

DIGITAL MEDIA LITERACY VERSUS LITERATE DIGITAL MEDIA¹

OKURYAZAR DİJİTAL MEDYAYA KARŞI DİJİTAL MEDYA OKURYAZARLIĞI

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ABSTRACT

With media emerging as a great power, individuals with media literacy, who can interpret what they see, read and hear accurately, now need to think more about digital technologies that are new and indispensable for communication. Therefore, the presence of the highly equipped individuals with questioning capacity is very important in terms of the different possibilities offered by the digital media.

Digital media offers or literally imposes new media experiences, which cannot be controlled, as the most beautiful and accurate choices by developing attitudes that shape the society it analyzes very well. Therefore, the individuals also need to focus more on digital media literacy in the face of digital media, which knows the society to such a great extent and tries to manipulate and transform by elaborating on the finest details. It is because a literate digital media stands out against the society.

This study analyzes the importance and necessity of digital media literacy and the new areas offered by this digital platform by considering planned handling of the transformation and transforming power of the media on the society is considered as a social engineering event and taking into consideration the need for society to develop a critical perspective, to be skeptical, and to be able to correctly understand what is communicated.

Keywords: Digital Media, Digital Media Literacy.

ÖZ

Medyanın büyük bir güç olarak karşımıza çıkmasıyla birlikte; artık gördüğünü, okuduğunu ve duyduğunu doğru yorumlayabilen medya okuryazarı bireylerin, iletişimin yeni ve vazgeçilmezlerinden birisi olan dijital teknolojiler üzerine daha fazla düşünmesi gerekmektedir. Çünkü dijital medyanın sunduğu farklı olanaklar karşısında daha donanımlı ve sorgulama gücü yüksek bireylerin varlığı çok önemli olmaktadır.

Dijital medya; kontrol altına alınabilmesi olanaklı olmayan, sunduğu yeni medya deneyimleriyle çok iyi analiz ettiği toplumu şekillendirmeye yönelik tavırlar geliştirerek bunları en güzel ve en doğru şekilde empoze etmeye çalışmaktadır. Toplum bu kadar tanıyan ve en ince ayrıntılarına kadar düşünerek, değiştirip dönüştürmeye çalışılan dijital medya karşısında, bireylerin de dijital medya okuryazarlığına daha çok eğilmesi gerekmektedir. Çünkü toplumun karşısında okuryazar bir dijital medya bulunmaktadır.

Bu çalışma, dijital medya okuryazarlığının önemi ve gerekliliği, bu alanın sunduğu yeni yaklaşımların analizini yaparak, medyanın toplum üzerindeki değiştirme ve dönüştürme gücünün planlı olarak ele alınışının, bir toplum mühendisliği olayı olarak değerlendirip, toplumun eleştirel bir bakış açısı geliştirmesi, şüpheli yaklaşması ve verilmesi istenileni doğru anlamlandırabilmesi gerekliliği bağlamında ele alınmıştır.

Anahtar Kelimeler: Dijital Medya, Dijital Medya Okuryazarlığı.

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1.INTRODUCTION

With the introduction of the Internet into daily life, means of communication have also undergone major changes. Now, individuals put the internet in the center of their lives and conduct all communication through this channel. Thus, the internet, which is in the electronic part of the media that can be categorized as print and electronic, presented us with a new virtual world. In this environment, the influence of the media has grown and emerged as a source of power. This power is more in the sense of influencing, impressing, and manipulating individuals. The media, which appeals to everyone with its potentially informative and entertaining features, is not the window to the world but the world itself.

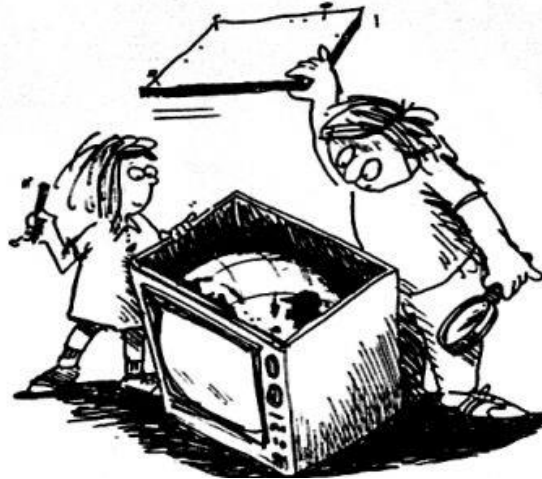


Figure 1. (http 3)

The media long lived its golden age with the wide use of Internet but is now separated from its traditional structure. Particularly biased tendencies of communication channels such as television, newspapers and magazines cause the media to undergo manipulation. This in turn increases the use of the internet. The widespread use of online social media, especially, and the power to access information increases each day.

Perhaps from the perspective of new communication technologies, the most important innovation brought by the switch from print to digital is interaction. In contrast to traditional media's one-way information flow, the bidirectional-free flow that the new ICT brings is its most important converging potential (Tosun, Vural 2006: 63)

These tasks that media undertakes are transformed by the advancing of technology. In fact, not only these roles but also the means have changed considerably and significantly. Both printed (newspapers, magazines, postal services) and electronic media (TV, radio, internet, mobile) are prime examples. For example, the TVs that receive analog broadcasts are more passive; channels decide when and where to broadcast content. However now, with technologies such as digital video recorders and digital broadcast platforms, viewers control the content flow and decide what to watch and when to watch it. This demonstrates the digitalizing of media (http 1). The transformation of media and content also changes the way people communicate online. This brings along new interactive media platforms and social networks. And digital media is this new entity itself (Erdem 2013: 115).

As Fouilhoux puts it, "independent news sites have a fairly honest and engaging understanding of press and journalism that international newspapers lack." (Köse 2007:270).

Now the individual is not only the buyer or consumer but also the producer once again. In this reproduction phase, understanding and interpreting the information is the real issue. Correct understanding and correct analysis can be achieved through the correct interpretation of media, since the media may not be as innocent as it looks. For example, it may give subtle suggestions about living a certain kind of life determined by a power mechanism and describe it as 'ideal', or the virtual reality field (the digital world reality) may pull us away from the real life into the virtual world of the media, leading to the prioritization of the virtual world sociality over the realm of realism or normalize the thought of controlling 'freedom of art' through the commodification of artistic products... "Because, those who produce media messages have their own beliefs, values, opinions, and prejudices. This, of course, can affect what and how the producer communicates messages. That is why there are no media messages that are impartial or do not involve value judgments.

These messages have a strong social and political influence as they are followed by a massive audience." (Altun 2010: 44).



Figure 2. (http 4)

Bilgi toplumu İstatistikleri, 2004-2017
Information society statistics, 2004-2017

	2004	2005	2006 (*)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
(%)														
Girişimlerde Bilgi Teknolojileri Kullanımı														
ICT Usage in Enterprises														
Bilgisayar kullanımı - Computer usage	-	67,8	-	68,7	90,6	90,7	92,3	94,0	93,5	92,0	94,4	95,2	95,9	97,2
İnternet erişimi - Internet access	-	80,4	-	85,4	89,2	88,8	90,9	92,4	92,5	90,8	89,9	92,5	93,7	95,9
Web sitesi sahipliği - Having website	-	48,2	-	63,1	62,4	58,7	52,5	55,4	58,0	53,8	56,6	65,5	66,0	72,9
Hanelerde Bilgi Teknolojileri Kullanımı														
ICT Usage in Households and Individuals														
Bilgisayar kullanımı (Toplam) - Computer usage (Total)	23,6	22,9	-	33,4	38,0	40,1	43,2	46,4	48,7	49,9	53,5	54,8	54,9	56,6
Erkek - Male	31,1	30,0	-	42,7	47,8	50,5	53,4	56,1	59,0	60,2	62,7	64,0	64,1	65,7
Kadın - Female	16,2	15,9	-	23,7	28,5	30,0	33,2	36,9	38,5	39,8	44,3	45,6	45,9	47,7
İnternet kullanımı (Toplam) - Internet usage (Total)	18,8	17,6	-	30,1	35,9	38,1	41,6	45,0	47,4	48,9	53,8	55,9	61,2	66,8
Erkek - Male	25,7	24,0	-	39,2	45,4	48,6	51,8	54,9	58,1	59,3	63,5	65,8	70,5	75,1
Kadın - Female	12,1	11,1	-	20,7	26,6	28,0	31,7	35,3	37,0	38,7	44,1	46,1	51,9	58,7
Hanelerde İnternet erişimi - Households with access to the Internet	7,0	8,7	-	19,7	25,4	30,0	41,6	42,9	47,2	49,1	60,2	69,5	76,3	80,7

YÜK, Girişimlerde Bilgi Teknolojileri Kullanımı Araştırması, Hanelerde Bilgi Teknolojileri Kullanımı Araştırması

TurkStat, Use of Information and Communication Technology (ICT) in Enterprises, Survey on Information and Communication Technology (ICT) Usage Survey in Households and by Individuals

(*) İlgili yılda araştırmaya yapılmamıştır.

(*) The surveys were not conducted in 2006

Figure 3. (http 7)

As mentioned in Turkey Statistical Institute's Information Technology Usage Survey; the increasingly sophisticated structure of the internet is confirming the trend of the media and shows that it will play an important role in the digital media literacy of the future.

This is where the importance and necessity of digital media literacy comes into play; media literate individuals who can interpret what they see, read and hear accurately now need to think more about digital technologies that are new and indispensable for communication. The presence of the highly equipped individuals with questioning capacity is very important in terms of the different possibilities offered by the digital media. That is, "being more analytical is the first step in controlling the influence of the media. If we are not aware of the messages, the media gets control over how we should perceive the world (potter, 2011: 134)" (Avşar 2014) The media is able to serve power to whomever owns it. Information might turn into manipulation depending on the power holder.

According to Geray, information societies are societies that use interactive networks (new media) and have a say in the international societies that produce the technologies and practices necessary for this use in the direction of humanitarian and sustainable socio-economic development (Geray 2003: 133).

It is possible to incorporate any type of mass media into the definition of digital media, as it is the name given to different platforms where people communicate electronically. The most important feature of digital media is its potential to lead to significant changes in people's lifestyles. The person who takes advantage of digital applications and tools to make creative discoveries, and to innovate and transform the way of communication is, in fact, undergoing a serious change. While digital media first came into existence with text, with the expansion of the internet along came images, sound, and on top of all, videos. (Erdem 2013: 116).

Digital media offers or literally imposes uncontrollable new media experiences as "the most beautiful and accurate choices" by developing attitudes that shape the society, which it also analyzes very well. Therefore, individuals need to focus more on digital media literacy in the face of digital media, which knows the society to such great extent and tries to manipulate and transform by elaborating on the finest details. Individuals who reproduce data by interpreting them with a skeptical approach should gain awareness as digital media literates. If literacy is correct understanding, analysis, and interpretation, there will be a "literate digital media" facing the society.



Figure 4. (http 5)

If this communication process is made up of visual, audial and textual digital media, and if the domains of media has no boundaries and is strong enough to change the behavior of the target audience, then this can be regarded as a matter of fictional community engineering. "Because community engineering is intended to influence the attitude and social behavior of a wide range of people. In the past, we see that the birth and development of the masses came after the advancement of mass communication and development of mass movements and, consequently, the political and ideological discourses manipulating these masses. Campaigns were organized to change social structures, and newspapers, books, films etc. were used for this very cause" (http 2).

The concept of community engineering emerged at the end of the 1800s with the idea of creating modern workers. Later, reconstruction emerged with the aim of rebuilding the society, bringing solutions to social problems, or manipulating the mass by a contrary idea (http 6 Page 6). Community engineering is a term that corresponds to all the techniques of deception that target the subjects who use them instead of computer systems ... Community engineering is the whole of the techniques used to engage people in certain actions or to acquire secure information. (http 6 Page 1). "Society engineering is a social discipline and is implemented by governments or any private body / institution / nobody; all of the efforts made to influence social behavior, attitudes and resources in a wide range of ways. Community engineering can also be referred to as the practice of scientific methods on social topics "(http 6 Page 7).

2.METHOD

The research was conducted in the context of content determined by literature review. Similar studies have been analyzed and related information has been used in this study. Obtained results are closely related to each other.

3. RESULT

The effectiveness of internet usage habits in reaching information and purpose in terms of social consciousness is increasing each day. The steps taken by the media in the interactive digital environment should be to ensure that the right information is best received by the society literacy-wise. Within the context of awareness-raising, digital media literacy should be emphasized.

Therefore individuals who can understand this manipulation will be literate individuals. Considering the digital media elements we are mostly exposed to, digital media literacy will also be important against the literate digital media. In other words, media has been used as the primary tool in manipulating masses via community engineering. However today, the evolution of digital media from traditional media to digital technology can be considered as a community engineering project. If active individuals who have high reasoning power and who produce and distribute content, also become digital media literates, they can easily spot community engineering attempts. Therefore, society needs to develop a critical point of view, to be skeptical, and to understand what is trying to be imposed on them. While digital media literacy guides the social perception in terms of understanding digital platforms, it should play a significant role in the creation of social engineers who shape the future with informative structuring.

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