integrated marketing communications is that everything that consumers are exposed to the product is summed up on a single brand image." (Harris & Whalen, 2009: 41). Ozdemirci explains the relationship between the company, marketing and brand management with the image by referring to the crises of 1929, 1973 and 2008 and describes the rise of marketing communication as the age of image starting with 1973 (Özdemirci, 2014). Public relations have brand images with advertising and integrated marketing communication applications. Thus, "people have the identity, the image they desire and the statues they desire with their products and services" (Tan, 2017: 20). Fiske talks about the concept of ego-drive in his Introduction to Communication Studies. "Social psychologists talk about ego-drive, which means our own being needs to be recognized, recognized and accepted" (Fiske, 2015: 88). Brand and people want to have images for awareness, recognition, acceptance. According to the Marxist view, this is the case with the concepts of "alienation" and "commodity fetishism"; According to Jacques Ellul, Critical Approach Representatives, "Technology Society (2003)" and "Word Fall (2015)"; According to Herbert Marcuse, "One Dimensional Man (1990)"; According to Theodor W. Adorno, "Cultural Industries, Cultural Management (2014); According to Erich Fromm, "To Have or To Be (2015); According to Guy Debord, "The Performing Society (2014); According to Jean Baudrillard, "Consumption Society (2013). As explained above, in order to influence the individuals in the brands, the media takes place and image method is applied in the practice of life, with public relations, advertising and integrated marketing communication applications. Adorno emphasizes that this is done with culture industry (brand image methods) and culture management. When Fromm says in his work "To Have or To Be" that the image of the object (object / product) and the object has become "a sign of the self and the power of influencing one's other" (Fromm, 2015: 99), Baudrillard says that "people are consuming signs, not the products" (Baudrillard, 2009). Critical approaches point to the effects of the media and the brands' image management, in other words the concepts and techniques and practices of the public relations and integrated marketing communication. In other words, critical approaches attract attention not only to the objects but also to the interaction and communication process from the objects to the persons.

Discussion

Erdoğan & Alemdar The Other Theory (2002) emphasizes in the historical heading of technology-mediated communication that "the development of the media is not a coincidence and is a result of intensive laboratory research in this development". Much research has been done on the effects of the media. It has even been developed on a number of theories on media effects. Some of the theories on media affirm media influences, while others do not. The question centered on "Uses and Gratifications Approach" is why do people use the media? And what do people use the media for? (McQuail, 2005: 424 Uses and Gratifications Approach "put forward the argument of active audience" (Erdoğan, 2014: 148). According to the establishment, people use media to satisfy needs, in other words diversion, personal relationships, acquisition and consolidation of personal identity / self, and surveillance. The relation between social media and image-self can be explained as follows: "The end of every social relationship satisfies a certain need. Attachment, love, care, uncertainty reduction are the consequences of satisfying this need " (..) "Possible consequences of satisfying social relationships include satisfying the needs of love and interest and developing self-concept, affirming self-image, reducing uncertainty, and creating an impression" (Ertürk, 2010: 111-240). In the study, it is tried to explain the usage of new media and social media, the use - self - image relationship and the transformation of image, self - relation, interaction, cooperation and communication. Integrated marketing communication is based on the concepts of need, satisfaction, use, object / conceptual relationship with the visual / visual image, dependence / dependency, and the finalization of the essential requirements or requirements. This explains why integrated marketing communications have been effective over the past six decades. Maletzke points out two aspects of the media in his model. These are "the image that the buyer has about the media tool and pressure or force from the media" (McQuail & Windahl, 2010, 64). According to Güngör, the Maletzke model declares, "It is important in bringing people forward in communication, but also in emphasizing the power of mass media." Maletzke draws attention to image of media. On the other hand, Gerbner emphasizes the cultural change brought about by the theories of cultivation and the media's co-operation with the brands with the following sentence: "All mass media are market oriented" (Gerbner, 2014: 191). On the other hand, as Aristotle says, "people want to know". In addition to these, people want to reunite with a mediated communication (media) by referring to the Babylonian metaphor.

Results

It is observed on the interest, use and penetration of social media that it is not mere verbal connection between the terms of common, community, interaction, collaboration and communication. Freud links it to common bonds and bonds characteristic features if people create a mass among themselves. Social media has two-sided, interactive, participatory and sharing characteristics. Thus, the definition and characteristics of communication are realized in social media. The interest, use and penetration to social media are explained by some thinkers, by technological approach, by some thinkers by socio-psychological and / or psychological approach and by critical approach by critical thinkers. This work is considered as a holistic approach. As mentioned in the study, people are not indifferent to objects, products and furniture produced by human hands. Marx explains this as "man-made products are transformed into an independent entity in the process"; Referring to McLuhan Blake, "people are turning to what they see"; Russel Belk explains it as "we are what we have." New and social media is an interactive, participatory, participatory, virtual and measurable communication environment. It can be observed that people turn towards the characteristic features of the media. Messages and relationships can be digitized and measured with the ability of new media to have virtual identity, personality, self, to measure new media, such as concrete (as smart mobile phones) and abstract (as software-social media channel) objects, products and goods . People also want to have images that have new media tools. On the other hand, both personal and brands use both social relations, imagery and images of objects to be a "self" and to create awareness. As Goffman points out, the concepts of image and self are intrinsic to the person. The methods that people use to create a positive impression are explained as the presentation of the self, in other words, as image management. Aristotle explains this to Nikomakhos Ethic not to dominate himself in his work (1998). And it goes on to say, "Therefore, it must be accepted that non-sovereigns are acting like theatrical actors" (Aristotle, 1998: 135). We understand that the concepts of role, actor and theater are also present in the Ancient Age. These concepts are described by the representatives of the Chicago School as a symbolic approach. The symbolic interaction in social networks is realized through the use of symbols, images and demonstrations with the aid of tools such as photographs and videos (without temporal cohesion, but spatial and temporal unity in Gofmann's research). Intermediate

communication (media) technology is transforming into an intermediary communication. And again, the gestures that Mead, Goffman stand on, and their meanings stand out in the social media. In addition to this, people want to interact and collaborate with other groups, groups, communities, even the global community. With the social media not having gatekeepers, being bi-directional, allowing interaction and sharing, people in the global world are gathering under the roof of social media and referring to the Babel Tower metaphor. Critical approachers emphasize that society is transformed into technological, one-dimensional, consumption and demonstration society. With globalization, it is accepted by thinkers that the situation has spread all over the world.

The brand consists of tangible and abstract values, and abstract values are realized through advertising, public relations and integrated marketing communication techniques, tactics, methods and applications. In the study, it is emphasized that the person-object relation is an interaction, communication process from object to person, not just from person to object. It can be observed that marketing and brand management are not indifferent to social media. When we think that the origin of marketing concept is the market, we can say that these people are marketing where there is a mass created. Marketing, brand managers can reach both direct and massive people with new and social media's interactive, shared, participatory, virtual and measurable properties. Thus, brands can have awareness, recognition and positive images.

Social media is becoming both personal and brand image management with the features of interaction, participation, sharing, digitization, measurability and virtuality. While the people in social media channel manage the image with dramaturgy and impression management, the brands manage the image through public relations, advertisement and integrated marketing communication applications. Symbolic interaction practices in personal and brand image management stand out. We think that it is important for the study of communication to show the transformation of the research subject media. The work is expanded by using survey, focus and semiotic methods in the thesis.

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A Unique Project Example Regarding Student Clubs in Higher Education in Turkey

Ilgın, H.Ö.[1], Ertekin İ.[2], Yengin, D.A.[3]

[1] Hicran Özlem ILGIN, Istanbul Aydın University, (Turkey)
[2] İrfan ERTEKİN, Istanbul Aydın University, (Turkey)
[3] Didem Ataman YENGİN, Istanbul Aydın University, (Turkey)
e-mail: hoilgin@nku.edu.tr

Abstract

The subject of this study is MEMYO Social Solidarity and Aid Club formed by Namık Kemal University Marmaraereğlisi Vocational School Students. The aim of the study is to ensure that the MEMYO Social Solidarity and Aid Club project is an example of a unique project proposal for other higher education institutions. The study consists of a systematic compilation of data on the actualization of 26 aid campaigns conducted by the club during the 2015-2016 Academic Year Spring semester and 2016-2017 Fall semester. The "case analysis" method was used as the research method. For the analysis, the record book used by the club members, the photos taken by the Vocational School Press and Public Relations Unit during club activities, and printed and video news about the national press club work in 2016 were used. As a result of the research, without any formal hierarchical structure, regardless of university student communities, and without limitation to any regulations or rules; it is revealed that the continuity of the activities of the "MEMYO Social Solidarity and Aid Club", which is carried out by the student centre, originated from the original and autonomous study area that the students created. In this context, it is important that the coordinator instructors only assume the role of consultant in the work of the clubs established in higher education, and that a broader movement of the student is provided in terms of club activities and functioning.

Keywords: Project, Student, Student Clubs, Higher Education, Social Responsibility

Introduction

The concept of social responsibility has been built upon the principle of maintaining the activities of the establishment in consideration with the well-being of the society. In other words, social responsibility can be described as both the establishments' liabilities to gain profit and their obligation to respond to the individuals and foundations in the society as well (Sabuncuoğlu, 2004; 66). Social responsibility studies in Turkey are progressing parallel to the development in the world, but they also have important problems in terms of quality and quantity. Social responsibility activities are mainly carried out by civil society organizations and civil society volunteers. In recent years, the number of employees who are involved in corporate social responsibility activities that "companies have realized" is increasing. In some companies, Corporate Volunteering Programs are being developed that are organized by employees' volunteers to make these volunteer activities more systematic and sustainable.

Volunteering, on the one hand, becomes a tool for the society contributions of the individual, while on the other hand it also benefits those who perform these activities. According to researches, volunteers become a happier, more energetic, more hopeful group compared to the communities they are in, and their negative feelings like anxiety, stress, helplessness and hopelessness are decreasing. In addition to these positive outcomes on physical and mental health, individual achievements such as the experiences they experience during the activities performed by the volunteers, the education they receive, the relationships they have established and social networks also have a positive impact on their lives. It is known that voluntary activities, in addition to individual gains, provide positive contributions to social welfare, such as strengthening the resistance of societies, multiplying sharing habits, multiplying their practices, and building a social and cultural infrastructure for faster and decisive partnerships in the solution of social problems. It is also known that as well as individual gains voluntary activities provide positive contributions to social welfare, such as strengthening the

resistance of societies, multiplying sharing habits, creating a social and cultural infrastructure for faster and more decisive partnerships in the solution of social problems (TOG, 2013; 11-13).

1.Social Responsibility

The establishment's approving the existence of the society except its own benefit, being interested in social problems beside its basic responsibilities, considering the results of the actions to be taken in advance constitute the basis of the responsible behavior (Peltekoğlu, 2012; 133).

Whose responsibility is social responsibility? This responsibility belongs to the whole community and the administration. That is, it should aim at not developing or presenting a brand but providing benefit to a social problem. Increasing social responsibility activities of the corporations and especially private sector has caused some contradiction in terms. Activities such as advertisement and sponsorship which are within the other area of activity of the private sector are confused with the social responsibility campaigns. Social responsibility does not only belong to private corporations. Government agencies and non-governmental organizations should have obligations and studies on this subject

(http://www.sabah.com.tr/yazarlar/cumartesi/bsemerci/2008/08/02/sosyal_sorumluluk_bilinciDate of Access).

Social responsibility is a concept that public, private sector and non-governmental organizations come together around a goal and head for a common life. From another point of view, social responsibility is the fact that individuals and corporations follow the actions which develop and protect not only their own benefits but also the general benefits of the society(http://www.sosyalsorumluluk.org/sosyal-sorumluluk-nedir/Date of Access 08.01.2017)

1.1.Students Clubs In High Education In Turkey

Vocational Schools in Higher Education in Turkey have a wide and important place. When completing the vocational training of the students; Communities for the preparation of social coexistence and the acquisition of life awareness at the same time; In other words student clubs; It provides an appropriate application area for the individual gains that need to be assessed in educational life. With a brief description, "Student Club" is a group formed by bringing students together in order to realize educational, health, sports, social, science and cultural activities according to the "Student Club Direction" in a planned and organized manner (YBÜ, 2017).

The student communities in the Universities of Turkey meet under three headings as Scientific Qualified Societies, Culturally Qualified Societies, Sports Qualified Societies. Emergency and First Aid Group, AR-GE Innovation Community, Plant Protection Society, Biomedical Technologies Research and Development Group, Industrial Engineering Group, Philosophy Group, Theme Group, Social Solidarity Group are some examples of these communities (NKU, 2017a).The activities of the clubs bring benefits to the universities at the point of introducing the universities to other world countries on national and international platforms, and at the same time they transform the leisure activities of the students in a quality way.

The student clubs, in other words student communities, operate according to the principles laid down in the Regulation laid down by the Higher Education Institution. With the Law No. 2547 on Higher Education, the boundaries of clubs, establishments of clubs, organizational forms of clubs, club hierarchies and even closure principles of the student clubs are explained in TR Official Gazette (1984). These regulations are applied in various forms accepted by university senates (NKU, 2017b).

As mentioned above, Social Solidarity Clubs, one of the communities operating in different fields, constitute the subject of this work. In this context, MEMYO Social Solidarity and Aid Club, one of the Social Solidarity Clubs working voluntarily, is considered as a unique example project in this study. The work of the club is unique because the working principles are not specified by regulations or framework provisions. In addition, the work of the club is unique because there is no formal boundaries and hierarchical organization of the club, which is basically voluntary. And also the social solidarity work that the club is doing without any academic record is unique and the continuity of these social activities has been achieved. In this context, this study consists of a systematic compilation of

data on the realization of 26 aid campaigns carried out by students of Marmara Region Vocational School of Namık Kemal University during the academic term of 2015-2016 academic year and fall semester of 2016-2017 which means one year period

1.2.Materials and Methods

In this study, as the Social Solidarity and Solidarity Club of the Vocational School students, the activities of the club members will be examined in order to evaluate the activity areas. The data will be compiled with observations carried out over a year as consultant teaching staff. In this context, this study carries a qualitative research feature in the context of a "situation analysis".

A case study is a summary of an event, event, or problem that involves a reality or a hypothetical situation, and includes the complexities encountered in its environment (UNSW, 2016). Analyzing a case study requires experimenting with applying knowledge and thinking skills to a real situation. To learn from a situational analysis, it is necessary to "analyze the information, apply the information, rationalize and draw conclusions" (Kardos and Smith, 1979; 1). The case study is seen as a distinctive approach in which one or more events, media, programs, social groups, or other interrelated systems used in the search for answers to scientific questions are examined in depth (McMillan, 2000; 91). The case study is also described as a research method in which a current phenomenon operates in its own reality and when there is more than one data source (Yin, 2002; 59).

The study consists of a systematic compilation of data on the realization of 26 aid campaigns conducted by the club during the 2015-2016 Academic Year Spring semester and 2016-2017 Fall semester. The "situation analysis" method was used as the research method. For the analysis, the records used by the club members, the photographs taken by the School Press and Public Relations Unit during club activities, and the printed and video news at the national press in 2016 were used.

2 .Case and Findings

The Social Solidarity and Solidarity Club of Marmara Region have started its activities on December 2015 with a proposal by a volunteer student. The student has suggested to the class that the stationery materials requested for 32 students in Bitlis Güzelsu Primary School in www.kardesokullari.com will be supplied with a campaign and sent to this school. Instructor of the course in which the recommendation was made has since served as a consultant in club activities since that date. The volunteer students made a list of the requested materials that could not be completed on the demand list and made a supply chain by informing the students who wanted to participate in the campaign that the incomplete material names and figures. The student who requested the start of the campaign completed the required stationery materials and more in the same week by taking the permission of the management and placing a table and chair in the entry area of the school and exhibiting the materials at the table and raising the number of students participating in the campaign rapidly within one week.

2.1. Organization Scheme of the Club

The student who made the first proposal started to be referred to as "club president" by the students without any election. The members of the club, who have accepted to be a club member without any formal registration, have defined themselves as "MEMYO Social Solidarity and Aid Club Member". To the core team who is consisting of approximately ten students and closely following the club's activities, close friends of team members, roommates, friends of hostels or dormitories have been added as another ring. While these members followed their activities through their friends, they also directed their own circles to supply the missing items in the campaigns. At this point, the necessary materials were procured from the county shopkeepers and new participants were added to the group. And in this context, more aid material was collected than the materials needed for the campaigns. On the other hand, with the acceleration of the studies with the beginning of the 2016-2017 academic year, with the news shared by the club's social media account, the college's own graduate students began to support the club as well. So, the club started to get materials from outside the Marmaraeregli region. In this context, it should be stated that it is inevitable to establish a graduate platform for the students who have graduated from the Vocational School of Marmaraereğlisi to communicate with their school again and give support to the works done from outside.

The organizational chart of a club without being bound to rules or regulations in an informal and organic way is in the format indicated below. In this organization chart where each ring is interacting and the exchange of ideas takes place; each unit and club counsellor, in other words, the instructor of the counsellor, is located outside the chart as an environmental unit.
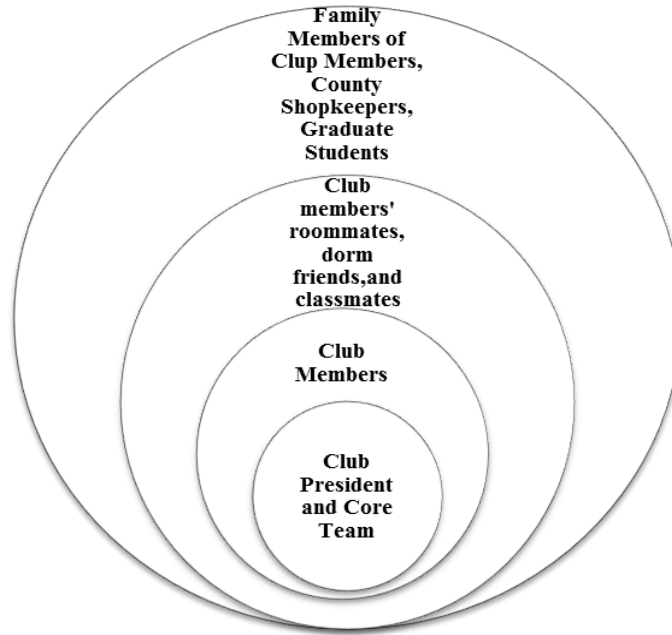
Figure 1. MEMYO Social Solidarity and Aid Club Organization Scheme

2.2.Continuity of Campaigns

The first campaign was completed quickly and necessary materials were collected. With the conclusion that the required material has been collected, the new school proposal has begun to come by the students. In this context, campaign continuity has become a "culture" in a practical way in the period when the club is still in the era when it was still establishing. The students have been working periodically for both schools at the same time. Ardahan Şehit Şenay İlan Primary School and Şırnak Elcani Primary School, Adıyaman Besni Kızılkaya Village Primary School and Muş Gazeteciler Cemiyeti Book Campaign can also be given as an example of campaigns that takes place at the same time. On the other hand, the involvement of the clubs at the local and national press caused students to accelerate their work and encourage them in their work.

2.3. MEMYO Social Solidarity and Aid Club at National Press

The involvement of the club in national and local press has contributed to the acceleration of the studies. On the other hand, it has been observed that placing the club at the top by the students and other club volunteers involved in the club's work gives an impetus to the efficiency of the work. Because of this, under this heading included news at the national press, and the returns of this news was addressed.

The fact that club activities were included in the Hürriyet Journal with a title "Started with one School, reached at Three Schools " on 08 January 2016 attracted interest among the club members as well as the students who supported the campaign and the students who were abstaining to support the campaign (Hürriyet, 2016). The news was featured on all announcement boards of the school. It has been observed that students are excited by the fact that they see their photographs in newspaper news.

The news "Assistance from Marmaraereğlisi to Çukurca" which appeared at local and national press took place in the notice boards of the school (Haber Marmara 2016). On the other hand, the aids sent to the students who survived in the fire of Adana Aladağ Dormitory were included in the news with the headline "Adana Aladağ'a Yardım Eli" (Habertürk, 2016).The fact that the news takes place at the national level and that students see themselves and their close friends in newspaper news have increased the interest in the campaigns rapidly. On the other hand, it was observed during the work that these news increased the interest of students to the club.

News in the national and local media were followed up by the İhlas News Agency and turned into video news by the title boot campaign for the Nusaybin Balaban Elementary School. The news, which included interviews with students, and the news that the students packed the campaign materials, took place in the media. The video news, shared with the title "They sent boots to their brothers at East for them to not feel the cold ", was shared in social media accounts of the students, helping to reach a wider audience for the club (Mynet, 2016). The students participating in the video news had the opportunity to share their voices to their families, friends and relatives, to announce the success of a social assistance project they were involved with and the importance of social sensitivity.

2.4. The club's 2016 Year of Studies

In order to systematically view the activities of the club, the studies are shown in the tables below. The tables are prepared in two sections; 2015-2016 Academic Year Spring Semester and 2016-2017 Academic Year Fall Semester. On these charts, the material supplied, the number of students prepared the campaigns, the duration of the campaign, the numbers of active students participating in the campaign are given and these data were taken from the registry of the common use of the club. In the registry book there are also copies of the cargo notes of the packages sent. Students of the Social Solidarity and Aid Club can review the notebook at any time they wish, and they can express their ideas if they wish. The notebook was kept under the supervision of the instructor by the request of the students.

The figures of the students participating in the campaign mentioned below were determined by examining the photographs taken during the campaigns and the photographs taken during the packaging processes especially on the days when the campaign packages were sent. In addition to the core team performing the activities of the club, it was also determined from photographs that there were changes between the other students periodically.

Table 1. The Campaigns at 2015-2016 Academic Year Spring Semester

The Name of School	Supplied Material	How Many Students Benefited	Campaign Time	Number of Active Students Attending The Campaign
Bitlis Güzelsu Elementary School	Stationery	32	1 Week	35
Ardahan Şehit Şenay İlan Elementary School	Stationery, activities and sports equipment, musical instruments	35	2 Week	45
Şırnak Elcani	Stationery	20	1 Week	40

Elementary School				
Bitlis Çukurca Elementary School	Boot	28	2 Week	25
Nusaybin Balaban Elementary School	Boot	36	1 Week	35
Adıyaman Besni Kızılkaya Köyü Elementary School	Stationery	20	1 Week	30
Muş Journalists Association	Book	30	1 Week	30

In order to systematically view the activities of the club, the studies are shown in the tables below. The tables are prepared in two sections; 2015-2016 Academic Year Spring Semester and 2016-2017 Academic Year Fall Semester. On these charts, the material supplied, the number of students prepared the campaigns, the duration of the campaign, the numbers of active students participating in the campaign are given and these data were taken from the registry of the common use of the club. In the registry book there are also copies of the cargo notes of the packages sent. Students of the Social Solidarity and Aid Club can review the notebook at any time they wish, and they can express their ideas if they wish. The notebook was kept under the supervision of the instructor by the request of the students.

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In the study of 2015-2016 academic year fall period mentioned in Table 1; Ardahan Şehit Şenay It took some time to procure the musical instruments and intelligence sets demanded for the Ad Primary School and for this reason the studies took 2 weeks. For the campaign done for Bitlis Çukurca Elementary School, because it was first boot campaign of the clup, the number and sex appropriate procurement process took time, so it took 2 weeks to complete the campaign. After this campaign, all packages sent were sent on behalf of the students names. After the Nusaybin Balaban Elementary School Campaign, letters which written by the students of the Vocational School, were put at the all of the packages prepared by the club members. Second hand books supplied by the students were sent to Mus in order to support the book campaign organized by Mus Journalists Association for the village schools.

Due to the fact that no special packaging was made for the individuals during the campaigns made during the first period, the collected materials were sent packed. Shared photos are photos taken just before and after the packages are completed by participation of all students participating in club activities. In this context, students discovered a new way of communication by writing letters to the students they had never known. On the other hand they have seized a new opportunity to express their feelings. In this context, letter writing culture has been remembered. On the other hand, letters from a single pen were written by forming a common idea with 10-20 people. At the same time, this study allowed the student to experience teamwork.

The table below is showing the studies at 2016-2017 Fall semester. As can be seen from the table, while the number of studies in the spring semester of the 2015-2016 academic year was 7, the number of studies in the autumn semester 2016-2017 academic year increased to 19. The main

reason for this is the development of the social responsibility consciousness in students and direct communication of the different schools which are informed about the studies of the club. Another village school teacher, who is close to a village school that is being helped during the spring semester, can be given as an example. He communicated with the club president and he reported their needs without a mediator. In addition, the increased number of studies can be explained by the increase in the number of materials that came via the social media.

Table 2. 2016-2017 Academic Year Fall Semester Studies

The Name of School	Supplied Material	How Many Students Benefited	Campaign Time	Number of Active Students Attending The Campaign
Van Tuşba Mustafa Kemal Atatürk Elementary School	Stationery	25	1 Week	10
Ağrı Patnos Kazanbey Middle School	Boot	63	2 Week	45
Van Başkale Ömerdağı Elementary School	Boot	25	1 Week	45
Mardin Savur İçören Elementary School	Snoozies, coats, boots, socks, toys	10	2-3 Days	25
Ağrı Eleşkırt Gökçayır Köyü Elementary School	Stationery	18	2-3 Days	40
Suruç Yörecik Elementary School	Stationery	10	2-3 Days	25
Şırnak Cizre Düzova Elementary School	Boot and coats	16	1 Week	45
Siirt Şirvan Damlıköyü Elementary School	Stationery and Book	13	1 Week	35
Bitlis Güroymak Saklı Village Elementary School	Scarf, beret and coat	13	1 Week	45
Adana Aladağ Atatürk Elementary School	Boot, socks and stationery	12	1 Day	55
Urfa Mehmet Akif Ersoy Middle School	Boot and socks	14	3 Days	25
Mardin Midyat Ortaca Village Elementary School	Stationery	22	1 Day	35
Ağrı Patnos 14 Nisan Elementary School	Stationery	19	3 Days	35
Mardin Dargeçit Altınoluk Elementary School	Scarf and beret	10	2 Days	20
Mardin Savur Başağaç	Boot	22	1 Week	45

Elementary School				
Hakkari Çukurca Ormanlı Elementary School	Boot and Stationery	25	1 Week	35
Van Başkale Sağmallı Village Elementary School	Boots, coats, stationery, berets, gloves and socks	42	1 Week	55
Batman Kozluk Ulucanlar Elementary School	Boot, coats, stationery	25	1 Week	40
Bitlis Mutki Güvenli Elementary School	Boots, coats, scarves, berets, socks, gloves, stationery and books	30	1 Week	45

The aid to Adana Aladağ Atatürk Elementary School mentioned in Table 2 are packages prepared for students who survived in a burning dormitory (Anadolu Agency, 2016). The package was prepared and packed by club members without losing time in the morning of the fire night. At the package, the letter written by the club members was included. This study was planned by students in an evening. Necessary researches have been done and as soon as the information of the students and the school learned the aid was sent. This campaign has also taken place widely in the national and local media (Milliyet, 2016).

With the aid organization of Mardin Savur Başağaç Elementary School, mentioned in Table 2, a new package added to the aid packages and these packages named "teacher's package". Teacher's names were written to these packages. "Teacher's package" includes stationery material, atlas, Turkish Dictionary, Turkish Spelling Book, appropriate reading books for class, etc. The idea of preparing teacher's package has been proposed and accepted by a member of the club who is in contact with one of the teachers. Later, it was continued as a club culture in other studies. Another work in this table should be stated again Van Başkale Sağmallı Village Primary School for the work done. The interaction with the club was met with enthusiasm by the students that the teacher was graduated from Namık Kemal University. And the number of volunteer employees of the campaign increased.

Within one year, the club sent aids to the 25 schools and one association (Muş Journalists Association). The total number of students reached by the club is 628.

2.5. Limitations of Club Works

Limitations of club work will be handled under the headings, Limitations on work, limitations on political views, limitations of information on trustee and limitations on delivery of the package.

The fact that there are no specific rules or regulations of club operations prevents the loss of time by providing freedom of movement and bureaucratic procedures; but disruptions in information flows, the fact that students do not know each other very well conluded the work has brought to the point of stopping. The counseling instructor took measures to remove communication barriers and the works resumed again. Because club members are composed of students from different departments and classes; club functioning that converges around the same goal but faces problems due to differences in opinions; systematized by seing the consultant as an authority by the students. It is possible to say that freedom of not being bound by any rule turned out to be a disadvantage in the point of view of different cultures, ethnic identities and views. It is possible to say that the freedom of

being free from any rule at the point of expression of the ideas turned out to be a disadvantage in the point of view of different culture, ethnic identity and opinion.

Most of the campaigns were done with the messages of the teachers who left a message to the site of "www.kardesokullari.com". In this context, phone connection was done with people leaving messages on the site and it is learned what the needs are and how many students are in need. Schools that leave a message on this website formed set of target schools. As a natural consequence of Turkey's geographical and climatic conditions, more calls for help from schools in the east and southeast of Turkey are included in this website. As a result, the schools where the aid work has been done have become concentrated in a certain part of the country. The presence of ethnic differences in the east of Turkey has been criticized by the students who have a nationalist perspective. These criticisms have reached the level of reaction from time to time. Students who responded to the fact that the aid packages were being sent to the eastern parts of the country expressed their reaction from time to time to the club president, core club members and advisors. These students were told that the purpose of the club was "to meet the needs of the children and that the club did not carry any political identity". It was observed that these students also participated in the studies at different times.

Limitations on accuracy and validity of information; It was necessary to carry out a research on whether the persons leaving the message on the site were employees of the school that was the victim. The phone numbers given were searched by the club president. Also, the authenticity and validity of the information is confirmed by the schools' websites. When necessary, the village headman was called by phone and the information were tried to confirm.

Since the packages sent were sent to village schools in Southeast and Eastern Anatolia, some difficulties were encountered. Due to the lack of an effective distribution network of the cargo companies in the region, the packages were sent by PTT cargo working to all regions. On the other hand, due to terrorist operations in the region and measures against terrorist attacks, packages arrived late to the schools. In this context, the fact that the club president followed packages and carried out follow-up calls to PTT branches benefited minimizing the limitations.

Discussion and Conclusion

University management and academicians should see volunteerism and community activities as a learning opportunity; establishment of the necessary institutional infrastructure and financial resources for these activities; students should not engage in bureaucratic obstacles as much as possible while conducting these studies; sharing good practices as good examples; to be awarded through public appreciation is critical for the development of such activities. There should not be an academic consulting position that monitors, supervises and approves community work. The role of academics should be limited only to providing the expertise required by the students in the areas they are engaged in, as well as the expertise demanded by them (TOG, 2013).

When the findings obtained from this study are compiled; student activities should be supported in the direction of social benefit by the university administrations; should be dealt with in the development of the social responsibility consciousness at the point of acquiring social sensitivity and the way of expressing themselves in social life besides vocational education of the students. The educational environment has a key role to the creation of a sustainable social responsibility consciousness. In this context, students should be supported by management and academicians, students should be provided with autonomous areas where they can conduct their activities, and instructors should assume the role of consultant, not manager.

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A Comparative Review of Bela and Elele Digital Magazines in Terms of Content

Kazan H. [1]

[1]Hüseyin KAZAN, Istanbul Aydin University, (Turkey)
e-mail: kazan.hsyn@gmail.com

Abstract

The media industry is being rapidly digitalized in line with the technological advances. Particularly, the magazines are being digitalized to present a more interactive content and to reduce the costs. The digitalized magazines get rid of the printing costs and are issued with a greater volume by overcoming the problem of page limitation. The digital magazines can take more advertisements and place greater number of photograph and news. The women's magazines, which use photographs extensively and try to offer a richer content, try to meet the readers both with printed and digital versions. The women's magazines have greater popularity as they have accessibility and affordability or mostly free availability. The reader, who does not want to buy the printed version, can access the digital magazines from their mobile phone or tablet online or offline after downloading. The choice of Bela which is monthly published in Bulgaria as well as Elele published in Turkey in this study titled "A Comparative Review of Bela and Elele Digital Magazines in terms of Content", are also due to their online accessibility. 11 of the year 2013 issues of the two magazines are analyzed both qualitatively and quantitively with a content analysis. Since both journals did not published the January issue of the year 2013, 11 issues of them are examined. Since the latest digital version of the Bela magazine is the 2014 March issue, the year 2013 is chosen as the closest date to today. The type and number of news, photo usage rates, the distribution of advertisements constitute the main elements of the study. The examination show that the contents are heavily similar to each other although the countries and cultures are different. The news on fashion, beauty, personal care, health and sexuality are among the indispensable news of both magazines.

Keywords: Bela Magazine, Elele Magazine, Digital Magazines, Woman's Magazines, Turkish Magazines, Bulgarian Magazines

Introduction

Women's magazines are periodically published magazines whose target audiences are women and who has content based on the interest of women. The women's magazines publish similar content in almost every country in the world despite the changes through the local codes. Fashion, beauty, personal care and astrology are among the indispensable subjects of all women's magazines. The content, target audience and reading rates of the magazines vary depending on parameters of the country in which they are published, such as population, education, income and women's employment. These parameters in Bulgaria and Turkey, which constitute the focus of our work, are important.

Socio-culturally, women's habit of reading books in Bulgaria are directly proportional to their habit of reading magazines and newspapers. While the women living and working in cities focus mostly on fashion and decoration magazines, women living in villages prefer tailoring and embroidery magazines. However, with the transformation of the country into a capitalist form the young female population between the ages of 25-45 improved their connection with the outside world and inclined towards fashion and tabloid news and the magazines with such content.

While the women who live and work in the city spend more time in reading newspapers, magazines and books, the women living in the village and mainly earning their lives by farming cannot spend time for reading as the amount the urban women do. In addition to amount of time spent, when

we add the level of income to this assessment, while the urban women have the opportunity to buy newspapers and magazines, the rural women can only find this opportunity once a month.

According to the year 2014 data, the monthly income of urban women between the ages of 20 to 40 who are employed in the jobs like cashier service, secretariat or sales-marketing have a monthly income of 480-530 leva, while the rural farmer women earn monthly income of 200-300 leva (annual product sales vary between 2000 to 4000 leva) by selling the products they grew (http://www.nsi.bg/bg/content/4050/възраст, E.T. 20.10.2017). As a result, women who can barely earn their living behave frugally when spending on their areas of interest. Although there are some variations in these figures among the years, the general trend remains almost at the same level.

The total working population in Bulgaria is 3,016,800 in 2016. While the rate of working women is 44.3% in total, 53.8% of them live in urban areas and 37.1% live in rural areas. As to the age range by the total working population ratio, it is 69.9% in the range of 23 to 34 and 79.9% in the range of 35 and 44. The proportion of those who have received higher education is 71.3% and the rate of those who have received secondary education is 55.6% (http://www.nsi.bg/bg/content/4009/заети-лица-и-коефициенти-на-заетост-национално-ниво-статистически-райони-области,E.T.20.10.2017). When the level of education is high in the country, the economic development and income level are inversely proportional with the education, when the studies made are compared.

While reading rates are high in the country, book reading habits have been culturally more developed. In Bulgaria, which have big libraries in even the villages, people have had the opportunity to access books. When the total population ratio is assessed in Bulgaria, the rate of those having higher (university graduation) education is 89.8% according to the 2016 data. On the gender basis, it is 45.1% for males and 61.2% for females. The reading rate of those aged between 24 and 34 is 47% while it is 45.4% in the age interval of 35 to 54 (http://www.nsi.bg/bg/content/3691/население-според-четене-на- книги-по-пол-възраст-образование-статус-в-заетостта-и) In Turkey, where the population ratios differ greatly in comparison with Bulgaria, the situation is more striking in terms of population-reading ratios.

Although the newspaper circulation in Turkey is inadequate when compared with population ratios, these ratios are even lower in magazines. The majority of monthly magazines do not see the figure of five thousand. This is also valid for women's magazines. Even though there are many more women's magazines in comparison with Bulgaria, their circulation is very low. Considering the population, education, literacy and female employment rates in general, it is expected that the magazines will have higher levels of circulation and content quality.

According to 2016 figures of Turkey, the male population has reached to 40.043.650 with a rate of 50.2% and the female population has reached to 39.771.221 with a rate of 49.8%. In 2015, the population percentage of illiterates aged 25 and over was 5.4%, which was 1.8% for men and 9% for women. The population percentage of high or equivalent school graduates aged 25 over was 19.5%, which was 23.5% for males and 15.6% for females. The population percentage of college or university graduates was 15.5%, which was 17.9% for males and 13.1% for females. According to the results of the household labor force survey, in 2015, the employment rate among the population aged 15 and over was 46% in Turkey, which was 65% for men and 27.5% for women. Among the population aged 15 years and over, the labor force participation rate was 51.3%, which was 71.6% for males and 31.5% for females. When the labor force participation rate is examined in accordance with the education level, it is seen that as the level of education increases, the women participate more in the workforce. The labor participation rate of illiterate females is 16.1%, while it is 26.6% for pre-high school-graduate females, 32.7% for high school-graduate females, 40.8% for vocational or technical high school-graduate females, and 71.6% for higher education graduate females. According to the results of income and living conditions survey, annual average prime job income of females having higher education was 29.238 TL, which was 16.124 TL for females having high school education the date of 2015. The annual average prime job income of females who have not completed any level of education was 8.528 TL (www.tuik.gov.tr/PdfGetir.do?id=24643). While the figures prove a great potential, they do not reflect to the magazine readership.

The target audience is large, as well as the number of magazines to address it. Many national and foreign magazines like Elele, Elle, Enda, Cosmopolitan, Aysha, Burda, Kadın and New Beauty are meeting with the readers. The content of the magazines mainly appeals to the

urban population. Among the urban population, it appeals to upper income level in terms of income and social status. While the magazines are prepared in a way to attract the attention of almost every woman, the women from lower levels in terms of status and income cannot afford them. However, they can access to the digital issues of most of these magazines.

In Bulgaria, the digital magazines covering the women's health and fashion are Rozali, Eva, Jenata, Blasik and Bela. The digital subscription of global fashion and health magazines like Cosmopolitan, Elle, Glamour are also present in the country. Among them, the Bela magazine was chosen because it is a national magazine, is conceptually more professional when compared to other national magazines and is having a wider woman target audience.

A Review on Bela Magazine

Bela, a women's magazine in Bulgaria, has begun the publishing on 19 February 1998 as a women's magazine managed by men and "without sales anxiety" in their words (http://bela.bg/%D0%B7%D0%B0-%D0%BD%%%%%% D0% B0% D1% 81% /). The magazine, which is published with the slogan of "for women who know and do not know what they want" has been digitalized and shared its pages in pdf format in its web page since 2007. The magazine is published monthly but there are also issues covering two months as this period is sometimes not followed. The first issue was published from 3.75 leva, while price of the 192nd issue which has become available in the web site in 2014, was 4.30 leva. The magazine does not have a standard number of pages while the first issue on the web (http://bela.bg/archive/2007/01-2007/bela-nov-broi.pdf) has 148 pages. The 192nd issue (http://bela.bg/archive/2014/03-2014/bela-nov-broi.pdf) which is the last issue uploaded to the web site was published in 100 pages.

The Last issue to be share online (http://bela.bg/) is the 192nd issue, in 2014. As of 2017, Bela, who has transformed from the magazine character to the web journalism, continues to be published in Sofia via http://bela.bg/ in categories such as Fashion, Beauty, Health, Life Style, Celebrities, He and Me, Bela House and Destination.

The main element of the magazine's content is the astrological news. When all the issues of the magazine are examined, it is seen that nearly 10 pages -and even more in some issues- are dedicated to astrology in in almost all the issues. Especially news about the lunar calendar is among the indispensable news within the category of astrology. In the magazine, the topics of fashion, make-up, beauty, health and personal development are prioritized. In the magazine where special attention is paid to the health articles, the articles on sexuality were mainly included in the scope of sexual health and within the frame of giving information.

The use of photographs in the magazine is not as high as it is in the Turkish magazines. There is no standard in terms of the quality of the photographs. The photograph quality is not in adequate levels. While the quality of the photographs is low, the photographs used in the articles on sexuality are extremely daring ones (Bela, 2008/125:125). Covering sexuality related articles and photographs since the first issue (Bela, 2008/125:85-86 / 107-108), the summer issues have been particularly remarkable. When all the numbers of the magazine (http://bela.bg/%D0%B0%D1%80%D1%85%D0%80%D1%85%D0%B8%D0%B2/) are examined, it is seen that sexuality-related articles and photographs are increasing particular in the June, July and August issues. The other point that distinguishes the magazine from its Turkish counterparts is the fact that most of the articles are given as a sex article (Bela, 2014/192:64-66).

When the rate of placing advertisements in the magazine is considered, cosmetic product advertisements comes first. Clinical advertisements, doctoral advertisements, beauty center advertisements constitute other prominent advertising areas. While advertisements are dominated by the domestic brands, these brands are usually the same ones with limited numbers. The advertisements are tried to be placed in line with the article content, but this is not valid for each case. When the image and graphic quality of the advertisements are considered, it is seen that the magazine could not achieve a standard quality (http://bela.bg/archive/2007/01-2007/bela-nov-broi.pdf). Some advertisements have high level of graphical quality while some just looks like advertisements in the local press.

Some of the advertisement photographs, as it is in the article content, use photographs appealing eroticism or sexuality (http://bela.bg/archive/2007/01-2007/bela-nov-broi.pdf).

A contextual transformation is seen in the magazine which we have examined 11 of its issues starting from January in 2013. Four to five issues of the magazine are somewhat distinct in terms of content, advertisement and photography. The magazine has almost been transformed into a photographic encyclopedia which firstly aims to inform the intellectual reader. It was tried to remain away from photos and articles with sexual content and to use less number of photographs. Shortly after this transformation, the magazine continued to follow a line closer to the former one, and adopted an even daring publication policy in certain issues. Especially the increase in articles on sex and the prioritizing of the nudity element in the photographs are important indication of this.

179th Issue

A photograph a local model was used at the cover of the 179th issue which was published as 100 pages. It was published as a special astrology issue with 14 articles, 20 photographs and 12 advertisements. The introduction of the magazine is on the meaning of Moon and special analysis made on the details of each cycle of the moon. The main content of the magazine consists of relationship between the Moon and astrology and the mystical meanings of relevant symbols and signs, The Moon calendar by months, astrological health information, Chinese astrology and monthly horoscope comments for 2013. (Bela, 2013/179).

A comprehensive and graphical study was made which includes grabbing the moment of the Moon (Bela, 2013/179:4), Moon Calendar (Bela, 2013/179:30-53) and the changes in the lives of individuals according to the Mon's condition. The photographs and shapes used to support the articles are small, looking like a book format, but are instructive. A great part of the images used in the magazine are astrology-related photographs showing Space, Moon and constellation of planets.

Although the photographs used in the magazine targets women perception, a healthier appearance and marketing for life is at the forefront. For example, in cosmetics advertisements, a skin image in the form of porcelain (Bela, 2013/179:4), (Bela, 2013/179:11) was used. In health-related advertisements, child photography is used to instigate maternal instinct (Bela, 2013/179:67).

The magazine has a low profile in terms of advertisement which placed 4 cosmetic advertisements (skin and hair care products), 2 educational advertisements (foreign language education and private school), 2 clinics advertisements, 2 natural tea advertisements, 1 furniture decoration advertisement.

The number of advertisements is quite small compared to Elele and the quality of the advertising graphics is also quite low (Bela, 2013/179: 3). Most of the products advertised are brands of herbal products (Bela, 2013/179:11), (Bela, 2013/179:17).

180th Issue

In the issue, published as 84 pages, the subject of "meditation techniques for a better life" was dealt. In the cover of the magazine, a photograph of the local female model was used again. The issue places 28 articles and 72 photographs. There are a lot of articles like "Mercury's lightness", "begonias will blossom", "the excitement of the month, a diet for quitting smoking", "limitless shopping", "the proposal of fashion designers", "the color choices in clothing fashion", "cosmetic secrets at home", "everything you want to know about blood" (Bela, 2013/180). The magazine also covers sexuality related articles which give the headline of "do not think, do touch" which questions as to why the sexual relationship among women and men does not rely on trust (Bela, 2013/180:56-57). The emphasize is placed on healthy sexual life mostly by using fewer number of photographs in sexuality-related articles.

Although it is aimed to attract the attention of women in the photographs, there is an advertisement-based focus with recommendations for healthy appearances and a healthy life in this framework. (Bela, 2013/180:32-33). Particularly in the health articles, a consumption culture was tried to be instilled while the contents were supported by pictures of children and elderly people (Bela, 2013/180: 43-44). In this respect, "do limitless shopping" article made just before "the fashion trends" article is remarkable (Bela, 2013/180: 5). The issue mainly deals with the subject of healthy live (Bela, 2013/180: 43-44). While the expert opinions are given in these articles, the photographs of the health clinics with clearly visible names at the end of or next to the articles are attention-grabbing (Bela, 2013/180: 45). The photographs used in the magazine are often informative and in small dimensions, having the form of photographs used in books (Bela, 2013/180:67).

There are 30 advertisements in the magazine which include 7 cosmetics advertisements (skin and hair care products), 3 educational advertisements, 3 radio advertisements. Other advertisements include cargo, casino, clinics, concert, furniture.

The first pages devoted to women's fashion trends target the consumption habits (Bela, 2013/180:6-11). In Bela magazine, as well as in Elele, the brands are advertised by presenting the products with their brands. For example, in the article of "your color choice", in the 10th page of 180th issue, product advertorials are made based on the colors determined in the concept. The brands of the products are given along with their designers (Bela, 2013/180: 10-11). Besides, while dealing with the subject of the societal role of women is considered as a positive information sharing, the advertisements given through the article worth thinking.

The article of the "Skin Care in Spring", in the health and beauty section of the magazine, gives information on the skin care. This information giving have advertisement purpose, but it also touches on home made products. In the question-answer section on page 17, while there are questions about skin care, an advertisement of beauty center named "Magama" is just next to the article. On the 18th page news about skin care is on going.In the article of "Self-cosmetic", in other words "beauty expert of your own", home-made skin care masks are touched on. The next page is devoted to a full-page advertisement of a cosmetics brand (Bela, 2013/180:16-19).

There are usually the advertisements of same brands in the magazine. For example, the German-origin M. Asam, a skin care brand, has an advertisement in almost every brand (Bela, 2013/180:19).

181th issue

The cover topic of the magazine which was published in 84 pages is "family and mentors" (Bela, 2013/181: 40-43) while the cover photograph is that of a local model.

There are 29 articles in the issue including "Say Hello to the Spring", "New Cuts in the Fashion", "Heights, Colors and Combinations", "Stile File", "April Choice of the Magazine", "Preparation to the Beach Season", "Say Good Bye to Smoking", "Our Body is not a machine", "Fastest Body Exercises", "Make-up recommendations, Colors Enrich the Eyelash" and "Truths and Falsehood on Menstruation Periods".

Sexuality is covered in this issue as it is in almost every issue. "Perception and Sex" and "Non-standard Libido" (Bela, 2013/181:54-55) are sexuality articles of this issue. Cloth presentations and suggestions, a standard of the first 7-8 issues are also included in this issue. Season's dressing suggestions are made without mentioning brands (Bela, 2013/181: 6-9). The 181th issue includes, in detail and widely, the articles related to skin care, skin health and health in general. There are advertisements of the clinics of the doctors at the end of the pages who are guests of these pages (Bela, 2013/181: 31-38).

It is also noteworthy that the number of pages dedicated to astrology is quite large (Bela, 2013/181: 65-79). Even though most article headlines do not use the imperative mode, they evoke the feeling of "I must do it, I must be like that" in the reader. In the article about the make-up suggestions in page 26, small photographs are used to create charm and desire (Bela, 2013/181:26-27).

There are 101 photographs is the issue. Most of the photographs are naturel-like woman photographs (16) reflecting natural life, albeit using make-ups. This is followed by 15 food and meal photograpsh as well as diet and recipe photographs.

Although the advertisement pictures added after and before each of the articles seem to be the supportive of the articles, in fact, it gives the impression that the articles are supported by the advertised brand (Bela, 2013/181:31-38).

There are 32 advertisements in the issue and cosmetics industry comes first with 7 advertisements, followed by 4 radio advertisements.

All advertisements are not compatible with the content of the articles on the page they are included with the articles. For example, on page 181, there is a coffee machine advertisement alongside the sexuality-related article (Bela, 2013/181:55).

182nd Issue

29 articles are used in the 182nd issue. In the magazine where the photograph of a local female model was used at the cover, the cover subject is "I believe in myself, I don't believe in myself! Neurons of spirituality". This issue deals with diversity of beliefs and spirituality, while more emphasis was placed on eating habits and diet. Although there are articles about personal development, it is an issue focusing more on the aesthetic and external image. 12 of the articles are on diet, fashion, beauty and skin care. 7 articles are on spirituality and personal development and one is about child development. This shows that the magazine appeals to conscious woman consumers (Bela, 2013/182:65-79).

Other noticeable articles are the education article titled as "Early beginner kids learn earlier" (Bela, 2013/182: 48:50) and indispensable horoscope comments.

68 photographs were used in the magazine, which is a decrease compared to the previous issue. A photograph of a learning, investigating, well-groomed and modern woman was chosen for the cover. In the photographs used for hair care in cosmetics advertisements used two different female images, one of which is more courageous and self-confident woman while the other is a shy woman. In skin care advertisements and informative articles, smooth skin appearance with clearer beauty is at the forefront. Smaller dimension women model photographs are chosen for fashion and style articles, conceptually product-focused more vivid photographs are preferred. In addition, the photographs used for dietary articles use photos of women who escape from foods with too much calories. In general, informative and healthy live-focused photographs are chosen.

There are 32 advertisements in the magazine: 6 cosmetics advertisements, 3 coffee advertisements, 3 detergent advertisements, 3 radio channel advertisements and 2 private doctor advertisements.

183rd issue

The cover subject of the magazine is the "Woman at the Cashier". There are 29 articles in the issue while the remarkable ones are "Do not only know, but also apply", "Jeans choices", "June choices of the Magazine", "Your wrinkles are the same as your mimics", "The importance of oxygen", "Bronzed skin vs white-skin", "The causes of pigment spot the skins", "Thirstiness or fashion", "Harvests of a stressful life", "Role models for Women", "Freedom is nakedness".

Among the suggestions of the fashion section, which is the classic of each issue, are brands and designers, where only the photographs of the products are given as well as the suggestions of color, model and combination (Bela, 2013/182:6-8). As it is in Elele, without solely telling the name of the brand, the brand is directly introduced and then the pages mention about what the product is for (Bela, 2013/183:11).

55 photographs are used in the magazine while the cover photograph belongs to a local female model. The photo is deliberately connoting sexuality. The dressing of the model is normal as she wears t-shirt and pants, but her underwear is shown above the low-cut pants, which is a deliberate connotation of sexuality (Bela, 2013/183). The same can be seen in the articles about the jeans on the page 6. Here, too, photography is used to make sexual connotations with topless wears over pants (Bela, 2013/183:6). The photographs that make the connotation of sexuality were increasingly used in the magazine. In addition, the quality of the photographs is also increasing compared to the previous issues.

High resolution photographs were used in the articles of "5 suggestions for healthy dancing of your hair" (Bela, 2013/183:24) and "sweetness of salted water" (Bela, 2013/183:40-41).

The photograph and article combinations were mainly based on sexuality. The two photographs used in the article which answers the question of "bronzed or white skin?" are relevant but they reflect the sexuality of woman with emphasis on a single-type woman (Bela, 2013183/20-21). The usage of woman as a sexual object with a model wearing bikini in the article on the benefits of salted water has no relevance with the subject (Bela, 2013183/27). Besides, there are very happy women shopping in the photographs related to the cover topic.

131

The consumption is encouraged in the issue and especially in the articles on cosmetics, the motif is smooth skin and bright vibrant hair (Bela, 2013/182:18). Photos of women having beautiful smooth skin are preferred even for photos of women waiting to pay at the cashier (Bela, 2013/183:40-41).

The consumption culture is reinforced with advertisements on the article pages, or advertisements just before or after the articles.

The magazine transformed from a book to a magazine and found its true identity. The photo quality has increased, and the photographs have become drastically bigger. The increased quality of the photographs is not only in the photographs that appeal sexuality but also in all other matters. For example, even next to the editorial post in the introduction, a large-size colorful relevant photo is used (Bela, 2013/183: 3). The same is seen in the 184th issue of the magazine (Bela, 2013/183:3).

Although the photographs used throughout the issue seem to be consistent with the subjects, they try to influence the women and family life and to trigger consumption, when reviewed carefully.

There are 28 advertisements in the issue while the cosmetics advertisements are at the top again. The mostly advertised areas are listed as 7 cosmetics, 3 radios and 2 coffee advertisements. Education, casino, holiday, clinic and holiday are among the other advertising sectors.

In this issue, the quality of the graphics and brightness has increased, and the sexuality has come to the front stage again (Bela, 2013/183), (Bela, 2013/183:17).

184. issue

The 184th issue was published in 84 pages; whose cover topic is Food Hegemony and Slavery and the cover photo belongs to a local model. The issue has 33 articles while the subjects of family health and women interest are at the front stage. Some important articles are "Cream of the House", "Iconography", "Flower-pattern Fashion", "Choice of July", "Youngness to A Some Extent", "Not-Aging Lady Stars", "Facts about Slimming Creams" and "More Permanent Tanning".

85 photos were used in the issue. Although the cover photo is related to the main theme of the issue, the exposure of the female model has sexual content. The happy family photo used in the editor's introductory article is associated with healthy nutrition. Icon paintings and mother - child photography reflect the Bulgarian tradition (Bela, 2013/185:3).

The photographs used in the fashion headline are consistent with the information provided and casual clothes are marketed. Portrait photographs of Hollywood actresses have been selected under the title of "Not-Aging Stars". It is emphasized that everybody can be like these celebrities. The diagram pictures used in the article related to lymph drainage, pulse and varicose vein are informative.

Among the photographs of the articles on sexuality, only one of them shows a couple in dialogue while the other three are in sort to be seen in magazines like playboy (Bela, 2013/184:148-149).

Perception management in the photographs is usually about sensitivity of women on healthy life and the compositions of natural, pure and healthy women. As it known that the regeneration feeling instigates woman, the perception is tried to be directed towards that way.

There are 30 advertisements in the magazine which are as follows: 8 cosmetics advertisements, telephone line advertisement, ironing advertisement, glasses store advertisement, lemonade advertisement, 2 concert advertisement, sports hall advertisement, hairdresser advertisement, 2 coffee advertisement, tourism agency advertisement, language school advertisement, 2 furniture decoration advertisement, DIY store advertisement, 3 radio advertisements, cargo company advertisement, e-magazine advertisement, aesthetic center advertisement and a casino advertisement.

185th issue

The 185th issue with a cover topic of "Body close to Ideal" was published in 84 pages. The cover photograph of the magazine is a photograph of a foreign model with bikini.

There are 31 topics in the issue where the themes reinforcing the perception of "Woman rules" and orientating the woman reader are chosen. The articles which are at the forefront of the issue are "Blue Summer with Fashion", "Our August Choice", "Body close to Ideal", "Naked or Clever", "Anti-Cellulite", "Zumba Time", "Suggestion for Epilation", "Sweat and Bitter Snacks for Slimming", "Super Products for Super Ladies", "Common living Field for Millions of People", "Transform your Darling into a Good Daddy".

63 photos are used in the issue. The cover photo suits to the perfect body theme while the created perception is that fit and slim body is a healthy one. This perception was strengthened by the sea and beach theme.

The selected fit and slim model photos for the ideal body prioritize sexuality. From the page 14 to 23, the photographs accompanying the article with the theme of "body like that of a model" are going beyond the connotation of sexuality, but are indeed pure nudity (Bela, 2013/185: 14-23). The photos chosen for the "Naked or Clever" theme do not reflect the model of a clever women, just the nudity is used instead. The graphic is relevant under the title "I have nothing to wear", but using the motif of a woman without clothes aims to instigate the shopping instinct.

The photographs of the issue are mainly aiming to evoke the feeling of desire to excellence and create a woman perception which are not satisfied with the natural appearance and can't be happy. The woman is placed into the position of ruler in the photographs used for family, health and child life.

The photographs used in health-related articles were chosen appropriately for the subject. But the photograph used for the subject leads to a perception that normalizes degeneration and exhibits an attitude that does not fit the general norms of the society.

There are 32 advertisements in the 185th issue while the mostly advertised areas are cosmetics (5), coffee (2), show (2) and radio (3).

186th issue

1 foreign and 1 local female model is used on the cover of the magazine. There are 32 articles in the issue while the cover topic is "Idle bees do not make honey".

Some of the remarkable articles are "At 6:00 pm in front of the Gallery", "the First 5 Rules of Stylish Color Combinations", "Our September Choice", "Cloth Choice for Body-Type", "Woman Beauty does not Resign", "Emergency Aid for our Skin after the Holiday", "Healthy, Bright and Soft Hair Models", "Hearth Pain", "Endless Insomnia", "Snacks for Sleeping" and "I want sexy spanks". The perceptual focus of the articles is mainly on "woman" and "maternity".

88 photos were used in the issue. In the photographs, the single-type beauty perception is at the front stage, while the photographs in the health articles fit to them.

The photographs used in the articles of sexual information giving are excessively erotic as they include sex positions (Bela, 2013/186: 48). The photos chosen for the fashion section are relevant, but they aim to instigate consumption by evoking the need to renew. Psychological weakness of women was used in the photographs. They are not marketing-focused but are indirectly instigating shopping.

There are 30 advertisements in the issue as follow: 5 cosmetics advertisement, toothpaste advertisement, male shampoo advertisement, shower gel advertisement, book promotion, coffee machine advertisement, smart tablet advertisement, cinema promotion, furniture decoration, 2 show promotions , insurance company presentation, hairdresser advertisement, 3 clinics advertisements, tourism agency advertisement, sports hall advertisement, fair promotion, DIY advertisement, 3 radio channel advertisement, cargo company advertisement, e-magazine advertisement and casino advertisement.

187th Issue

The issue was published in 84 pages with 31 articles and a cover topic of "My nephew is like a fairy tale hero".

Some remarkable articles are "Fan of Mom", "11 hits of the September", "Pastel Colors", "October Choices", "The Most Expensive Five Products", "Basic Steps of Make-up", "Schizophrenia, Mammography, the future of In Vitro Fertilization, New Types of Complexes, Non-Treatable perfectionists, "Classes for Parents", "A Series of Frustrations of Love" and "Is Maturity Sexier?".

The subjects of the articles attract the attention of women who know and seek what they want. There are also guiding articles for women who do not know what to seek.

61 photos were used in 187th issue. In general, photos of female models are preferred. The cover photograph of the magazine belongs to a foreign model. In this issue, mostly marketing and consumption advertisement photos were used. Encouragement is at the forefront of the photographs (Bela, 2013/187: 6-8). In addition, the articles about psychological topics include photographs that use women as sexual objects. On pages 14 and 23, such photos are used.

There are 31 advertisements in the magazine. Main advertisements are 6 cosmetics advertisements, 3 clinics advertisements, 3 radio channel advertisements, 3 furniture advertisements and 2 fair advertisement. Some of the other advertisements are sports hall, e-magazine, tourist agency, cinema, small home appliances advertisements.

188th Issue

The issue includes 33 articles and while the topic of the cover is private life and work life.

The perception of the titles is single women who has interest in novelty and in motherhood. Some of the remarkable articles are "November Rain", "New Coat Fashion is Here", "Our November Choice", Fast or layered", "The Skin Looks Like a Clock", "Antioxidants in cosmetics", "Useful oils", "Gluten-Free Diet", "Drugs for Slimming", "Private life or Career?".

40 photographs were used in the magazine. The photo of the cover of the magazine is a photograph of a local female model. Women's interest in novelty is used in the magazine and their tendency to make novelty has revived the consumption perception.

The sensitivity of women to change using novelty curiosity in the photos revived the perception of consumption.

The photographs in the articles of social life and family in the 58th and 56th pages show a return to the previous intellectual versions of the magazine. Even in the article on sex in page 48, a photograph reminding the old line of the magazine is used.

There are 27 advertisements in the magazine in which cosmetics come first again with 7 advertisements, followed by radio advertisements, as usual. There are 3 radio channel advertisements. Other advertisers are clinics, white appliances, book, coffee machine, beauty salon and telephone line.

189th Issue

90 photographs are used in the issue where the topic of the cover is "new year". The photo of the cover is a photograph of a local female model.

The magazine, which is composed of 29 articles and is published with the theme of 'New Year', dealt with the topic of Women's feeling of having the beauty without rival and the topic of motherhood is prioritized.

Some remarkable articles are "Enjoy your new 2014 cloth", "Real Accessories", "For You", "Reinforced, elastic and wet skin", The More Correct for the Eye's around", "Hot Chocolate Mask", "Fabulous New Year's Manicure", "Men's Favorite Make-up", "Looking for an Hair Dresser", "Happiness During Diet" and "Breath illnesses".

It is noteworthy that Christmas decorations, clothes, pine trees and ornament products are used as marketing tools, on which are a lot of articles and photographs.

Another noteworthy point regarding the photography in the 189th issue is that the model photographs used even in the beauty contest are small, without detail and sexual connotation (Bela, 2013/189: 43). Although photographs with sexual connation are used irrelevantly in articles as photograph of the articles, the opposite is chosen in this article. At the forefront of the photographs are efforts to create a perception of governing marketing and consumption habits, covertly dealt for women and children.

Despite the fact that some photographs of the magazine do not seem to be interesting even in the normal photographs that support the articles, the opposite has been made in this report. In the overall picture, efforts to create a perception of managing fine-tuned marketing and consumption habits on women and children are preliminary.

31 advertisements are used in the issue and cosmetics again dominates with 10 advertisements. Clinics still are among the most advertising sector together with radio channels.

A Review on Elele Magazine

It has been published since 1976 and is one of the oldest magazine of Turkey. Elele, a monthly periodical magazine, is published by Elele Doğan Burda Dergi Yayıncılık ve Pazarlama A.Ş. It is published from the perspective of woman with a policy of "each woman will find something from herself, because Elele explains everything in woman's language", in their words. It covers many titles from fashion to beauty, technology, automobile, decoration and psychology (http://www.doganburda.com/yayin-detay/moda-kadin/aylik/elele). The printed version is sold for 9 TL while it can also be followed online from https://www.elele.com.tr with the categories of "Fashion, Beauty, Relationship & Sex, Celebrities, Food, My Baby, Health, Astrology, Elele Tv, Galery Plus+".

We have examined the 11 issues from February 2013. The content and photograph quality of the magazine is quite high. The photographs are very professional and many of the perceptions are made over the photographs. The photographs, used in the place where the articles and advertisements are given together, are well positioned to influence the consumption culture and make the advertisement of the product. There are a lot of advertisements in the magazine while many of the articles are tabloidized and completely have advertorial purposes. The photographs of the celebrities in the cover are given under the interview, but it can't yet relieve from the influence of advertisements. Even the dresses of the celebrity in the cover are products of national and global brands.

Along with the facts of advertising and tabloidization in the magazine, sexual content is also quite high. Many sex tests, given under the title of tests, are among the indispensable part of almost all the issues. Another drastic finding is that there is a title on sex in the cover of 10 issues out of the 11 issues we examined. Right under the "E" letter of the "Elele" in the cover exists a title on sex: "What is Good Sex?" (2013/2), "Catch the Happiness in the Bed! Truths about Orgasm (2013/3)", "Add movement to Sex! Do these exercises" (2013/4), "Working in the Bedroom Killed the Libido" (2013/5), "The Sex Season Stirs up the Sun" (2013/7), "Excellent Sex! We Crack the Password" (2013/8), "Sex at First Sight, The Power of Sexual Compatibility" (2013/9), "The Trendy Sex. Truths making People Sad in the Bed" (2013/10), "Myths of Sex, Mistakes we thought to be Truths" (2013/11), "Test: Are you Cat or Tiger" (2013/12).

Issue 2013/2

The cover topic of the February issue, published in 163 pages, is "True Love". There are 23 articles in the issue where many subjects are included such as fashion, personal care, celebrities and shopping culture. The focus is "Saint Valentine's Day" (love, beauty and fashion). Some of the other subjects are sketch, test (learn your sex character), psychology, decoration, food and interview. (2013/2).The perception focus is beauty, fashion, health, psychology and shopping.

There are 100 photographs in the issue the cover photo of which is the photo of Tülin Şahin. The magazine targets the appearance and interest perception of the woman with photographs reflecting stylish and sexy woman images. The photos of the models using such product are creating the impression that "you would look like these models when you use these products". For example, the cosmetics advertisement uses brightness next to a porcelain-like skin. At the beauty section of the magazine, the statements of "Winter colors are now at the stage for night full of love… Surrender to the colors at this night as never before. Make a surprise and difference!" very well fit to the photograph at the spot part of the article titled "Tracking the Night" (Elele, 2013:62-63). The note that "it is the right

time to use red", at the upper right corner of the photograph, connotes the lipstick strongly highlighting the lips. The background color is deliberately chosen as black to highlight the photograph. The natural combination of the colors of sun and soil in the eye make-up has shown more natural lenses. A transparent blusher is used in the cheeks, making the porcelain view more highlighted. The lips are taken to fore ground by using velvety lipstick. Bossy but feminine woman photographs were used in the fashion photos of brands.

The make-up of women in the close plan and profile photos heavily used in the following pages aim at increasing the attractivity of women. For example, there is the following note in the bottom right of the photograph in page 65: "Who can say 'no' to the powerful impact of smooth skin and bright maroon lips". The note very well fits to the photograph. While maroon is used in the lips, a naturel make-up is applied to the face. The photograph, in general, ensures woman's attractivity via lips and face by leaving a more naturel form of make-up. This creates the strong and irresistible impact, touched in the note. They are all done for marketing.

In the following pages and throughout the beauty section articles, the articles with content of beauty secrets and the branded cosmetics products (Elele, 2013:60-83) are placed in the same pages. The cosmetics products whose brands and prices are given are taken to the forefront mainly with the photographs of celebrities.

The article "Which lipstick they like?" uses the photographs of Bure Terim, Gül Gölge and Ebru Şallı, in which they openly stated the lipstick brand they use together with their thoughts on lipsticks. Gül Gölge said "I like the matte and velvety red lipsticks. Among the lipsticks I have used for a long time and always kept in my bad is Nars Jungle Red Lipstick" and Buse Terim said "I mostly like fire red. Dior Positive Red is my favorite". Ebru Şallı said that she preferred the lipstick of Burberry Lip Gloss. right below the celebrities are the photograph and price of the brands of these lipsticks (Elele, 2013:70). This clearly shows how the brands and the articles are intertwined.

What is remarkable in the photographs are perception of beautiful appearance and single-type forms. Particularly, the accompany of the reduced prices with the brands in the photos used alongside the articles aims to increase the consumption.

71 advertisements are used in the issue which cover many fields like home appliances, furniture, footwear and ready-food. 31 of the advertisements are on cosmetics while 8 of them are on ready-to-wear and 4 of them are on magazines, which top the list of the advertisement fields.

Issue 2013/3

The issue is published in 196 pages with a cover topic of "Happiness". There are 23 articles in the issue which is published as the "Happiness Special Issue". The remarkable articles are as follows: "Interview with Hülya Avşar on Life", "Spring-Summer Fashion and the New Season", "Explore Your Kissing Style", "Tests on Life and Happiness", "Fashion Sketches of Dilek Hanif", "Make your Life Lighter and Achieve Happiness", "The Man Loosening the Tongue of Women: Ertuğrul Özkök", "Women Who Adds Other Loves in Their Lives", "Designs for Spring", "Spring-Summer Fashion" (2013/03).

The consumption habits are targeted in the pages of woman fashion trends and it was aimed to change the preferences. A photo of a woman with bright hair is used in the article of "Time to Refresh" in page 18, where the emphasize is on the hair. There is an advertisement of Pantene Shampoo right below the note, right of the photo, "How about creating you own spa to relieve from the fatigue of day and to get a refreshed body and soul" (Elele, 2013/03:18). It is tried to create the perception that the freshness can be ensured by using this product.

Although the cover topic is happiness, the supportive photos and interviews are all focused on power, richness, elegance and luxury consumption.

176 photographs were used in the issue while the cover photo belongs to Hülya Avşar. The magazine addresses the world of woman and photographs are relevant to the topics. Along with the photographs used at the articles, the products in the photos are advertised as well (Elele, 2013/03:18). The image perception is targeted, and the advertisement of the product aims to influence on the modern consumer woman.

It is remarkable that women seeming to be strong against the life and happy, which are also famous, are used together with the articles (Elele, 2013/03:76). More striking is that the women in the fashion section reflects masculine characters with pure face impressions. It is required to be criticized that the strength emphasize of the woman is reflected with masculine characters (Elele, 2013/03:120-131), (Elele, 2013/03:111-118). The dress brands accompanying the women photos are given, which provides a perception in subliminal way that the consumption culture should be changed to achieve an appearance of quality and happy. Richness and quality is also at the front stage of the photos in articles on decoration and style.

Another remarkable point with respect to the photographs is that the products are placed by using woman body and beauty although they have no relevance with the entire body. For instance, the perfume advertisement at the rear cover is mode over a photograph which prioritize woman body.

78 advertisements are used in the issue with distribution as follows: 19 ready-to-wear advertisements, 2 banking advertisements, 34 cosmetics advertisements, 1 footwear advertisement, 2 alcoholic beverage advertisements, 1 shopping center advertisement, 2 furniture advertisements, 1 home appliances advertisement, 1 accessories advertisement, 3 magazine advertisements, 1 TV serial advertisement, 2 book advertisement, 2 perfume advertisement, 3 esthetics center advertisement, 1 conference advertorial, 1 radio advertisement, 1 fashion esthetics course advertisement and 1 cargo company advertisement.

Issue 2013/4

The issue was published in 216 pages and the cover topic is Color Bang (Spring Trend). The cover photo belongs to Demet Akalın.

There are 20 articles in the issue and the remarkable ones are as follows: "3 Different Fashion Colors of the Spring Summer Season" and question and answer section under the title of "Trend and Style", interview with Demet Akalın, "Colorful and Noble World of Özlem Süer", "How Close are you to your Darling?" (test) (Elele, 2013/04).

The perception focus of the articles are summer diet of the women, fashion and woman from men's eye.

165 photographs were used in the issue. Relevant photographs were chosen for the topic in the magazine which addresses the world of woman. Along with the photographs used at the articles, the products in the photos are advertised as well. The image perception is targeted, and the advertisement of the product aims to influence on the modern consumer woman. It is tried to give the perception that what matters is not having health or knowledge but the impression of having them.

Besides, the usage of cosmetics and the bronze skin color in the photographs under the title of "Hello to the Summer" are remarkable. Although the advertisement pictures added after and before each of the articles seem to be the supportive of the articles, in fact, it gives the impression that the articles are supported by the advertised brand. In particular, the shopping store and the summer school advertisements before and after the article on child development is remarkable.

There are 80 advertisements in the issue. The mostly advertised fields with the distribution is as follows: 16 cosmetics advertisements, 21 ready-to-wear advertisements, 4 footwear and bagadvertisements, 7 school advertisements.

Advertisement article relationship is also valid in this issue. The advertisement of a private school just after the "Before the School Ring Bells" in the life page (Elele, 2013/04:136) well proves this.

Issue 2013/5

The issue was published in 196 pages and the cover topic is "Very Sexy". The cover photo belongs to Eda Taşpınar. There are 21 articles in the issue, while it is remarkable that a woman profile and appearance prevalent in the articles are reflected from the views of particularly famous men.

Some of the remarkable articles are as follows: "Fashion, White Creates the Difference", "We asked to the Men: Who is an Ideal Woman", "Sexuality: Who is Perfect in the Bed", "Sketch: The

Fashion World of Hakan Akkaya", "Agenda: Keep them in Your Agenda before Spring Ends", "Travel: Dresden: The Romantic City of Germany", "Health: Open Your Arms to the Peace of Breath", "Beauty: Bronze Days, Nail Polish Campaign".

In the articles, an ideal life is tried to be described with icons. "We asked to the Men: Who is an Ideal Woman" (Elele, 2013/05:46) and the "Color of the Year is Green" (Elele, 2013/04:34) in the previous issue are articles of such sort. The article titled "I am perfect, You are Perfect, We are Perfect" give information on sexuality and tries to describe ideal sexual life (Elele, 2013/05:48-49).

136 photographs were used in the issue. Relevant photographs were chosen for the topic, including the cover photo. Every sort of dressing is considered particularly in the photographs related to the fashion, styles and trends. However, famous and high-career models with high economic status are chosen rather than products more suitable to the overall economic spectrum of the society.

Photographs which aim to infuse the perception of appearance and modernity to the women are used. Besides, the summer holiday and fashion themes of the photographs target the holiday behavior and perception of consumption. In the article titled "Summer is Coming"(Elele,2013/05:214), in the May issue, the beach clothes and accessories are listed one by one and it is emphasized that they make people happy. The photos of beach clothes and accessories are placed in the page and the product of different brands and their prices are included therein. At the left bottoms of that page and in the following pages are articles on Mother's Day, which reminds the Mother's Day and tries to push towards consumption. Although the advertisement pictures added after and before each of the articles seem to be the supportive of the articles, in fact, it gives the impression that the articles are supported by the advertised brand.

There are 82 advertisements in the issue. The mostly advertised fields with the distribution is as follows: 19 cosmetics advertisements, 23 ready-to-wear advertisements, 3 food advertisements, 3 furniture advertisements, 4 footwear advertisements, 3 book advertisements and 3 school advertisements.

Issue 2013/6

The issue was published in 196 pages and the cover topic is "Beauty from A to Z". The cover photo belongs to Özge Ulusoy.

There are 21 articles in the issues while the emphasize is on the how women can understand men and govern the relationship. The fashion trends at the mood of designing woman in every aspect. This situation is also supported by a monthly agenda as to what is required to be done monthly.

In the June issue of the magazine, articles are created that portray an ideal life from sports, nightlife, personal care to shopping lists and used with branded products (Elele, 2013/06:214).

Some of the articles at the fore ground are as follows: "Özge Ulusoy: Novelties in Her Life", "Fashion: Sea Effect and Beach elegance", "We Asked to the Men: How Do You Understand That You are in Love" (Elele, 2013/06: 36), "How Many People are There in Your Relationship", "Agenda: Summer at the Door, Fun in the Street", "Things to Do in This Summer", "Questionnaire: Esra Akkaya's Responses", "Boutique: Stores Adding Color to the Life".

There are 155 photographs in the issue where the photos are relevant to the topics. However, they reflect a single-type for women (Elele, 2013/06: 124) like models, weak, tall, etc. It is noteworthy that the photographs are chosen to make an influence on the women to plan, govern and design their lives and trigger consumption. The titles of the "Hakan Akkaya's suggestions for Summer Dressing", June's extra (Elele, 2013/06:197), like "Know Yourself" ", (Elele, 2013/06:206), "Make choices for your body-type" (Elele, 2013/06:208), "Sine Qua Non of the Wardrobe" (Elele, 2013/06:216), "Trends of the Season" (Elele, 2013/06:228), "Choosing Bag" (Elele, 2013/06:260) are idealizing the individuals and trying to give shape to the dressing style in accordance with it. This is done by showing the brand.

There are 64 advertisements in the issue. The mostly advertised fields with the distribution is as follows: 19 cosmetic advertisements, 5 ready-to-wear advertisements, 4 furniture advertisements, 3 automobile advertisements, 3 footwear and bag advertisements and 3 food advertisements.

Issue 2013/7

138

The issue was published in 164 pages and the cover photo 19 news stories belongs to Çağla Şikel. The cover topic is "The Secret of Y Generation". The perception focus of the articles are women's motherhood, marital life, relationships and appearances as well as introduction and internalization of fashion and make-up trends.

The main focused areas in the issue are appearance, disconnection and being cheated on, governing the women's fear and instinct in their psychological world and governing the regeneration perception towards the middle-aged woman.

There are 19 articles in the issue. Some remarkable ones are as follows: "Relationship: They have more than sex in their relationship" (Elele, 2013/07:116), "Agenda: Enjoy July under the Sun", "Life: A Close View of the Y Generation Which Questions Everything", "Relationship: Yeşim Varol Şen Looks Closer to the Summer Loves", "Trend-Style: It is Sunny, the Rising Sun in Your Wardrobe with the Yellow Color".

The photographs that connotes sexuality are intense (Elele, 2013/07: 78-80). The chosen articles are "Season of Sex" (Elele, 2013/07:50), "The Summer Mood of Love" (Elele, 2013/07:121) while the articles influencing on women are Iconic Women Changing the Woman" (Elele, 2013/08:56), "How should be the Summer Make-up" (Elele, 2013/08:10) and "We Asked to the Men: The details killing the Attractivity" (Elele, 2013/07:64). In the interviews made with the actors, smartness and appearance are the front plan.

121 photographs are used in the issue while the tendency of photographs is towards the perception of the regeneration feeling in the woman as it is known to be instigating them. Sharing of the fashion photos in a way to cover the famous woman, together with their experiences or suggestions can instigate the consumer who desire to be seen like them.

There are 37 advertisements in the issue. The mostly advertised fields with the distribution is as follows: 8 cosmetics advertisements, 6 ready-to-wear advertisements, 3 book advertisements and 6 magazine advertisements.

Issue 2013/8

The issue was published in 164 pages and the cover topic is "Are These Guys Very Handsome?". The cover photo belongs to Gülse Birsel.

There are 22 aticles in the issue while the remarkable ones are as follows: "Gülse Birsel: Her Agenda, New Season Surprises and Bests", "Sketch: Fan Up-to-date View of te Fashion World from the Window of Arzu Kaprol", "We asked to the Men: What is the Most Attractive Job?", "Sex: What you should know to crack the passwords of Men in Bed?", "Life: A scent is Never Only a Scent", "Trend-Style: Travel Time to France".

122 photos were used in the issue. Although the chosen photographs are relevant to the topic, they prioritize natural-looking men and women as a sexual object (Elele, 2013/08: 53-57). Sexual attraction is the front plan.

In the photographs used in the interview-form articles on celebrities, the brands and the prices of the clothes worn by the celebrities are clearly shown. During the interview with Çağla Şikel Altuğ in the July issue of the magazine (Elele, 2013/07: 38), in each of Şikel's photographs, taken in special format, separate brands are worn. In the photographs used in the interview with Gülse Birsel in the August issue of the magazine, the products worn by Birsel are branded and the prices are given as well (Elele, 2013/08: 42-46). Almost all interviews use advertising-focused products. The same is valid for men as well. Also in the article titled "Handsome Men" of the August issue, the products of certain brands were used in the photographs used in the interviews with Furkan Palali, Berk Atan, Seçkin Özdemir and Ekin Mert Daymaz. Another detail that draws attention to photographs is the use of photographs in a way to display male bodies (Elele, 2013/08: 53-57).

There are 56 advertisements in the issue. The mostly advertised fields with the distribution is as follows: 13 cosmetics advertisements, 3 furniture advertisements, 5 magazine advertisements, 3 accessory advertisements, 6 ready-to-wear advertisements, 3 footwear advertisements, 6 school advertisements and 3 food advertisements.

Issue 2013/9

The issue was published in 180 pages and the cover topic is "Do Before Age 40!". The cover photo belongs to Bade İşçil Sualp.

There are 115 photographs in the issue. They are relevant to the article topics but the interview photographs are unnatural and have exaggerations (Elele, 2013/09: 103-106). Towards the woman of autumn, the woman photographs which prioritize the theme of romantic yet powerful woman with sexuality (Elele, 2013/09:118-126) are in majority.

There are 51 advertisements in the issue while the contents by the topics are as follows: 13 ready-to-wear clothing advertisements, 1 footwear and bag advertisement, 1 detergent advertisement, 1 jewelry advertisement, 11 cosmetics advertisement, 1 shopping center advertisement, 3 furniture advertisements, 1 home appliances advertisement, 1 school advertisement, 3 magazine advertisements, 1 personal care product advertisement, 2 e-commerce site advertisements, 3 perfume advertisements, 2 book advertisements, 1 beverage advertisement, 1 construction-real estate advertisement, 1 baby product advertisement, 1 restaurant advertisement, 1 automobile advertisement, 1 smart devices advertisement and 1 TV channel advertisement.

Issue 2013/10

The issue was published in 214 pages and the cover photo belongs to Ayşe Arman. There are 21 articles in the issue and focus is on fashion and beauty trends, psychology of women having career and experts views on other health issues.

The remarkable articles of the issue are "Trend-style: The Most Powerful of the Khaki Postal and Arms Season; The pink resistance; The power of Red is Burning and Striking; Womanly Games", "Style: A Princess Fairy Tale", "Fashion: Beyond time", "Beauty: New Musical Notes, New Perfumes"; "Purple Violet Energy", "Follow-up: New Places, Movies, Exhibitions" and "Sketch: New Season and Style Rules.

181 photographs were used in the magazine while they are chosen relevant to the topics. t the fore ground is strong, healthy, modern, striking image of women (Elele, 2013/10: 102-106), (Elele, 2013/10: 119-129). The health news photos (Elele, 2013/08:192-199) were taken in a way to strengthen the perception of awareness.

There are 73 advertisements in the magazine. The mostly advertised fields with the distribution is as follows: 13 ready-to-wear advertisements, 11 footwear advertisements, 11 cosmetics advertisements, 3 jewelry advertisements, 3 automobile advertisements, 3 magazine advertisements, 3 perfume advertisements and 4 TV series advertisements.

Issue 2013/11

The issue was published in 213 pages and the cover topic is "No Autumn Depression". The cover photo belongs to Hande Doğandemir.

There are 22 articles in the issue while the rivalry of woman to be seen attractive and well is triggered together with the analysis of woman-man relationship from the eyes of men. Some of the remarkable articles are "Trend-style: The Power of Black, the Easiest Way to be Stylish without Taking Risk; The Harmony of the Last Palace-Resident Dore and Black; The Art Product Bags Promise an Assertive Winter; Get Support from Gold to Add Brightness to you Golden Life", "Style: Power Show; The Urban Lady can show her assertiveness via Purple in this Season", "Fashion: Rapid Result; The Winner of Autumn, We Determined the Trends with Photo-Finish".

193 photographs were used in the issue while the focus is on woman in the world of men and on the image of urban woman who is always at the from plan with an attractive appearance. The photographs reflecting this female identity were made with branded products, aiming at urging towards these brands for shopping (Elele, 2013/11: 18-34).

There are 65 advertisements in the issue as follows: 7 footwear advertisements, 10 ready-to-wear advertisements, 1 shopping center advertisement, 1 jewelry brand advertisement, 3 perfume advertisements, 3 furniture advertisements, 3 boots brands advertisements, 1 home textile advertisement, 1 technology market advertisement, 11 cosmetics advertisements, 1 wristwatch advertisement, 1 home appliance advertisement, 1 socks brand advertisement, 1 toothbrush advertisement, 2 clinics advertisements, 2 book advertisements, 2 detergent advertisements, 1 automobile advertisement, 1 scarf brand advertisement, 1 NGO promotion, 1 cleaning supplies advertisement, 3 radio channel advertisements, 1 cargo company advertisement, 6 magazine advertisements.

Issue 2013/12

The issue was published in 212 pages and the cover topic is "The Bests of the Season". The cover photo belongs to Aslı Enver.

There are 22 articles in the issue, drawing a profile of regenerating, consuming, healthy, attractive, daring and modern woman who cares herself and attaches importance to her appearance (Elele, 2013/12: 121-130). There is practical information particularly in the beauty section like "Color Palette- Eye Shadow Palettes are Waiting You for Great Eye Make-Ups" (Elele, 2013/12:78), "Shine, Build-Up Your Courage and Add Brightness to Your Make-Up" (Elele, 2013/12:80), "Red-Power, Everything Red Touches on Becomes Wonder" (Elele, 2013/12: 78), "Eye-brow Revolution- Eyes are getting natural", "Tips for skin compatibility" (Elele, 2013/12:96).

120 photographs were used in the magazine. They are relevant to the topics, but they don't reflect the article contents; they merely reflect the show world of people in the articles, in particular in the interviews (Elele, 2013/12:113-119). The theme of the photographs is rebel woman and the product spectrum is placed to the photographs accordingly. The impression is that any woman using these products would achieve the image of the woman in photograph.

There are 81 advertisements in the issue with such distribution: 18 cosmetics advertisements, 4 shopping center advertisements, 4 wristwatch advertisements, 3 accessories-jewelry advertisements, 6 footwear and bag advertisements, 10 ready-to-wear advertisements, 3 jewelry brand advertisements, 3 car brand advertisements, 3 furniture advertisements, 3 TV channel advertisement, 3 detergent advertisements, 5 magazine advertisements, 3 perfume advertisements and 4 book advertisements.

Result

Even though countries, cultures, economies and media structures are different, the content of both magazines is very similar to each other. Fashion, personal care, beauty, sexuality and astrology are among the subjects included in every issue of Bela and Elele. Especially, the sexually related articles are among the indispensable sections of each issue of both magazines. While this kind of articles is done in format like sexuality and sexuality tests in Elele, these articles are usually made in the context of sexual health in Bela. In some issues, the dose of the sexuality is too high, evolving towards pure sex articles.

In the context of article-advertising relationship, the phenomenon of tabloidization is valid in both journals. Particularly, the fashion, beauty, and personal care articles serve to the advertisement of the products. The Bela magazine often includes interviews of the Medical Doctors in the health news in almost every issue, but their clinics are introduced in this way. As to the Elele, the brands of the products are given, even together with their prices, in the page of news-focused product presentations. This is also evident in interviews with celebrities of the cover photo in each month. When the photographs of the guest at the cover are taken, the clothes and accessories to be worn are selected from those of the sponsor or advertising brands. The brands and prices of the products are clearly indicated next to the photograph.

Marketing or advertising-oriented reporting is heavily seen both in Bela and Elele. It is a deliberate choice to make advertisements of the product before and after an article which deals with the product. Typical examples include the advertisement of special education institutions after the articles on education, and the advertisement of beauty salons before the beauty articles.

The journalism to support the consumption culture by portraying an idealized type and idealized life is also valid for both journals. This strategy is applied through the celebrities or, especially, the models: Ideal body a model's body, and the ideal life is the life of celebrities. It is emphasized that having an ideal appearance would be possible by using make-up and personal care products of the suggested brands.

In both journals, the woman is portrayed as the owner of authority alongside her beauty, emphasizing on her strength. In Elele the perspective is mostly man-focused. Some of the points to be criticized in the articles are forming a woman typology from the eye of man, taking the photos of woman from men's perspective and making the woman make-ups in a way to give a masculine appearance.

Although the target audience is women for both magazines, advertisements and ideal lives drastically differ. In Bela, there are advertisements of more humble lives and products while it is completely different in Elele which includes the advertisements of luxury brands and portrays bright, sparkling and luxury lives.

If we consider the quantitative data, there are overlapping and diverging points in the magazines. While Bella's number of page generally remain the same, Elele's number of page change frequently. While 10 of the 11 Bela issues we examined were published as 84 pages, only the 179th issue was published as 100 pages. The page averages for the year 2013 are 85.45. Elele's number of pages changes with an average of 192.18 in 2013.

Although Elele's number of pages is higher, the number of articles is lower than Bela because of the high number of advertisements and the length of the news. The number of articles in Elele ranges from 19 to 23 while the 2013 average is 21.18. The number of articles in Bela generally range from 28 to 32 while the 2013 average is 29.09.

Elele has an obvious superiority in terms of the use of photographs and advertisement. This superiority is valid both in the quantity and the quality of photographs. Elele's photo average in 2013 is 144. It does not have a standard on photographs in terms of quantity. On the other hand, Bela's average is 65.54. Elele's annual average in advertisement ratio is 67.09 while it is 28.63 in Bela.

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An Institutional Management Crisis Research In Social Media: Soma Case

Ertekin İ.[1], Ilgın, H.Ö.[2], Yengin, D.A.[3]

[1] İrfan ERTEKİN, Istanbul Aydın University, (Turkey)
[2] Hicran Özlem ILGIN, Istanbul Aydın University, (Turkey)
[3] Didem Ataman YENGİN, Istanbul Aydın University, (Turkey)
e-mail: irfanertekin25@gmail.com

Abstract

The news related to the Case in which 301 workers lost their lives as result of gas poisoning in Soma Coal Mine on May 14, 2014 was screened on the Internet news portals of 3 newspapers with large circulation rates in social media journalism in Turkey, and the aforementioned news was discussed in terms of experienced institutional crisis management. The primary purpose to carry out this research was to predict that an institutional management crisis was experienced in terms of coal company related to the aforementioned Case and to reveal this Case in terms of social media journalism using content analysis. The research was a ″Screening Research″ in terms of providing and using information. The research was carried out through ″Content Analysis″ method. The aforementioned review was performed upon news and comments related to the institutional management crisis relevant to ″Soma Case″ as the research subject. Each word and sentence in news and comments related to ″Soma Case″ between 14.05.2014 and 12.08.2014 time period in archives were included into the research. Aforementioned screening was performed in the archives of Milliyet, Hürriyet and Newstürk social media newspapers, respectively, depending upon ″the first 100 news sites clicked most in Turkey″ decided by Comscore in 2013 and 2014. As a result of screening, it was concluded that totally 965 pieces of news related to ″Soma Case″ were determined to be included, and 86 pieces of news among these were related to the Soma coal management crisis.

Keywords: Social Media, Soma Case, Institutional Management Crisis

Introduction

Based on the saying of famous physician Feynman who has the Nobel Prize, the fact that a driver has not experienced an accident for many years, and an organization having not experienced any important crises do not mean that everything will go on in the desired manner in future years. It is always possible that individuals as well as institutions face unwanted situations. The most important thing is being prepared for these risks, developing precautions and managing crises. Because crises may cause that the reputation of the organization is lost or it is wiped out of the sector. The only way to fight against crises and convert them into opportunities is accepting the reality of the crises, and having a crisis plan. The crisis and crisis communication plans must be improved by producing various scenarios to manage crises because every crisis has the possibility of leading to new crises as well as being converted into opportunities. In other words, crisis management is in fact one of the most important functions of institutional communication.

When the other fields listed within the responsibility field of the institutional communication are considered, it is observed that the following areas are included in this list; public relations, investor relations, internal communication, social relations, advertisement, relations with the media, relations with the government, employee development and education, institutional charity, crisis and emergency communication, problem management, institutional advertisement and institutional defensiveness, marketing communication, financial communication, change communication and institutional design (Görkem, 2013: 3). Institutions, companies or factories that are active in the field of manufacturing must use their public relations units as a tool to overcome possible management or economic crises, which may possibly appear in any time of their life spans, by making use of these units at the highest level. In other words, in one sense, both the communication within the corporation and with the masses outside the corporation must be managed well. Otherwise, it will be very difficult for them to succeed and develop. When the situation in practice is considered, it is observed that specialization is

the basis of the communication with the target masses; and communication is divided into functional sub-units and run by these units (Görkem, 2013: 1).

Companies develop alternative plans in order to avoid crisis, or in other words, to prevent any types of difficulties or problems, and try to run for their future targets. For this reason, they create possible plans, programs and application strategies against crises before they actually happen. When the word crisis is mentioned, the first thing that crosses the mind is a crisis about economy. However, with the acceptance of the term "crisis" in the public relations literature, not only an economic crisis is understood but also the term connotates management crisis or institutional management crisis. The communication element is in an important position among these efforts.

Private or public institutions are under the influence of planned or unplanned communication in areas from daily work flow to significant change programs, from the creation of a positive institutional atmosphere and institutional culture to making manufacturing processes be adopted, from improving human resources to increasing performance, in other words, in all institutional activities and management processes (Tunçel, 2007: 1). In fact, this is actually the management of institutional communication in one sense. Efficient communication is or great importance for an institution (organization) since managers allocate a great deal of their time to communication in order to achieve success in management functions (Karcıoğlu et al., 2009: 65). For the purpose of overcoming a crisis, an efficient and accurate intra-institutional communication is always a vital element.

When considered in this aspect, it is possible to claim that the term crisis has been accepted in the public relations literature with the efforts of Ivy Lee, who is an important public relations specialist. Especially the Rockefeller management crisis is one of the best examples for this. The following list shows the applications in which Ivy Lee was involved generally in a successful manner about crisis management (Peltekoğlu, 2012: 448-449).
a. Anthracite Coal Strike,
b. Pennsylvania Railroads Crisis,
c. Colorado Coal Strike,
d. Rockefeller Management Crisis.

Ivy Lee took direct part in these crises. In this respect, it is possible to see how the crises were managed in what kind of planning and which results were achieved. Being prepared for crises, taking precautions and being able to manage crises are required to avoid the loss of reputation of the organization. Right at this point, the organization must admit the crisis and have a plan to manage it. It is possible to convert a crisis into opportunity with an institutional crisis program that is managed well (Peltekoğu, 2012: 448-450).

In order to speak of an institutional crisis, it is required that the reputation of the company is shaken, there must be limited time to resolve the problem, and the problems must appear in an unexpected time.

Both public and private institutions have to be prepared for any kind of negative opinions, perceptions, images or phenomena that might appear in the minds of the internal and external stakeholders, and take the required precautions to create and sustain an institutional reputation. Based on this point, the issues of how often the institutional management crisis in the case that happened in Soma Coal Mine on May 14, 2014 took place and how it was interpreted in social media will be the main points of our study.

1.1. The Target Audience in Institutional Crisis Management and Crisis Communication

In general terms, the word crisis represents a case that develops unexpectedly and suddenly. Institutions or organizations may not predict sudden crises. However, organizations that manage communication with internal and external target audience well may overcome crises with the smallest possible damage. Crisis in institutional sense may be considered as an unexpected situation with fast changes that has the property of eliminating the risk-prevention precautions of the organization and that threatens the purposes and existence of the institution (organization), and that requires urgent attention of the organization. It is a tense situation that affects the planning and decision-making mechanisms of an organization in a negative way. A crisis is also known as the breakthrough for an

organization that will enable it to acquire new experiences and convert these experiences into opportunities (Demirtaş, 2000: 359).

In order for a change that emerges to be defined as a crisis, the following properties must exist (Asunakutlu et al., 2003: 143):
-A crisis cannot be predicted.
-The prediction and prevention mechanisms of the organization for crises are inadequate in the face of a
  crisis.
-A crisis threatens the purpose and existence of the organization.
-There is no adequate information and time to decide which ways to follow in the face of a crisis in
  order to overcome it.
-A crisis requires urgent intervention.
-A crisis causes tension in decision-makers.

Crises are times of danger; however, they may also be converted into opportunities. When organizations are ready for crises, and when they apply the strategic targets they develop in a fast manner, they may make use of crises. As a conclusion, a crisis may also be defined as a process through which organizations and managements are tested (Patan, 2009: 4).

Institutional crisis is a scene that appears after a sudden event or a pattern of events, and causes that the reputation of the organization is lost in an unexpected moment. An organization whose reputation is at risk may face extinction in the market. Right at this point, alternative crisis plans must be present and applied when necessary by considering the present risk in the context of a professional management concept. In today's world where global communication exists, there are no companies or countries that do not have the risk of facing institutional crisis. Each organization that is aware of this fact must have prepared risk analysis plans and have alternative plans ready at hand. Organizations must respond to four basic questions in order to be able to analyse crises in a systematic manner (Örnek and Aydın, 2006: 12).

1. What is a crisis or what kind of crises are there?
2. When did the crisis start?
3. Why did it occur?
4. Who were affected?

In case these four basic questions are not responded by the organizations that face the crisis in a detailed manner to inform the public, the organization will become the target of cruel criticisms by the target audience both in and outside the organization in social media, which is the indispensable and new media commination means in the 21st Century, which is also called as the Digital Age both in written and in verbal fields. The way to be efficient during crisis communication passes through determining the target audience accurately, which is also the case in normal circumstances. In this context, the audience that is exposed to a crisis, the target audience both inside and outside the organization, and the media must be evaluated in separate positions. The communication with each target audience must be performed in separate channels, i.e. with separate tools (Peltekoğlu, 2012: 471).

Determining and classifying the target audience in an accurate manner will increase the efficiency of the public relations activities, and the organization will pinpoint the exact corrective action to revive the institutional reputation. For this reason, determining the target audience in institutional crisis management and performing activities that are proper for the target audience appear before us as an important step for the future of the organization. The media and relevant relations that are considered in the context of target audience are important topics that must be emphasized and focused on. However, institutional communication is extremely important in determining the target audience in an accurate manner. As mentioned by James E. GRUNIG, in order to be able to speak of an efficient organization, public relations and institutional public relations concepts, which in fact, we name as institutional communication, have vital importance. Farace, Monge and Rusell explained the importance of this point as follows. The communication system of an institution (organization) becomes a stronger determinant for the general efficiency level of it, and it may be considered that it has a limiting effect on sustaining its activities and on the survival of it.

Showing especially to the media that the organization has taken control of the crisis and acting in this direction is extremely important. Previous relations established with the media before the crisis will be the advantage of the organization during a crisis. The media will have an important role in eliminating a crisis and clearing the effects of it. In this respect, in the present study, the reflections of the crisis in Soma Mine in the media will be investigated.

1.2. The Hypothesis of Determining the Agenda

The eponyms of the Hypothesis of Determining the Agenda are Maxwell E. McCombs and Donald L. Shaw. During the elections for presidency in the United States of America (the USA) in 1968, these writers conducted a study to investigate whether there was a relation between the order of priority in the agenda of the media and the order of priority of the same titles in the minds of the floating voters in Chappell Hill. The scientists defined the "Determining the Agenda" concept, and explained it as "the function of the mass media" (Yüksel, 2007: 577). Especially today, people ensure their connections with the world through social media channels.

Social media not only has the quality of "being the carrier of news", but it also has the function of guiding the public opinion on what to think and how to think. There are no humans on earth that exist without establishing communications. In brief, it is possible to say, "living without commination is not possible". Based on this point, a person who follows the contents of the media also receives the news in the way it is conveyed by the conveyor, in other words, in the way that is reflected by the sender. In this respect, it is possible to claim that social media defines the agenda, or it creates agenda, or even it establishes the agenda.

Today, individuals may use the social media platforms with the help of the Internet, and they may establish communications and interactions through these platforms according to their likes and demands. Since the social media platforms are extremely various, different types of media have emerged. It is possible to group them in the field of social media as follows; Facebook, MySpace, LinkedIn, Friendster, Hi5, Friendfeed, Formspringa, and Xing. It is also possible to group these media in the field of blogs as follows; company blogs, Cnet, The Huffington Post, BoingBoing, Techcrunch, and Kottke. In addition to these, the following are the examples for social networks that enable individuals to share their videos; Youtube, Dailymotion, Google Videos, Yahoo Video It's on (Gül and Cengiz, 2016: 359).

The Hypothesis of Determining the Agenda is based on the idea that mass communication means may have an effect on the public opinion by emphasizing certain topics and by ignoring some others (Mc Quail and Windahl, 1993: 91).

Studies on how the agenda of the media is formed and under which influences they are created constitute the media sociology and news sociology fields. Studies in the field of media sociology investigate the external factors in the formation of the agenda of the media (political government, economic powers, etc.), and studies conducted in the field of news sociology investigate the values, beliefs and traditions in the profession of journalism, which is a limited field (Narrated by Kuyucu; Atabek, 1998: 22).

The Hypothesis of Determining the Agenda has been a mass communication hypothesis that influenced the communication studies at a great deal, and many studies have been conducted on it so far. The studies conducted on the effective field of communication in 1920s accelerated the development of this hypothesis. In the field of communication, the first studies conducted on the effects of mass communication means on receivers / viewers / readers show that this effect is strong. In studies conducted in 1950s; however, it was concluded that the effect was reduced (Kuyucu, 2016: 333).

In this context, the frequency of the news on the crisis about the Soma Case in social media was investigated with the Content Analysis Method. The Hypothesis of Determining the Agenda is separated into two models. The first model is Mc Combs Shaw's basic model, and the second model is the "determining the agenda model" based on differences proposed by Rogers and Dearing. According to the "determining the agenda model" of McCombs Shaw, the topics that are cared much in mass communication will be perceived as the most important topics. In this model, the data that will

be obtained by measuring the amount how much the mass communication means allocate time and place are closely related with the interest of the public in the same topic or with their judgments on the importance of the relevant topic.

In the present study, the extent of the effect of the Soma Case on the public was investigated with the Content Analysis Method. Right at this point, it must be born in mind that the important thing is to investigate the issue of how frequently the "Soma Case" became news in the social media rather than investigate the effect of the relevant news. The issue of measuring the effect of the news in the light of the Hypothesis of Determining the Agenda is the topic of a separate study.

1.3. Material and Method

The study involves the investigation of the Institutional Management Crisis about the disaster in Soma Coal Mine on May 14, 2014 in social media. The news on the Institutional Management Crisis that occurred as a result of the deaths of 301 employee due to gas poisoning in the Coal Mine in Soma on May 14, 2014 was reviewed in the light of the data that were obtained in the Internet news portals of the 3 newspapers that had the highest circulation rates in the field of social media journalism in Turkey. It has been foreseen that an institutional management crisis appeared as a result of the deaths of 301 employee due to gas poisoning in the Coal Mine in Soma on May 14, 2014.
The study is a "Review Research" in terms of the collection and analysis of the data. The study was conducted with the "Internet Media Review" and "Content Analysis" methods. The study on the Soma Case was conducted by reviewing the news and interpretations on the Internet news portals of 3 (three) newspapers that had the highest circulation rates in the field of social media in Turkey. The reviews were made on the news and interpretations about the institutional management crisis on the "Soma Case", which is the subject of the present study. The archives of the newspapers were made use of in the study, which was conducted in the Internet Media Review method. The relevant time periods of the archives were selected on the calendar, and each word and sentence in the news and interpretations which were related with the "Soma Case" were included in the universe of the study.

The news and interpretations about Soma were investigated with the Content Analysis Method. The study will be limited between the dates 14.05.2014 and 12.08.2014, because, as of 12.08.2014, the elections of presidency constituted the main agenda of Turkey; and therefore, it was observed that there was no news and interpretations anymore about the "Soma Case" in social media. The review, which was made in the context of Hypothesis of Determining the Agenda, was performed by reviewing the archives of Milliyet, Hürriyet and Newstürk social media newspapers, which are clicked with the highest rates in Turkey according to the data provided by Comscore for the dates between 2013 and 2014 January. The findings of the study were reached by reviewing the archives of Milliyet, Hürriyet and Newstürk social media newspapers and by using the Content Analysis Method.

1.3. Basic Assumption

It was assumed that there was an institutional crisis by supposing that it was not managed well after the death of 301 coal mine employees in Soma Coal Mines on May 14, 2014.

1.3. Analysis and Findings

The required findings for the study were obtained by performing an analysis on the discourses in the news on the management crisis on the Soma Case in the archives of the Milliyet, Hürriyet and Newstürk newspapers, which have the highest circulation rates in Internet journalism (Tables 1, 2, and 3).

Table 1. Milliyet Internet Newspaper News Content Analysis and Findings (14.5.2014 -12.8.2014)

Month	The News on Soma	News Topics	Management Crisis News

Month		News	
May	261 pcs	•The Mining Company could not explain the reason of the fire, •The Mining Company did not take required precautions (Sensors, electricity, etc.), •Closing of the Life Chambers in the mine, and ignoring the opening of new ones, •Not solving the problem of subcontracting in Soma Coal Mine Company, •The Executive Board of the Soma Coal Mine Company did not provide satisfactory answers to the questions asked by the media and it	34
June	34	•All the responsibilities rested solely on the shoulders of the employer in Soma Disaster, •The precautions were not taken to cover the needs of the employees.	11
July	35	•Closing of the Life Chambers in mines and ignoring the opening of new ones	3

Between the dates May 14, 2014 and August 11, 2014 when the Soma Disaster took place, the number of the pieces of the direct news in Milliyet Internet Newspaper was 330, and the number of the ones about the institutional management crisis was 48. When the news on institutional management crisis was analysed, it was observed that there were mostly criticisms on the management in general.

The news on management crisis were as follows in general; the required precautions were not taken by the management; the Life Chambers, which were needed in the face of a possible disaster, were closed, which was a handicap for the management; the required conditions were not provided for the employees; and the management remained silent when questions were asked by the families of the dead employees.

Table 2. Hürriyet Internet Newspaper News Content Analysis and Findings (14.5.2014 - 12.8.2014)

Month	The News on Soma	News Topics	Management Crisis News

Month		News Topics	
Mayıs	296	•The Mining reports mentioned that death came in plain sight, and precautions were not taken, •The claim that there was a sabotage was mentioned, •According to the grieving wives, the bosses should be sent to prison, •Coal mining company lawyer left the press release uncompleted, •The protests of the sub-contracted employees, •The computer system warned the managers twice about the disaster, •The General Manager and the CEO blamed each other, •According to the reports of TEPAV, there were 2 thousand 64 children	16
June	70	•The activities of the employees who did not receive payment, •Management mentioned that the salaries of the employees were paid by the Opposition Parties, •It was claimed that clean air was given to the gas sensors in Soma.	5
July	60	•Closing of the Life Chambers in mines and ignoring the opening of the new	2

Between the dates May 14, 2014 and August 11, 2014 when the Soma Disaster took place, the number of the pieces of the direct news in Hürriyet Internet Newspaper was 426, and the number of the ones about the institutional management crisis was 23. When the news on institutional management crisis was analysed, it was observed that there were mostly criticisms on the management having not taken the required precautions although the computer systems warned them twice, there were children employees, the salaries were not paid on time, there were conflicts within the management, the company lawyer did not inform the public and the families of the dead employees about the flow of the case.

Table 3. Newstürk Newspaper News Content Analysis and Findings (14.5.2014 - 12.8.2014)

Month	News on Soma	News Topics	Management Crisis News

May	185	•The owner of the company spoke for the first time and said, "I also have the same information as you", •There was interesting news on Soma Case made by a French TV Channel, •It was claimed that most probably, the responsibility of the disaster would be put on the company manager, who died, •The reason of the fire in the Coal Mine was not explained properly by the company management, •Specialists stated that it was possible that the dead employees could actually be rescued alive, •The minister stated that there were children employees, •The Management stated that the reason of the fire could not be explained in	12
June	16	•The management said, "There was a fire in our mine which was not previously experienced, and it cannot be explained".	3
July	8	-	-

Between the dates May 14, 2014 and August 11, 2014 when the Soma Disaster took place, the number of the pieces of the direct news in Newstürk Internet Newspaper was 209, and the number of the ones about the institutional management crisis was 15. When the news on Institutional management crisis was analyzed, it was observed that there were mostly criticisms on the management stating that it did not have detailed information on the disaster, international media made interesting news on "Soma Case", the management stated, "there was a fire in our mine which was not previously experienced, and it cannot be explained".

1.4. Result and Evaluations

It was determined that there was a total of 965 pieces of news about the Soma Case, which took place on May 14, 2014, in Milliyet, Hürriyet and Newstürk newspapers, which had the highest circulation rates in the field of Internet Journalism in Turkey between the dates May 14, 2014 and August 2, 2014. It was also determined that 86 pieces of news were on company management crisis. It was observed as a result of the analyses that the news on the Institutional management crisis was about not taking the required safety precautions on due time, the Life Chambers were closed and new ones were not opened, children were employed in the mine, the public and the families of the employees were not informed on due time, the salaries of the employees were not paid on due time, the reason of the fire that caused the disaster was not explained in detail, and the company management could not manage the crisis well.

It was observed that the news and interpretations were generally about the fact that the "Soma Coal Mine Executive Board" did not inform the public and the media on due time, considered the media as an opponent, and did not provide a positive institutional identity and image. The "Informing the Public Model" of Grunig and Hunt is very important in the crisis managements. According to the news analysed, the company did not have a media and public relations unit, and this caused a great tension in the public opinion, in the families of the employees who died in the disaster, and in the media.

Tables Legend

Table 1, 2 and 3 show the Content Analysis and Findings in Milliyet Hürriyet and Newsurk Internet Newspapers, respectively.

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The Development of Digital Television Broadcasting in Turkey

Topcu O.[1]

[1]Özge TOPCU, Istanbul Aydın Üniversitesi, (Turkey)
e-mail: ozget@stu.aydin.edu.tr

Abstract

With the effect of technological developments, mass media has become an indispensable element of social life. With this change, the speed of sharing of information is now becoming much easier with the increase of sharing. With the developments in television technology, television is able to be actively found and interacting with the television viewer, with the one-way communication structure being overcome. Along with the growing developments in television broadcasting, it is ensured that the directional message transmission is bidirectional. The interaction with which digital publishing has become a viewer also manifests itself in distance education programs that are being carried out with television. It has been observed that distance learners have an even beter learning or teaching position. With the developments in television broadcasting, the television monitor, now supported in digital broadcasting, can now buy the program as well as have information about a program. In this study; especially in the 1990s, is one of the topics of debate in digital publishing and development.

Keywords: digital television publishing, television publishing development, Turkey

Introduction

We face with the new concept of digital broadcasting that is especially used to reach radio and television broadcasts. In other words digital broadcasting; from writing to graphic, from display to sound is with the technological change of the contexs where all these concepts are generated , also creating another common language for their state of transfer. Transition from analogue system to digital system in broadcasting field, it appears to be a proccess that has been happening since the 1970s. This process is not independent of parallel developments in the field of communication and information technologies. Telecommunication, that had separate fields until this time, is the most important feature in this process, ending the boundaries between both information and broadcasting (Sümer, 2002: 2). Radio and television broadcasting, is made both privately and publicly, with two different approaches, but sometimes together. When we examine the developments in the world, in the United States, we see that radio and television broadcasts are made by private enterprises, while in Europe, until 1980, we can see that public broadcasting is the sole judge. One of the advantages of digital broadcasting in television broadcasting is the concept of interaction. With this concept, the television audience has left the passive audience, such as the old, and has now shifted to a more active state.

Communication is a concept that has always been neccasary throughout the ages for people to have understandability and understand each other. From the figures drawn on the walls of the cave to communication with smoke, communication is a concept that comes up in every case. With the invention of writing, communication has now reached a wider scope and this made people obliged to work in this area.

Later with the addition of audio and image, the methods of photo and sound recording have been developed. With the transmission of sound from one place to another place by electromagnetic

waves, mass cominication was created and that was named as television. Many studies have been made on this device with the result of the television entering the communication world, it is possible to see them, and as we have seen in the studies, television has evolved till now.

Williams mentioned of three general purposes that are originated from social order not technology;

1. That the speed of development of technology depends on the balances found in both economic and political institutions,
2. That technology could possibly be used to cross national boundaries in culture and commerce, so the fact that the real situation is not really just,
3. That technology being unavoidable and unstoppable might be the result of openly and secretly marketing profits (Yengin, 1996: 66).

One of the results of the new technology is that the differences between communication media begin to increasingly becomes unclear. The forms of communication are no longer the same, as the computers, satellites become more important the borders will become more unclear. This revolution in communication technology has changed the boundaries of communication speed, and this change has also made it very difficult for people to grasp. Now with the internet now everything can be anywhere at any moment. Virtual reality removes the distinction between the individual and the computer. In this sense, virtual reality aims to measure the users' reaction by showing the user events that are not actually happening like they are. Reality has lost its meaning in the concept of giving reality to objects and consists of illusion entirely (Yengin, 1996: 67).

The developments in communication and its effects on the mass media have also caused changes in the social life and these were affected by changes. Therefore, this social structure is now defined as the information age with the influence of change. Along with the reflection of developments in digital technology, both to communication technology and to mass media, social life has been exposed to this change. This concept has been changed and the concept of information has left its place to the concept of the message with the new social context being called the information age. With sharing information, it made it easier for the production and distribution of this information. Information sharing in the information age has increased much more than the previous one and also became faster as much. A reason why for this is, is that duplex communication exists and   there is a constructing that is made based on mass comminucation, and this brings along sharing information. Here, we will talk about the development of digitsl television broadcasting and its fetures,and its opportunities that are given to television viewer with its development will be shown.

Digital Television Broadcasting

Digital publishing; radio and television services, as well as access to these services. Satellite and internet technologies have played an important role in terms of digital broadcasting. Consequently;technology that is used in television nd telephones being adjusted to a context where computers connect with television sets is the substructure of the concept of digital broadcasting that we mentioned about.

Frequency; can be described as the value given to oscillation that electromagnetic waves have made in some time. As much as the frequency is infinite, because of the structure of communication frequency that is used in spectrums are as limited. The frequency reserved for radio and television broadcasting is always certain. For example; a frequency quentile that is used by a television channel can not be used by another channel (Sümer, 2002: 3). The frequencies were considered as public property and the question of the distribution of these goods among the people emerged. With that, two principles in the organization of radio and television systems appear. These are; **public service** and **public purpose.**

Publishing In Europe, benefits from the 'public service' where frequencies are used by the public sector whereas in the America institutions the publications are being carried out by the private

sector, which is taking care of the benefits and interests of the public. Cable broadcasting system and satellite broadcasting system, it is possible to make these broadcasts at the same time in digital format. It is observed that a television broadcast made with digital broadcast technology is of better quality both in terms of sound and image as compared with the other analog broadcast system.

The advantages of the digital broadcasting of the television broadcasts and the cost of the cable broadcast system are very high and accordingly the wireless cable television system has been added in addition to these systems where the broadcasting of some broadcasting systems is not completely clear (Durmaz, 1999: 357). Cable broadcast was first made in the United States in 1994. With the developing technology, microwave links have been introduced and thus the number of channels being monitored by the cable has increased. Users have encountered new options. Cable Broadcasting is the method that establishes the most channel option. With the affect of information and communication technology of the 1990s, itshows us that the concept of information is now being used more and more intensely. As the digital definition it is actually " option " (Bonicci, 2003: 49). Options are given to the user and this gives the user the right to choose what they desire from the options. In everyday life too, digital technology is highly antagonistic. When you call it digital, only your mind, computer, phone, radio, refrigerator and many other things come out.

Digital Television Broadcasts communication standards: Digital television broadcast communications standards also include specifications for analog broadcasts. When we look at the analog broadcasting standards, NTSC, PAL and SECAM appears. If we look at the specifications of these standards;

Table: 1. Communication Standarts

__NTSC__ (The National Television Systems Comitee)	It is currently used in America and Japan.		
__SECAM__ (Sequental Color With Memory)	It was developed by France.	It is used in 20 Eastern European countries except France.	It has higher resolution than NTSC.
__PAL__ (Phase Alternate Line)	Developed in Germany	It is used in a total of 36 countries, mostly of western European countries.	The color is superimposed over the NTSC system.

(Reference: İspir, 2008: 71**)**

PAL, SELAM and NTSC standards emerged after grouping that was seen in some countries. When we look at digital publishing, we see that there are basically three different systems. We can list these publishing standards as follows; **ATSC**(Advanced Television Systems Comitee) (Collins, 2001: 3). **SDB**(Integrated Services Digital Broadcasting), **DVB**(Digital Video Broadcasting) (Hart, 2004: 181). With the digital publising in 1990s, we can say that digital publishing is the last ring of development in communication, with the production of broadcasting and the transmission at the same time. With the ongoing debatesi in America and Europe about the future of publishing, digital broadcasting is at the center of those subjects. With digital broadcasting, the television has left the situation as a monitored device and has become a used device. With digital technology, computer and internet operations can now be carried out from the television screen. With the telecommunication infrastructure, data exchange with the other party is now possible. It is now said that publishing becomes interactive.

The spread of digitalization, which is one of the foundations of new technology, and the rapid adoption of this concept among the individuals are among the factors which cause the social structure to change and to be defined as the information age. Rogers' theory of "diffusion of innovations" in this direction is also forming the theoretical basis for the rapid adoption and expansion of this innovation by the society. According to Rogers; the concept of dissemination of innovations is the spread of new ideas in the social system together with communication channels for both social change and social development (Geray, 2003: 182 , Erdoğan ve Alemdar 2002: 456). This point is also a bit of digital broadcasting and how this concept emerged, let's talk about its advantages and disadvantages.

Digital Broadcasting

Since the invention of televisionit has continued to maintain its influence over the world until today, and it has always been renewed according to the requirements of technology. (Şahin, 1991: 17). After the industry, information is now the most important source for society, and communication is the most important infrastructure. The first television studies in turkey started with the aim of getting the students of the High Frequency Technique Science School affiliated to Istanbul Technical University with practical training. With this initiative, without the aim of being able to go on a regular basis for the firstly, it was aimed to establish only the system (Yengin, 1994: 67). When it came to the 20th century from the 19th century, important changes happened along with the development of technology. With the invention of television there has been a significant change in mass media. Transnational television broadcasts can reach a wider audience, along with this television broadcasting changed comminication' layout to a new one (Yengin, 1994: 20). Smart TVs now face antagonism in every home and this is an important example. One of the developments in television broadcasting is that the digital broadcasting system replaces analog broadcasting (Bağcı, 2016: 3). The developments in communication in the 1980s included the transmission of radio and television devices (cable television, satellite broadcasting, paying broadcasting) to the audience. In the 1990s, digital technology emerged as a digital technology, and the telecommunication infrastructure used to transfer telephony or data was used for digital broadcasting (Çaplı, 2001: 51).

Electronic systems are divided into two parts as 'analog' and 'numerical' (Kırık, 2010: 29). Analogue television has now left its place to digital broadcasting technology (Aydın, 2000: 11). The concept of analog television is described as a system that uses ever-changing signals. the value between two frequencies in the analog broadcasting being infinite One of the important features.

Initially, the electronic circuits were made analog, and then these systems started to digitize. The reason fort hat was digital circuits being more reliable than analogue systems (Morgül, 2011: 136).

Broadcasters deliver these digital services to us in 5 different contexts. It is possible to list them as "satellite, terrestrial, cable, network, mobile". In addition to the technological improvements, providing interactive services in television and radio broadcasts were developed with digital television. Until 1990, it is difficult to say that there is digital television in houses. With the developments in the past, television broadcasting has now moved to a different dimension. Thanks to digital broadcasts, the audience is now in a state of freedom against television. It can reach the desired content for a certain fee when it wants, and the desired information can be easily accessed from the television screen (Seker, 2009: 14).

Digital television is defined as 'Digital Television Broadcasting' (DTVB) or 'Digital Video Broadcasting' (DVB). These definitions mean that the digitized audio and video signals are transmitted as data signals (Eraslan, 2006: 31). Digital image and sound was started to be used in radio and television broadcast centers in the 1990s. Digital television started to make its first broadcasts in 1994. And since 2000, all satellite broadcasts have become digital and these developments have been followed by cable TV.

Advantages and Disadvantages:

When we look at the advantages of digital publishing, we have a long list of opposition.

- Service providers can transfer many programs with a single data channel. With this feature, digital televisions being beter at using better data rates was clear.
- It has a superior sound and image quality compared to analogue spring.
- It is possible that the image on the TV can be recorded, stopped and replayed at any time.
- Interactive applications have begun to be used.

- Language options and subtitles position of the monitored channel were started to be supported (Lyngsat, 2013).

Besides;

- In analogue system even if there is a malfunction the signal can be monitored, when the digital broadcast can not be watched in any negative situation. Because of that, all the negative situations that could happen should be evaluated with the signal that is sent by the transmitter at the same time an analog data is transforming to a digital data (Pehlivanlı, 2010).

Image Formats in Digital Television Broadcasting

In today's broadcast, image resolution is defined as 'high defi- nition HD' and 'standard defi- nition SD' according to features such as screening system and frame rate (Kala, 2012: 21).

Table 2. Image formats

HDTV	SDTV
With the use of many more pixels, it also provides more detailed viewers in terms of image.	The most common PAL and NTSC formats transfer video to a quality defined standard.
It is clearer and so lighter in terms of image dimensions (Simpson, 2008: 65).	It gives richer color and better image service.
From a distance, it ensures that all details can be perceived (Sankur, 1998: 23).	For years as a viewer, the viewer has delivered a quality service but has been adversely affected by the deterioration in the image (Ibrahim, 2007: 59).
Japan has come to be used in all of Europe and Turkey except the United States.	It is based on digital technology.
It is based on digital technology	
In addition to the satellite receivers of the viewer watching the high-definition television channel, the televisions must also be HD compatible.	

(Reference: Morgül, 2011: 159**)**

Digital technology in the field of television started to show itself in 1980s. Digital technology is a complicated and as much expensive structure. So in the first place, because of that it was done only for recording devices. With the advent of technological developments in the 1990s, many new features of television have been added. Digital technology has changed the construction of publishing. Different channels in different constructions emerged with the internet becoming more common and speed of accessing information increasing. Developments in technology in the 19th century underlied the basis of the new media context. In this regard, television with multimedia, kept up with the internet.

Television is standardly defined as digital television that offers the viewer richer color. Both of the formats depend on digital technology. Standard television was affected negatively because of the image distortions, and has lost its importance compared to its old importance. New generation TVs are catching the attention of television broadcasters and television producers . We are seeing that the defined technology is now used in the TVs in Turkey and the workings on this subject are spreading day by day. HDTV is defined as the most important innovation for television technology. Eventhough the standardization of the HDTV was a problem in the beginning, with the order of solution, satellite broadcasting was stared to be made with other systems. With this advancement in television technology, audiences are now enjoying a high quality viewing experience both visually and audibly.

Digital Publishing in Turkey

With the start of digital television broadcasting in Turkey by platforms on satellite in 1999, spreading rapidly with different transmission areas increasing day by day. In the information age, individuals who are constantly communicating with each other in an intensive communication framework based on technology, will become a global cultural product and thus create a global society (Binark ve kılıçbay, 2005: 19). Digital publishing in Turkey was emerged in 1999 with the start of " digital platform " broadcasts via satellite. The digital publishing agenda has been a problem between the launch of platforms for the first time and the RTÜK and publishing platforms, and the agenda has begun to shape gradually. Therewithal there has been a competition between respective institutions for the display of some TV programs, especially for the screening of football matches. There has been no clear statement of what the digital publishing is during this period, how this publication can be particularly influential in Turkey and how it will be shaped.

In this direction, McLuhan shows us that the electronic media, brings people together and in some way similarizes with the concept of "global village". McLuhan says that in the global village, everything is the same, and the time and space are left with the influence of the electronic media (Altay, 2003 : 11).

When we consider nowadays we can see that we are actually living in the middle of the age of digital technology. Because a vehicle with digital technology in many areas of our daily lives (workplace, home, car, etc.) is always at hand. The concept of new media is coming up with the technology that develops at this point. The concept of new media; has emerged when mass media come together with new technology and with this concept, new features was added to the features that mass media had. Can now be communicated anywhere at any time, anywhere, without the limitation of time or space, and two-way communication is among the possibilities offered by the new media. Actually new media; is defining an unlimited number of communication channels that an individual has selected with the content they want (Webster ve Phalen, 1997 : 100). With this information, it can be said that the new media includes mass media which are connected to digital technology. According to Marshall, these two concepts named traditional media and new media, include technologies that are connected to each other and change only as the form (Marshall, 2004 :2). When we look at the output of digital electronic systems, we can see that in 1950, the first tube computer came out with the invention. This technology takes place in our daily lives in the 1970s. Since these dates, the renewed technology appears in many contexts and spreads rapidly.

Despite the constant change of technology, television still has the same popularity. When we look at it, we find television antennas almost everywhere in the world, especially in poor regions. As it can be understood from this, it is arguably the most popular and fast-spreading vehicle in television broadcasting technology (Fidler, 1997 : 195).
When the development of television broadcasting is examined, there are three periods of anticipation (Walker & Ferguson, 1998: 12)

1.First generation television broadcasting: It is defined as the process which started from the 1920s to the mid-1970s, when the last 20 years in publishing are called the golden age.

2.Second generation television broadcasting: This process shows the beginning of cable television broadcasting. There was also an increase in the number of television stations in this period.

3.Third generation television broadcasting: The period in which digitalization has become increasingly widespread, that is, the process that began in the 1990s and still continues.

Television broadcasting lived its golden age especially in the third generation (Fidler, 1997 :196). 1900s are the years that broadcasting was started to meet the audience. Digital television broadcasting offers different levels of qualification to the viewer. Standard definition television **(SDTV)**, extended definition television **(EDTV)**, and high definition television **(HDTV)** (Schiller, 2003 : 193).

If we look at the definitions of these systems; **SDTV (standard definition**): The system has a lower image resolution than the HDTV system. The viewer is now starting to move further into widescreen programming. SDTV standards have also been brought into line with 16.9 frame rates (Poynton, 2003 : 99). **EDTV:** Has a quality between a standard definition television system and a high definition television and has been developed as a result of the increasing number of channels through direct broadcast broadcast satellites (Rigel, 1991: 39). **HDTV:** It has a higher resolution compared to other systems. The high image quality it has is 6 times higher than other broadcasts available (Dupagne, 1999 : 37). Is defined as the last revolution in television technology as compared to other systems.

When we look at IPTV as another broadcasting field in Turkey's television broadcasting; It is internet based and offers a secure service to its users. IPTV has gained importance in 2000's years, and in Turkey we can see that it has gained importance since 2007. From that date to today IPTV technology has developed considerably and has become recognized by the target audience. A lot of studies had been done in November 2007 "IPTV research and development center" and Alcatel Teletaş "IPTV support center" about the development of IPTV's architecture, software systems and products within the scope of these studies (Aytekin; Şahin & Düvenci, 2008: 5).

At this point we can talk about another channel that emerged differently from IPTV and Web TV: Over The Top (OTT): Overthe Top, is defined as being over something. OTT is essentially a television service offered over the Internet. Is a term used on the internet for audio, video, publishing and technology. Which is being sent via internet depending on the flow technology. OTT is different than IPTV and Web TV. Web tv is a television that can be watched on the computer without subscription. And IPTV solves through a special box and can be viewed from the television screen. IPTV is an application that requires a subscription. Thanks to OTT, the user can now access to the TV programs that was broadcasted previously. OTT, IPTV and web TV. The user can access previously published programs from the television screen instead of reaching the computer. OTT, offers us easy achievement to this archive.

Nowadays there is a growing interest to the Internet series that are no more than sixty minutes long, do not exceed thirteen episodes in a season, and attract people's attention. These series confront us with a different style from the traditional one, and they especially care about the likes of the new generation and they wink at the new habits of the users. The reason why Turkish viewers met internet series is foreign series. It is a foreign sequence that starts to meet with the internet trailers. People have had the chance to watch foreign films they want one by one on the internet through foreign series sites and this became a habit for them. At home, at work, at school, in short, the idea of being able to see and hear a sequence everywhere where internet connection was available was very

attractive to people. Channels like Digitürk, D-smart, cable TV, CNBC-E made the foreign series adventure interesting and the new generation had a different set of viewing habits.

With Netflix entering the country officially, the of BluTV and Puhutv entering to the market and the spread of the series broadcasted on YouTube from the ear to the ear have made it an alternative market for traditional market.

4K Technology: 4K is presented to us as the latest popular display and video resolution. At the 4K resolution, the letter " k " represents the thousand digits and is used in abbreviated form. 4K gives the viewer more detail than other TVs. The number of pixels is higher than the others, and the picture quality is also higher. It is a resolution format commonly used in movies and games. Representing 4K, 720p and 1080p vertical numbers that accommodate 4000 pixels horizontally. We can define 4K as ultra hd, which is the upgraded version of the hd concept we are using. Goal; is to increase the progress of technology in Turkey and providing support to television producers to increase 4K TV sales. We can say that it is good but also costly for Turkey.
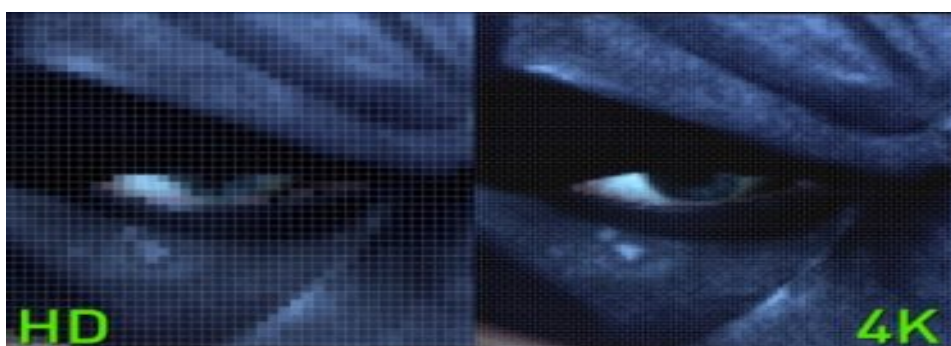

Image 1. 4K Broadcasting
(Reference: https://www.teknolugat.com/herseyiyle-4k-teknolojisi**).**

TRT that makes 4K broadcasting, finished its test publication in 2015, and met with the audience in 2016. Digiturk introduced 4K it uses as " clearer image, bigger excitement " and started to broadcasing life. To view these channels, the user must have a TV with 4K ultra-Hd resolution and the satellite receiver must be 4K compatible.

An example of digital publishing: Digiturk Play

Digiturk play is a package that enables the audience to watch channels without a dish antenna via the internet.

Table 3. Digiturk Play

Super League Packs	Sports Extra Pack	Entertainment Package
Buy Super League matches, next to TFF 1st League matches	Premier League, LaLiga, TFF 1st League, Euroleague package includes.	With more than 1000 domestic and foreign HD movies, hundreds of episodes of domestic and foreign series, more than 60 live TV channels with subtitle and dubbing options

(Reference: https://www.digiturkplay.com.tr/)

Digitürk play, has emerged with the slogan of '' smart TV at home, on the computer, on the road, tablet on vacation ''. We can watch the channels on computers, tablets, smartphones and televisions (in the IPTV box). Digiturk play offers us the opportunity to watch more than 60 live TV channels in the place we want. It is possible to watch live sports events including super league, hundreds of movies and series, live television channels on web, on cell, on tablets and on smart TV. Without setup, at any time everyone can become a member and can cancel membership.

Digiturk play offers membership login for users, so that digiturk broadcasts can be easily viewed on the internet without using a digital receiver. When Digiturk was previously introducing this service to users with the name of digiturk web tv, this service was offered free of charge to users who also had digiturk service at home and also it was closed to the new memberships, Shortly after, the user had the chance to get a digiturk web tv membership. In the early days of broadcasts, the image quality was poor and users were experiencing frequent problems. After the site was completely renovated and the name was '' digitürk play ''. Digiturk was offered a membership subscription called Premium membership with the addition of other football leagues, basketball leagues, series, films and live television options. Price began to rise when digiturk play became popular.

With the digiturk play application, the user can select hundreds of local and foreign films, documentaries, sports and serials by selecting the "Select and watch" category. In addition to premium membership, the user can use the Premier League, LaLiga and Euro league packages along with the cinema package. Users can also access live watching and replaying of the programs they want as a member of the desired pager through the Digiturk play website. Considering all the features of digiturk play application with pros and cons a table like below appears.

Table 4. Digiturk Play Application Pros and Cons

	CONS	PROS
	It is possible to interrupt the broadcast at any time	Broadcasts can be viewed over the internet without the need for any setup.
	. Live match broadcasts can come back for 30 seconds and television broadcasts can go back for 1 minute	With renewed packages, you can now watch broadcasts with Smart TV.
	The live support system sometimes fails to provide adequate service	In addition, many channels can be watched live.
	Given the quality and availability of the service provided, the annual fee may be too high for some users.	All beIN Sports channels broadcasting match broadcasts can be watched continuously and continuously

(Reference: https://www.salihkunduz.net/artilariyla-eksileriyle-digiturk-play**/)**

Digiturk play has disadvantage features along with the advantages. One of the negative features is interruption situation of the broadcasts and sometimes with sufficient service being not provided, but when we look at the positive features the most outstanding one is allowing the user to reach whichever channel they want and whatever they want to to watch. The channel offers different options and the user can instantly access the file from the match up to other programs. Of course, while the user has the option of watching the channel he wants among these options, it is quite uncomfortable to encounter such a situation that broadcasts are interrupted.

This may even cause them to lose the user. When we put this negativity aside, it encourages many people to become members of the site with the opportunities that are offered.

Results

Wanting to have instant access to the information in many content increases day by day. We know there will be no communication without information. In the late 20th century, significant developments in the field of technology have been made. Television and people are now under more control than before. So now knowledge and concept are presented to us as a force. The need for communication, which is getting bigger and bigger every day, enables researches related to this field to be made and new and different systems can be created. Private TVs that have been embraced by society and became a phenomenon, entering to our houses, is an inevitable ending and when TVs are having unfair competition with them, it increases its profits as much day by day. So they have a negative social influence because they do not comply with any of the rules that must be followed in publications. People are now confronted with a communication bombardier, and we can say that television is one of the most effective weapons to direct people., Now people are watching On TV events that happened for the purpose of entertainment. The facts are pushed to the background, and the viewers can not face with the facts because they are in its spell. As a result of that, the viewer now confuses the imagination with the reality, becomes lonely, and is now under the influence of the magic of the screen. Because television is an important force in influencing the influence of the masses, the political struggle also manifests itself through this power and is an effective program tool. The principle of neutrality in television broadcasting has always been important. This principle applies to all programs. While this principle is generally discussed for newsletters, it is ignored for other programs. But this must be implemented in all publications. Because the viewer accepts the messages on the television screen without questioning whether they are correct or not. However when we are taking about digital broadcasting the first thing that comes to mind is display and sound transmission, actually, it is in very much larger area than analog system. The developments that are happening as digital publishing have a great imortance to the transformation of television broadcasting. Digital platforms were established in turkey in 1999 and since that date, competition has started between media groups to date. This competition has hampered the implementation of plans for digital platforms. Among these platforms, one of the self-savy ones has become "digiturk". Therefore, it is difficult for Turkey to be able to foresee the future of publishing, especially with a single institution. With digital broadcasting, everyone is now equal. Anyone who owns a computer or a phone can access to the information, the anytime and anywhere they want. Digital publishing is defined as an "opportunity paradise". If you can come to thousands of people in a social media campaign today, we can say where it ends.

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Realationship Between Agumented Reality Technology and Full Participation Environment

Bayrak T.[1]

[1] Tamer BAYRAK, Istanbul Aydin University, (Turkey)
e-mail: tbayrak@aydin.edu.tr

Abstract

Communication is a necessity for humanity. In order to meet this requirement, people have always worked hard. Mankind has used technical knowledge to improve technology. This development of technology brings new communication environments and transforms individuals into individual users. Virtual reality technology, in which the reality is reproduced with the emergence of internet technology in particular, has added innovations to communication environments. The augmented reality technology that is produced surrounds the individual by making interactions with the real world and the virtual world that the individual is in. This technology, which has striking effects on the individual's everyday life, carries real life by transferring the individual to full participation.

Keywords: augmented reality, virtual reality, technology, techno copy, internet

Introduction

Communication is a necessity for humanity. Humans have worked non-stop to improve this necessity and spread it to every field of the social life. They have bought about the technology with technical information they have acquired. Humans have also developed and used it for their own advantage. However, the technology that has been improved to meet the main needs such as communication has also formed and transformed the humans. Humanity is changing every year, so the technology of the last year seems like it is a technical information that had been obtained many years ago. Every technical information that has been acquired gets bigger by being added to the previous one. Thus, the production of new technological devices and the contents made with them are happening at a high speed. The realization of the production and consumption at a high speed is making the destructive effects of capital transformation more clear. Technic is 'the information of obtaining and producing something' (Yengin, 2012:12). The production and consumption have been possible with the technological advancements which are dependent on technic, especially after the 2000's. This intertwinement has turned into a total unity and opened a way to the information era from which it is impossible to return back especially with the penetration of internet into the individual's life.

The decisiveness of technic is effecting the development of technology, and discarding all the circumstances that prevents improvement. Technic is trying out every way for the communication to improve, and take place in a much shorter time. In this context, technic is so cruel for the technology to develop itself, and make the consumer consume a lot. Writing was the first and the important invention in the context of technique's management. The existence of writing has provided today's and tomorrow's technology to exist. Writing is the cornerstone of technic, which is necessary for the development of technology. Harold Innis states in his book called 'Empire and Communications' how important changes writing can cause. To Innis, writing has reformed human history. The communication concept, under the guidance of writing, has caused empires to be founded or fallen down.

Especially after the Industrial Revolution, the technology which has started to develop quickly has accelerated the formal and contextual evolution of traditional media devices. The traditional media tools, which have internalized the one-way communication model that happens from the source to the target, have been emraced by individuals (Yengin D. And Bayrak T. 2017a). However, this

communication system did not satisfy the individual. The user's desire towards changing the content of the message has caused traditional media devices to be questioned, and led the users to think of alternatives to them. Right at this point, technologies called new media technologies have stepped in. New media technologies have emerged as an alternative to the traditional media technologies. The individual user who was continuously forced to use one-way communication now wents to be the source not the target, has the technical information and embraces the advantages at these Technologies in his life, caused new media technologies to develop with a speed that has never been seen before.

The most important element of the new media technology is the internet. Just like most technologies in their development stage, the internet was firstly designed for the army, too. However, it could not have resisted the user-based development so much, and so contributed to the beginning of the information age. Internet provides an environment for the producers to prepare new media technology contents. This environment differs from the real environment in meaning. It means 'hyperreal (virtual) environment'. In this environment where real objects are coded with numerical expressions, new media technology brings about a digital space. Individuals' new living space, digital space, is one of the most distinct products of the new media technology which has emerged after the traditional media period. The journey starting with bits in the internet technology, which is digital space's creator, is being examined by the researchers, and evaluated differently according to its qualities and quantities. Jan Van Dijk states that bits, which are the important part of the computer systems, are the most important point of the information system, and they form of the binary system, which consists of ones and zeros. The units called bits forms the basis of digital coding system. Dijk has designed a pyramid showing how bits compose the information. As can be understood from this pyramid, bits are the smallest building blocks of an information. Bits, which exist as meaningless units, form data by coming together. However, data still do not mean anything alone. In this context, it needs information from outside, and a processing period. The data starting to be formed with the processing of information turns into as information after some time. The steps of the pyramid Dijk has created are bits (a series of ones and zeros), data (images, writings, and other signs), information (the data that is commented on), knowledge (truth, effects), and wisdom (in-depth knowledge) (Dijk, 1999: 186).
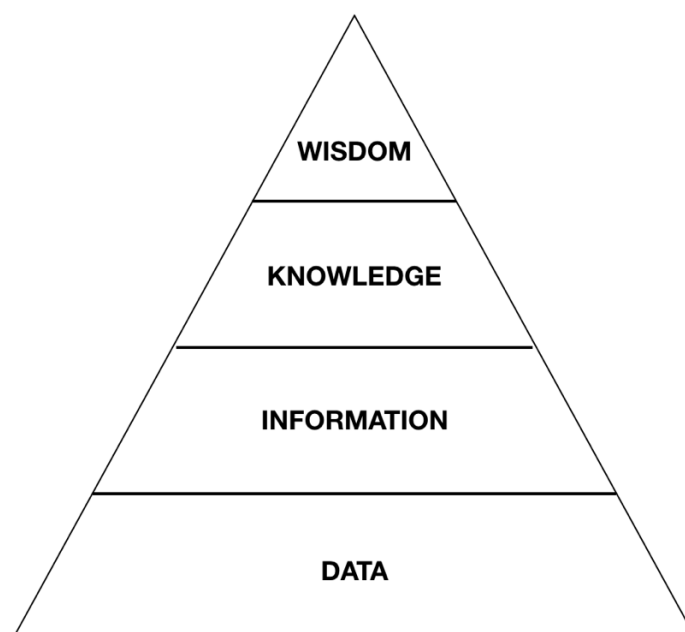

Image 1. Information Processing Pyramid (Source: Dijk, Jan Van, 1999: 186)

The formation of knowledge can be examined with the help of this pyramid which is very important in order to understand new media technologies. There are two important features in the information process in the pyramid. These features described as quality and quantity makes it clear how bits which are meaningless expressions turns into wisdom. Quality is the description of knowledge which becomes clear after bits have been processed with information. Quantity, on the

other hand, describes the elimination period that countless bits go through at the processing stage. According to this pyramid, one goes from the general to the specific while the processing stage of bits takes place from the bottom to the top, and as the information is being processed, the number of bits decreases (Yengin, 2014: 131).

Communication has attracted the interest of the researchers as a main necessity of the individuals that make up the society. In this context, the researchers who want to understand, and examine the effects of communication have developed several models in the light of the information they have acquired. These models also help us understand the effects of traditional, and new media technologies. As conclusion of the technological developments that have emerged from the past to our day, new communicational improvements have emerged. However, these communicational environments have not only changed the communication models of the society, but also developed a way of communication changing the opportunities to have more control over communicational processing. Environment is an important element in a process in which the communication period is involved. People who are studying in the communication field have, too, taken an interest in the conversation environments. Because communication environments mean 'the environments in which the producers, and consumers are conserving, interacting, and sharing information for the technology'. Philosophers like John Fiske, Marshall McLuhan, and Harold Innis are individuals who have been interested in the communication environments, and could have stated reliable information about them.

Fiske has drawn attention to the way how the process happens by describing the channel and the medium, which are two of the most important parts of the communication process. To Fiske, channels are physical tools from which the signals are transferred from, and the medium is a technical object which transforms the present message into a transmissable signal via a channel. According to Fiske, the new technology offers more oppotunities to the user on controlling the communication process. In this context, the communicational environments on which the individual tries to be dominance are continuing to exist as an extension of the traditional communicational environments.

With his famous quote, "Medium is the message.", McLuhan tells us about how remarkable effects mediums can have on individual, who forms the society. To McLuhan, a medium which creates a communicational environment is itself a message alone. Humans create technology to make life easier. However, the mediums they create also evolve and form them. This way, humans become a technology addict, and always demand this technology. Communication is surrounding the world by means of the new technologies as the world is becoming a global village consequently. McLuhan is optimistic about the new technologies subject which improves the communication. He indicates that these technologies have useful effects on the individual, and society and these usages will increase if they are used correctly.

Innis, another important thinker, points out the importance of writing. Innis states that thought has become lighter after the invention of writing, and human history has come across a revision stage completely with the development of writing. The efficiency of writing is so dominant that it can cause an empire to fall down, a culture to fade away, a society to collapse or totally adverse effects. In this context, writing is maybe the most important technology. Both traditional media, and new media are evolving according to this determinism of writing.

New media technology allows this technology to preserve its entity, just like it holds the traditional media technology in itself. According to this, traditional media continues to exist using new media. However, what is prevalent now is new media. The old has become the new, and if this transformation comes to an end, the new will start to get old; that way, transformation will have to be constant. To Mattelart, new communicational environment is qualified as 'the new compasses of the information' (Mattelart, 2004:12). Besides this, Walter Ong studies the period when the writing has entered into the human life with a critical point of view. For Ong, the writing has to be named as 'new technology', and should be treated with the respect it deserves as it is the invention that has changed the human conscienciousness the most. The writing technology, which has taken the place of talking, helps one to comprehend what is actually happening, and what the literate people are conveying. In this sense, writing forms human nature directly or undirectly. Neil Postman is one of the most important philosophers who criticize the communicational environment. Postman states that it is a medium of the control mechanism, and with these mediums any information can be planted into the

minds of the audiences. Postman states that the new communicational mediums reform the understanding of the surveillance society, and these mediums have started to exist as new surveillance mediums (Postman,1986).

The fast development of technology constantly causes the inventions to get older, and the old ones get discarded. For Atabek, because of this reason, the borders that decide what is old or new are becoming harder to distinguish against the speed of the technological developments (Atabek, 2001: 14). Atabek draws attention to the difference between the analogue and the digital when talking about the transformation of the communicational environment. Communicational technologies have been included in the individual's life as analog. However, these technologies are becoming digital, and the border defining the new and the old is inside this difference. For Atabek, the analog technology is 'real', and the digital one is 'the technology which simulates the reality'. According to Atabek, real morals are being used as digitized morals, these new morals can easily be transformed and can be used many times and can easily move among the environments of the new technology.

New Media Principals

The new media, which improves the one-way communication that traditional media offers to the user individuals and centralizes the users who were once have been the target, is becoming more effective day by day. With his work about the new media technologies in which internet plays an important part, and which is called 'Communication Researc and Technology', Roland Rice describes these technologies as technologies that typically use microprocess or computer characteristics, give the opportunity to individuals to internet between each other or Technologies which makes this situation compulsory. In this context, new media Technologies with their speed accessibility and excellent storage capacities have the new information technologies that give an opportunity for new employment eras.

Dizard, with his work called 'Old Media, New Media' about the new communicational environment the new media holds in itself, makes the description 'the environments in which the individual user can reach the information and enter resources as the result of the rise in the interaction. According to this, the new technology is continuing in the direction the individual has decided on, and the old technology is continuing its existence by changing its form, but saving its core.

When we look at the studies done, we can see that, firstly, what can be counted as a new communication environment should be decided on in order to describe the new communication environment which is being emphasized on. The difficulty in deciding on the border between the old and new is the main cause of this situation. The most popular new communication environments are shown as internet, computer games, virtual reality technologies, etc. However, because the new ones are constantly entering these environments, the transformation of the traditional media also shows different points of views. For example, television channels that air digital videos and animation movies, the reality of which has been augmented that are shown in cinema, radio channels, the live shows of which can be listened to in a smartphone, and many more examples similar to these show that how the traditional media can work with the new media in harmony, and is literally struggling to survive. The old and new have been intertwined so much that during the production and obtaining period of a product, conceptual conflicts may happen so many times. For example, the text that has been written on a computer environment is in the new communicational environment. However, when this text is printed, it leaves the new media environment, and comes back to the old one. As can be seen, while the writing was the most advanced technology on the days it was first released, it is perceived quite ordinary nowadays. The thing that should not be missed out on at this point is that there has not been any changes in the core of the communication concept, and it is being attributed as new. The essence of the communication concept has not changed throughout the human history, and will stay that way.

New media associates medium with the fact that the environment concept offers, and is used in the transfer of the message from the source to the target, with all the communicational devices it holds in itself. In the new media where the loss of data is completely inhibited, the environment has quite an extensive cycle of information. The environment is transforming with the development of the technic, and advancement of the technology. However, during this transformation, new features are

constantly coming out. The environment is presenting the mediums in which the infornation roams to process the data obtanied, and is being pushed to change with the force of the technology. Each new system always develops, and transforms when first released. However, the previous system resorts to conformity instead of dying out. Thus, every system affects, transforms, and reforms the system before itself. The systems that cannot adapt to this rarely gets discarded, but even in this situation, it encourages new productions with the information it holds in itself. In this sense, this quality the new media has is similar to the traditional one's, and the one who has attributed this quality to it is the human himself. Therefore, it is seen that this quality has settled in accordance with the demand of the people. Every new system needs some time to embrace it. However, each new system gets embraced in the end because it is a human invention after all. It just differs in the context of the duration of use and transformation into a new format.

The transformation process of the systems in the new media is being evaluated in the digital process. In his book 'The Language of New Media', Lev Manovich indicates that the digital process is established on the analogue system, which exists in the real life. To him, the communicational environment which is computer based is the adaptation of the message to the binary system. This system is a system made up of zeros and ones, and is used to create the virtual equivalent of everything real. From this point of view, everything in the virtual world is nothing but numbers; that is, the addition of zeros and ones is logical. The new communicational environment involves the digital representatives which have been added logically to the computer environment, and transmitted from the analogous system to the computer environment. One of the most important features of this environment is that the data are countable, and they become formally describable. The data that come out because of this become programmable by the producers for the consumers.

Digitalization, one of the most evident qualities of the new media concept, expresses the transmission of an object which has been subjected to the sampling, and scaling process. The objects which have turned digital is used by the individual user, and whatever his technical information level may be, he can recreate this object which has turned digital again and again. Especially the modularity feature that the internet technology offers supports this reproduction cycle. In this sense, another evident feature of the new media is the changeability concept. According to this, an object can confront us in many forms. In a digital context, the object which has a numerical representative never has a fixed form. In this context, the object in the numerical environment is in motion among the databases, and faces a change by a producer in its every move. Thus, thousands of products which have the same core are used by the individual users and exchanged with such an ease that even just the interface of a program designed before is changed, the final product is described as a newly produced product.

In contrary to the new communicational environment, the traditional commucational environment does not provide any opportunities for the individual user to move freely. These environments, which are closed to the production and feedback of the user, are deprived of a modular flexibility, and cannot stand out against the tempting factors the new media offers to the users. Besides this, processing digital data whether it is technical information or not, is easier and faster than analogous data for the individual user. As the access to the data processed in the new communication environment is quite easy, the individual user can redesign this new communication environment in accordance with his own purposes. In addition, the user can deliver his demands directly or indirectly to producers that greate content and globalized in technical information. The remarkable thing which the user makes in the new communicational environment is interaction. With the help of the interaction concept, the individual who is passive in the analogue communication environment becomes active by acquiring individual characteristics in the digital environment. In this context, interaction concept is a really important factor used to help the user personalize the content. Thanks to interaction, which offers quite a lot features, the number of things users can do in new communication environment increase. Besides interaction, one of the most important features of the new communication environment is hypertextuality. It is when the texts intertwine, and create a special bond between each other. In this context, an individual user can obtain the intertwined texts by means of the connections. Meaning 'gigantic mountains of information', hypertext is in the position of being one of the highest points of the new media compared to the traditional media. Manovich approaches the hypertext concept by explaning it. To Manovich, hypertext has different contents such as audios, videos and

pictures besides the text, and in this centext, hypertext is merely a text, and also is a concept the hypertext holds in itself.

There is a center conveying the message in the traditional communication environments. In these environments, in which a one-way communication model is applied, the center that distributes the processed data also has the power to direct the masses. Because the new communication environment has the quality of discarding this situation, it is being tried to be controlled. However, it is evident that this control cannot be provided as easily as in the traditional communication environment. Individual users who are in the new communication environment are not a homogeneous receiver audience as in the traditional ones. Because of this, since especially 2000's, media companies are intensively investing in the internet technology and revising the traditional communicational environments they own. The ones which have realized that the virtuality is the copy of the reality, are embracing the concept 'virtual' which means 'unreal' more and more with each passing day. Because virtuality offers individual users chances to interact with objects that are not real in its real habitat. And this is a big temptation source for the ones who want to have the power to control the masses. New media principals become important at this point. The reason for this is that with virtuality, one can isolate himself from the real world. Thanks to the virtuality, which means a completely different world, the individual user who disguises as someone quite different from how he really is in real life gets included in a fully engaged environment via the communicational environment he is in.

As can be realized after the confrontation of the new communication environment with the virtuality, now the 'new' concept emerged should be comprehended. Dennis McQuail indicates that digitalization has made some contributions to the 'new' concept. McQuail states that, digitalization causes the social control to decrease with the spreading of the internet, and this situation creates examples to the characteristics of the 'new' concept (McQuail, 2005: 86).

Table 1. New Communicational Environment Principals

	Roger Fidler	Lev Manovich	Martin Lister	Dennis McQuail
New Communicational Environment Principals	Unified Evolution	Numerical Representation	Digitality	Interactivity
	Metamorphosis	Modularity	Interactivity	Socialization
	Spread	Automation	Hypertextuality	Media Richness
	Continuation of Life	Changeablity	Dispersion	Automation
	Opportunity & Necessity	Code Conversion	Virtuality	Happiness
	Late Embrace			Secrecy
				Individualization

(Reference: Yengin, 2012: 53**)**

In the context of new media principles, Fidler, Manovich, Lister and McQuail play a decisive role in the new communication environment. These four thinkers have drawn attention to the importance of the concept of interaction with the principles of new communication environment. According to these thinkers, the new communication environment is an environment in which the individual acquires the user identity and takes an active role in the interactive communication field. The new communication environments where the individual is active are examined under the headings of the basic terms digitality, interactivity, hypermetalism, virtuality and networking.

As the result of technology's spreading all over the world, it has become a necessity for the analogue technologies to be transferred to the digital environments. This transfer has been possible because of the computer technologies again. In this context, Rushkoff has stated that for something to be digital, it has to be described with numbers. (Rushkoff, 2010: 56) Manovich, mentions digitality, which is described as a numerical representative, is founded on coding, and by means of these codes, things can obtain a digital form. (Manovich, 2001: 27) In short, all the data in the digital system are represented by binary codes. Thanks to them, everything in the real life can be processed as a techno copy. The new media concept cannot be contemplated without interactivity. New communication environments, in which individuals are individual users, are formed with the existence of the interactivity concept. Interactivity concept transforms the individual user from being a passive individual into a completely active individual. This individual gets involved in the communication process, and can even produce things thanks to the interactivity. It allows the individuals to add contents to the present digital environment. Thus, technic is improving, old informations are being blended with the new ones and the information mountains continue to get bigger. With this concept, which is not seen in traditional communication environments people can have endless opportunities which the market offers and desired for them (Lister, 2009: 21). Thanks to the interactivity, digital content is being personalized and the participation of the new individual users is increasing.

The word 'hypertext', which derives from the prefix 'hyper', is used to mean 'extreme' or 'exaggeration', just like it is used to mean 'above' or 'beyond' (Whitehead, 2000:8). In this sense, hypertext is a digital text that connects to more than one text. Hypertext, which only consists of text in terms of content, can also exist coherently with the modular structures. Hypertext has a very flexible form. Because of this, individual user can easily produce things and reach the information he wishes via these texts. Hypermedia concept, which has emerged with the hypertext concept, forms when different contents such as pictures, audio files, videos and texts get together (Manovich, 2001: 38). Thanks to the hypertext, which is the sub-class of the hypermedia, it is possible to gather, share and keep the data up-to-date.

The user audience that interacts with the new media has completely different characteristics from the individuals that use the traditional communication environments. Because the individuals in the new communication environments have carried the supply-demand relation to a different phase by having the chance to intervene in the contents produced. In this context, the users of the new media are not a homogeneous audience, and refuse to have a limited number of contents. In this sense, target audience tends to choose its own messages by having the product title at the same time (Lister, 2009: 30-31). Network connection, which has come to life thanks to the internet technology, takes place according to the the supply and demand of the users of the new technology via the protocols. Thanks to the existence of these protocols, access to the new communication environments can be possible. Protocols such as 'ftp, tcp, http' make the network connection possible.

Turkish language Institution describes 'virtual' as a thing that has no place in reality and has been designed in the human mind'. In this sense, 'virtual' concept brings along the 'techno copy' concept. Virtual reality is the recreation of the real thing with numerical expressions. Individual interacts with the things he interacts in his real life. In the digital environment, however, because this interaction happens between virtual objects, this environment is called the virtual reality. An individual needs a few items to interact with the virtual reality. Because the display of the unreal thing needs the usage of a few devices which require electricity. These devices that have spread at the beginning of the 2000's are generally made of image titles, and in addition to that, sets consisting of devices that work coherently. However, just like in every technological device, these, too, are improving and transforming. The virtuality concept, which is developing in three categories called the virtual reality, the augmented reality and the mixed reality, creates a new communication environment in which the individual is completely focused.

Virtual Reality As Technology

New media technologies are constantly changing. The dominant effects of technic and the insistence of the consumer to consume make the constant and innovative production of the technology mandatory. The technology that has effects, which destroy and construct the society,

creates different communication environments for the individual users. The individuals, who find the opportunity to acquire different identities owing to these environments, continue living as digital natives according to Marc Prensky. Virtual reality technology has been offered to the individual user as the new communication environment where the new media has created. With this technology that promises to exchange the real environment that the individual is in with the virtual environment, the new media has entered into a quite different era.
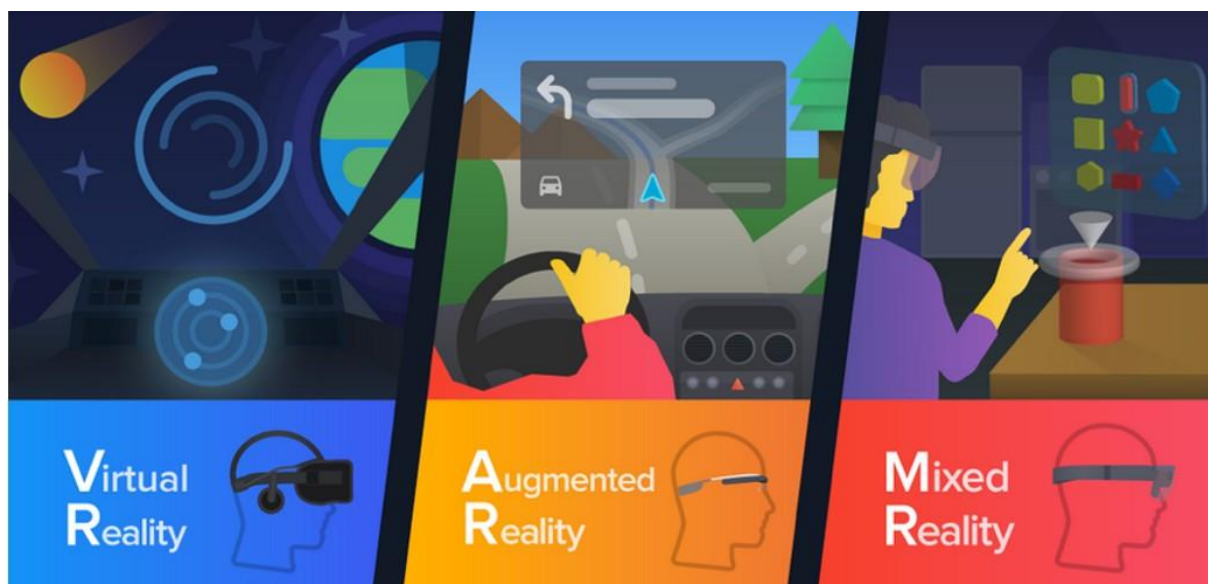

Image 2. The representation of the VR, AR, and MR

(Reference: http://blog.intrepid.io/understanding-virtual-experiences-the-differences-between-vr-mr-and-ar**)**

Virtual reality as a technology is studied under 3 main titles. These are the virtual reality, the augmented reality, and the mixed reality. Virtual reality isolates the individual user from the real world he is in completely. The virtual reality glasses, which work with the help of the vision helmet that is worn to the head, and the devices that work coherently with it, is the least costly products of the virtual reality technology. This technology that the game sector demands continue to develop. Augmented reality makes the real world the individual is in, and the virtual objects interact. Individual user is seeing virtual images in addition to the real world images with the augmented reality glasses he is wearing on his head. These glasses, which are generally being used in educational, architechtural, and technical fields, have started to be used by producers. These devices that are much more expensive compared to the virtual reality glasses promise very practical solutions to the user in his daily life. Mixed reality is the last ring of the augmented reality technology and virtual reality. These glasses are devices that the virtual objects directly interact with the real objects. Individual user can make an unreal design real by making a real object and a virtual one interact. This technology that eases the work in several fields such as education, construction, military, and medicine is the most expensive technology in terms of individual user.

Simulation Theory

Simulation, which is one of the most important elements of the new media environments, forms the basis of the virtual reality technology. 'Simulation', which has derived from the Latin verb 'simulare', means 'imitation, doing something similar' in Turkish. David Lyon makes this description about the simulation concept: "Reproduction of computerized imagery via codes and imagery that have been developed." (Lyon, 2006: 236) In this sense, simulation is defined as the reproduction of the reality. Simulation is trying to form a reality effect. Simulation, which means an unreal object that

oppresses the reality perception in the individual user. Real and virtual are concepts that are completely opposite, but simulation removes this difference completely. Simulacra, which means 'the truth', is the operational reflection of the reality for Baudrillard.

Baudrillard indicates that simulation surrounds the individual's life completely and seizes every field of life. For example, mass communication tools are trying to make the information they transfer via the broadcasts, and publishments they make. In this context, the 'reality', which is already nothing but a copy, is being presented to the individuals by being created again and again. Everything humans interact with is nothing but a vision, and simulation produces everything the humans interact with. Thus, simulation takes the place of the reality.

The simulation theory Baudrillard has developed is the most extensive theory based on the simulation phenomenon. According to this theory, simulation is a hyper reality, and becomes more real than its core. Simulation, which has quite dangerous characteristics, tries to go beyond the object, and be the hyper reality behind the scheme (Baudrillard, 2016: 40).

Baudrillard indicates that simulacra are in close contact with the media. Both the old, and the new media are in need of simulacra to create contents. In this sense, the media is feeding the simulacra forming cycle, and by using the new and the traditional media technologies and consuming the new simulacra without waiting. That way, media reflects itself, and creates a world of its own to control the masses (Alemdar & Erdoğan, 1998: 354).

Table 2: Baudrillard's Simulation Stages

Stages	**Type**	**Description**
First stage	Meaning	Reality is created by representation
Second stage	Augmentation	Reality representatives (First stage) are augmented by the mechanical technologies
Third stage	Simulation	There is no connection between the reality & representative, but there is hyperrealism intead of these.

(Reference: Laughey, 2007: 149**)**

According to Baudrillard's simulation theory, simulation has three stages. Meaning, which is the first, is the imitation of the reality and the simulation expresses masking the absence of the reality. Augmentation, which is the second, is the stage in which the reality representatives are augmented. Simulation, which is the third, steps in when the present signs do not represent the reality. In the world where these stages are active, technology is the simulation environment itself (Güngör, 2011: 172). Simulation theory form a basis for the models created about reality's being created again and again. Virtual reality technology, as a communicational environment in which the reality becomes constantly duplicable, uncovers results overlapping with the data the simulation theory puts forth.

Communication Environment in Augmented Reality Technology

Augmented reality technology continues to evolve as a new generation technology. This technology, which is in the new media technology class, consists of glasses that the user individual wears on his head. Unlike virtual reality technology, virtual joints are built into the actual image seen by the person in these glasses, which does not require any sensing or movement device. Thus, the person continues his daily life with virtual articulations added to his real life.

Image 3. Google Glasses, which are an augmented reality technology product
(Reference:

All virtual reality technologies, including the augmented reality technologies, use the advantage of the image that is perceived as realistic by the human brain because of the natural flaws in the human eye. These flaws that create eye illusions cause the image that goes to the human mind to encounter perceptual refraction. Virtual reality technology which has that much critical importance perceptually puts the individual user into three different environments. These environments are partly, full, and multiple participation environments.

Pertly Participation Environments: They are environments in which a few physical techno copy objects are used together. The production purpose of a technology that provides a partly participation environment is to prevent the isolation of the individual user from the real world completely. The best example for these technologies that form these environments are flight simulators. These simulators that are the exact copy of a real airplane cockpit are used by individual users for educational purposes without having need to any wearable devices.

Full Participation Environments: These are also known as the computer supported virtual environments. This environment describes the environment that emerges as a consequence of the virtual reality glasses' surrounding of the individual completely. Appealing to all senses of the user individual with the full participation environment is aimed. These environments that are related to all the virtual reality technologies need the user to interact with the virtual objects. There are also several motion and perception devices designed for the full participation environment where the glasses called HMD(Head Mounted Display), into which a helmet or image apparatus are placed.

Multi Participation Environments: These are environments in which individuals who use the virtual technology interact with each other. The main design-related goal of the multi participation environments, which are the developed version of the full participation environments, is the exchange of information between multi disciplines such as medicine, architechture, enginery, and art, and the communication of the individual users with full participation. All of the participation environments are communicational environments that the new media technologies create, and the internet technology gets involved in. This technology that is based on Web 2.0 technology, and has entered a new age with the Web 3.0 technology is improving comprehensively with the participation of the artificial intelligence. In this context, all the artificial intelligence technologies can be described with full participation. Because the image that the individual user sees, real or not, embraces the individual. This technology that can be supported with devices that can talk to all the senses of the individual, such as the tactual sense device, makes the techno copy of an unreal object interact with the individual. The moment the virtual images, whose framing speed is quite high, intertwine with the real images, the brain embraces the new image by updating the total image it perceives as real. Augmented reality technology, too, continues to develop as a technology that aims this embracement.
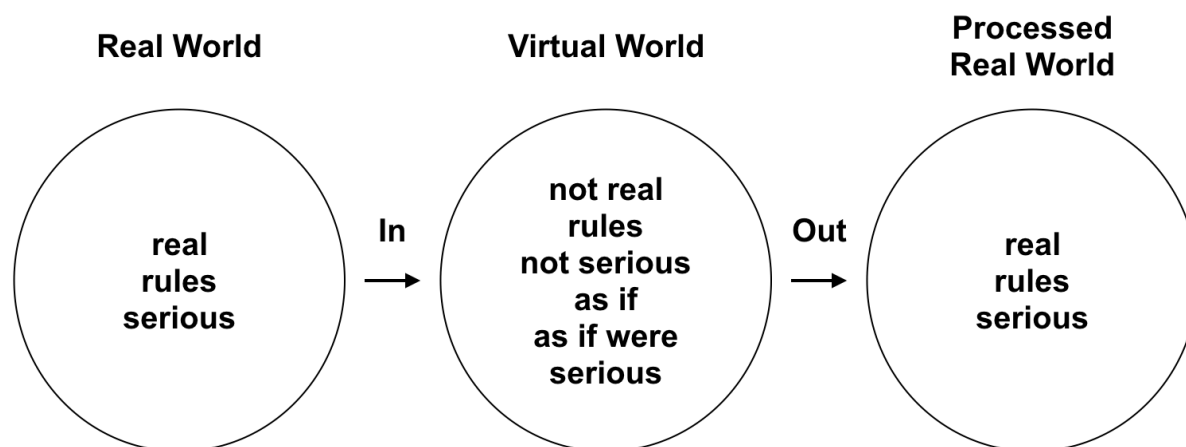
Real World **Virtual World** **Processed Real World**

Image 4. The Real World, The Virtual World and The Refined Real World Charts (Reference: Yengin, D. and Bayrak T. (2017b) Virtual Reality: VR. Istanbul: Der Publications

This model indicates that the communicational process that is in the virtual reality technology is processed with the simulacra. In this context, contiuity in the communication process has become a necessity in the communicational process. In this communication environment where the interaction is the highest, the real world transforms by intertwining with the virtual world. Because the real world is being processed by being reformed again with the virtual reality, and the individual user continues living with the effects of the virtual reality that he has been exposed to. The individual switches to a life phase that has no turning back in the processed real world. The effects of this world are both destructive and constructive. Some disorders which are also called 'digital disorders' stand out as the problems of the processed real world. Humans are sharing their processed real world with their inner circle, and feed the transformation by introducing the unprocessed real worlds to the virtual reality as it is a social creature that can continue living in the society owing to interactional communication.

Conclusion

The importance of the communication for the humanity has shown itself throughout history. Humans have worked hard to communicate in a shorter time, and create simple interfaced communicational environments adorned in complicated technics. Humans that have realized the communication mediums have come to the point where it is possible to reach to the other end of the world via these mediums. Humans that use the advantages of the writing technology that they own have eased the weight of their thoughts, and prevented the information they have acquired from being forgotten. The transmission of information from generation to generation without being forgotten has opened the doors of the information age in which the internet technology reigns. Human beings are so connected to the necessity of the communication that they kind of have accepted the emergence, leadership, and surrounding its environment of it. Audiences have been governed with devices that carry the characteristics of a message, wars have taken place, and social affairs have started and finished with these devices. Hence, human history has recorded the section which has the power to direct the communication devices.

Communicational mediums, which have caused the empires to fall down or be founded, have the same effects for today's society, too. The reason for this is that the communicational mediums have the characteristics of being based on the destructive nature of the human. Communicational mediums, which are open to all kinds of manipulations, continue its existence by being open to destructive and constructive factors. The controlling of them is quite hard. In this context, traditional and new media mediums differ from each other. Traditional media has emerged in the years following the invention of the electricity. Traditional media, which includes mediums such as television, newspaper, magazines, radios, cinema, has a one-way communication model. The one-way model of the communication in these mediums that the source and target cannot directly make an interaction has made it possible to make broadcasts and publications with a view to directing the masses with ways like propaganda. The new media that has emerged with the discovery of the internet technology

differs from the traditional media, in terms of its characteristics. Internet has given humans the opportunity to direct the communication period as an individual user. Human, who has escaped from being only at the position of the target gets included in the gigantic network by processing the data he has acquired with information.

The internet, the last product of the necessity for internet, is the product of the technical information that has been acquired in so many years. Technic, as the information of acquiring and producing something, has an unstable form. Technic, which grows with the contribution of the humans as a result of the researches they do, is a factor that creates suppression over the humanity. Technic, which continuously encourage humans to produce and spread data that will keep the production and consumption at the highest level. In this context, it is not hard to predict with which purpose the technology has been produced, and the future of the technology. Technology is transforming people as a result of this oppressive behaviour of the technic. The individuals that disguise as individual users continue living as an addict of the technology they have produced. Because a turning back to a society model that does not have internet technology is impossible, and humans are addicted to the internet just like they are to all the other factors that facilities their lives. All the developments that are and will be done technologically are based on the internet technology. However, the communication factor that is the fundamental of all these developments is the main factor in the oppressive behaviour of the technic.

The development of the communication factor that much via technology gives both the producer and consumer to have a range full of different alternatives. Communication mediums, which have emerged as traditional media mediums in the beginning have turned into an old structure in a short time with the development of the technic. The dominance of the traditional media has ended with the emergence of the internet and Web 2.0 technology. With the internet technology, which is also called 'the information age', the new media technologies have developed in a very short time. While the contents that can be fit into portable devices, such as smartphones, carry the qualities of this media does not have within itself, just like it carries all the advantages the traditional media offers. For example, with a smartphone, the individual user can read digital newspaper, watch movies, listen to the radio, and watch live television broadcasts. In addition to all of these, the individual user can connect to the internet and play games. With countless additions, an individual user is transforming with the gigantic information mountains that fit into his pocket and actualizes the digital as a part of his life.

Virtual technology is reproducing the real life universe in which the individual is in the information age in which the internet is active. In the virtual reality universe which creates a techno copy, the individual can be completely be isolated from the reality. Virtual reality, which provides the environment that is defined as the full participation environment is home to a hyper real world which the individual is completely surrounded, and appeals to all the senses of the individual, and has the ability to isolate him from the real world. In this context, all the devices that have been developed under the name ' Virtual Reality Technology' have been developed with this aim. Augmented reality technology, which is one of the three different virtual reality technologies, is a new kind of technology that matches the real image with the virtual one. The individual matches the virtual images that a mini image device, which is equivalent to a single window of a standart glasses, reflect with the real image. Looking at the development of the technology, it is a fact that the days these expensive glasses that are user-based will get cheaper, and enter all the houses are not so far away.

Humans use technology to reduce the problems they encounter in their daily life to the least, and acquire material and spiritual advantages. Thanks to these features that are the biggest advantages of the virtual reality technology, so many fields such as education, medicine, and consumption tend to use this technology. These fields, in which the visuality is so important, calculates the time and the money. Because the consumption society demands these fields always be productive. These fields that aim to produce more by saving time and money, and so much work, use the virtual reality technology for their own purposes. For example, with the help of the virtual reality technology, the architect who sees the techno copy version of a building, which has been designed fast, can start constructing rightaway, a medicine student can take detailed education on the techno copy cadaver, an engineer can make repairments or designs quickly by reaching to the techno copies

of the machine parts he is interested in. This technology that has destructive effects besides its constructive effects can also be used for the actions that are againts the norms of the society. Therefore, producers denote that this technology is close to malwares. However, the time will show how much the malwares and misuses can be prohibited.

Virtual reality technology carries the individual user into the full participation environment. The individual, who is completely surrounded by the virtual image, carries his interaction with the real world to the virtual world. With the augmented reality technology, individual user communicates with full-participation. The individual who interacts the virtual images he has seen with the real objects, and thus, communicates himself gets included in a processed real life. The processed world, in which there are real and unreal objects, gets ready for use by being in the content, which has been designed according to the individual user's purpose. In this context, the augmented reality glasses are in the limelight as a technology that has included the individual into the processed real world.

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Author Index

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