



MODERN MEDIA ORGANIZATIONS AS THE ATTRACTIVE TRAP OF CAPITALISM: CONTEMPORARY SHELTERS ON BEHALF OF COMMUNICATION NEED

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Abstract

This study investigates function of media and role of media is evaluated in modern age and in popular culture and relation between media and capitalism is discussed and aim of modern media organizations is emphasized due to capitalism in the study. Modern age created its own conditions and and its own culture and media have one of the most important roles in this culture. Modern life makes people tired and weary and people need to take shelter in a safe place. Media are the closest and most comfortable places to take shelter and media lead people to the popular culture.

Key Words: *Media, Capitalism, Modern age, Organization, Contemporary shelters.*

KAPİTALİZMİN ÇEKİCİ TUZAKLARI OLARAK MODERN MEDYA İŞLETMELERİ: İLETİŞİM GEREKSİNİMİNİ KARŞILAYAN ÇAĞDAŞ SİĞİNAKLAR

Özet

Bu çalışmada medyanın işlevi incelenmiş ve modern çağda, popüler kültür bağlamında medyanın rolü değerlendirilmiş, medya ile kapitalizm arasındaki ilişki tartışılmış ve modern medya örgütlenmesinin kapitalizm ile kurduğu ilişki vurgulanmıştır. Modern çağ kendi koşullarını yaratmıştır. Modern çağ kültürü içinde medya en önemli rollerinden birine sahiptir. Modern yaşam insanları yorar ve kendinden geçirir. İnsanlar güvenli bir yere sığınma ihtiyacı hissederler. Medya, insanları popüler kültüre götüren en yakın ve en rahat yerdir.

Anahtar Kelimeler: *Medya, Kapitalizm, Modern çağ, İşletme, Çağdaş sığınaklar.*

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1.INTRODUCTION

According to anticapitalists, media is the main trap of capitalism to attract people. This study investigates function of media and role of media is evaluated in modern age and in popular culture and relation between media and capitalism is discussed and aim of modern media organizations is emphasized due to capitalism in the study.

Do people really need media and media really respond need of people? If there are not media, does not life survive? People have lived very many thousands years without media or with media. Life was naturally different without media in the past and naturally different with media at present. Media became large organizations after technology age and mostly became commercial organizations. Modern organizations have professional structuring and ambitious principles even cruel targets. Media organizations also have same principles and targets.

Ages change in their own character and change people into their approaches and introduce people contemporary tools and approaches (Lebo and Weber, 2015: 253). People mostly left traditional ages and feel themselves happy in modern conditions of contemporary age. Almost everthing changes from architecture to believes since the Industrial Revolution and material benefits often change the world and the people (Fenichel and Abbott, 2014: 18). Thought of material benefit firstly made people happy but then gave the willies them. After depression, people looked for safe haven and they found attractive media in modern age (Schleiter, 2014: 192). Media provided people many colorful and attractive productions to attract people to their fantastic world.

Modern age are set on technology base and the most popular products of technology are media. Many people use media in recent time and plan their lives due to media and have decision due to media and therefore media gain much because of large interest (Watson-Manheim and Belanger, 2007: 285). Media are senders of communication process and media always send message but do they receive feedback? There is a doubt that media convey only their messages and effect people but do not receive. The most popular component of media, television send very many message to people and people are very interested in television and plan their lives due to television (Jonsson, Greve and Fujiwara-Greve, 2009: 219). Television convey people many messages and messages of television effect large mass in the world.

There have been message sending and message receiving since the beginning and technics and tools changed throughout the ages. People have not spent time without communicating and always tried to develop contemporary technics. Any technics has placed with its approaches in the life (Joskowicz, 2016: 136). People have developed possibilities from simple techniques to complex mechanics and people struggled to make life easier.

2.CHARACTER OF COMMUNICATION

Communication is dealing of information, feelings and thought among people. People always have developed different ways and instruments to communicate and to get news about others easily (Cereci, 2012: 57). Beside practice among people, communication is regarded in philosophy and in policy too. Some philosophers explained communication in relations of production and some politicians planned media as the traps of consumer culture (Anderson and Souva, 2010: 551). Media changed into the instruments that propagate consumer culture in a short time.

There are 4 components in communication process. Feedback is absolute complementary component but the instruments that are named as media do not regard feedback and so their

activities do not change into communication (Cereci, 2016: 34). Media always send messages but generally do not receive feedback.

Everyone creates their own message and media also created its own original message and send people in its character (McLuhan, 2001: 34). People receive not only the message but the medium too.

Media that belong to capital owners emphasize principles of capitalism in attractive productions and convey the life style which based on consumption permanently. Both capital owners and manufacturers gain much via media and most of people are not aware of the policy (Bello, 2009: 92). People are embroidered via fun games in Capitalist Policy and steered constantly spending Money. People who are in high rhythm life and in caos take shelter in media. Media set a modern culture and many people in the world regard and live in this culture (Willems, 2014: 17). Media are indispensable instruments of modern age.

Capitaslism is a trap that hunts people via its enormous attractions and causes serious inequality (Watson, 2015: 36). Capitalism is the political economy that surrounds lives of people with consumption but not manufacture (Marinkovic and Stanisavljevic, 2012: 533). Capitalim is a policy which causes many different injustice and causes class discrimination in society (Reich, 2007: 40). When capital owners prepare traps for people, take aim at all people without discrimination on race or religion or age and design attractive products for all.

Mass communication is a communication form that is formed by using different technics to influence many people. Media are the instruments which convey messages from a source to large masses. Media organizations gain much and have sovereignty on people and make capital owners happy. Many people suffocate because of conjuncturel conditions and find solutions in attractive world of media and take shelter in media (Levendusky, 2013: 616). Media organizations use the opportunity and present more attractive products for people.

The main media are newspaper, magazine, radio, television and internet. Media are powerful tools that can produce and convey the modern culture and very available for capital owners to use (Dilliplane, Goldman and Muta, 2013: 243). Technology builds fascinating and legendary worlds for people and especially electronic media take people to magical worlds. People feel themselves happy and relax in fantastic world of technology (Cereci, 2015: 220). Magic world of media attracts people to themselves and looks them as way of salvation.

Media are main components of lives of people in modern age and media conduct lives of people and attraction of media take capital owners attention. The great attraction means great gain (Stamm, 2010: 26). Many capital owners plan to have media organization to increase his capital and to gain more. Media are the most fascinating tools that affect people (Lorentzen, 2014: 409). Media organizations are the most popular organizations in modern age.

3.MEDIUM AND MEDIA

People are always interested in trancendental world and want to learn about inglorious and some people used middlemen to learn and called them as medium (Kodish, 2013: 445). Mediums used to use trans method and focus on a topic which he wanted to engage and convey them to people with his spiritual power. Medium is the man who uses his spiritual power more than others (Williams, 1975: 122). Medium tells many realities with his mystic power and mediums are trusty people in some cultures.

Media are main components of modern life and the most popular instruments in 21.st century. Media are followed numerous people and have a sovereignty on people and guide

daily life and affect administrators in the world because of their attractive power. Media present people fantastic worlds and take them to attractive images and move people away from their problems and divert them (Chrisman, 2013: 75). Because of media effects, media are perceived main references in life and are used as sources of knowledge and news and developments by people.

Source of the word, medium is Latin and means middleman or instrument or porter or something which is between two components (Smith and Kosslyn, 1980: 251). Everything which was used to convey something or to receive something was named as medium in ancient times and medium was admired by people because of its function. Medium was used as a way and an instrument to get knowledge and other messages that people need (Morse, 2008: 22). Medium was naturally as important as media in the past how media are important recently.

There were many difficulties in ancient times and life was more ponderous than recent and people needed more knowledge to survive in the past. Because of conditions, people also needed to learn future and to learn unknown world and looked for facilities to learn (Winterer, 2010: 11). Necessities generated many facilities as all human experiences.

There is a classical communication process in communication theory and there are 5 main components in a classical communication process; sender and medium and message and recipient and feedback. Medium is one of main component of communication process and medium is used to convey message from sender to recipient but medium never send message. Medium is a kind of way on which message is conveyed from sender to receiver and medium is actually an objective component of communication process (Myers, 2015: 101). Character of medium is naturally important for productivity of communication process and an available medium naturally takes message to receiver successfully.

People always wonder unknown world and want to learn future and need instruments or someone that get knowledge or messages from transcendental world to people and convey messages what people want to learn. Some people applied astronomy and existences in the sky or applied stars and fortune and used some instruments to get knowledge or message (Wurgaft, 2013: 45). Some people who were named medium helped people to learn unknown or to learn future in the past. Medium is mostly known as someone who conveys messages from transcendental existences to people and people want to use medium to get knowledge about future or about life (Rahaghi, 2012: 176). Medium has an extraordinary power to get knowledge about unknown and about future and people naturally admire power of medium.

Actually, medium is a way on which message is conveyed from sender to recipient. Media have a function as medium and take message from a source and convey people but there are some problems in some case. Medium or media can intervene message and can change message or can obscure message (Troset and DeLoache, 1998: 957). Media intervention on message causes discussion of reliability of media and injures reliability of media.

A central fact of contemporary organizational life is the routine use of communication media that rely on networked computer information technology under the control of individual users. The first attribute?social bandwidth?captures aspects of the use of communication media related to the presence and transmission of social information, which includes both social identity cues and relational cues. The second attribute is interactivity, which delineates temporal elements of a communication exchange using a particular medium. Interactivity captures the rate of message transmission and pattern of responses afforded by the media form, as well as the speed with which feedback occurs. A further component of interactivity

is found in the distinction between asynchronous and synchronous forms of communication. Third, media vary in the extent to which communication allows for surveillance by outside parties (those beyond the agent target dyad but who may have a stake in the influence attempt) (Barry and Fulmer, 2004: 276). Clearly, the media attributes discussed above have some objective reality-inhering in static properties of the media itself-but also can be enacted as dynamic, socially constructed media features by an individual communicator.

There are many different people on the earth different characters live in the world and communicate each other and numerous messages are conveyed to others. Human trafficking is a major international policy concern of the twentyfirst century. Although human trafficking is often confused with human smuggling and migration, given that these practices also involve the movement of persons, there are important differences between them. The United Nations "Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, Supplementing the United Nations Convention against Transnational Organized Crime" (otherwise known as the Palermo Protocol) defines "trafficking in persons" as "the recruitment, transportation, transfer, harbouring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation." In short, the defining traits of trafficking are, first, the transportation of a person; second, force, fraud, or coercion; and, finally, exploitation. By this definition, the consent of a person is irrelevant (Parrenas, Hwang and Lee, 2012: 1023). Everbody in a society need others and almost everybody belongs to a social group except for bohemian living. Medium is instrument which conveys messages from someone to other and media are instruments which collect messages from the world and convey people or produce some organizational messages and convey.

4.MEDIA ORGANIZATIONS

Media organizations are the most popular and the most common business in the world and media organizations gain much than others (Siegel, 2013: 266). Many educational organizations have media organization departments and teach the business. Media organizations have become a barometer in the development of a society. The way these organizations are managed depends on the context they can be placed in. Media organizations can be assimilated with a social and economic context.(Andreescu, 2016). Nevertheless media business are effective on people and form social life.

Media have sovereignty especially on culture and on social life. The use of communication media and organizational culture. The present model shows that the relationship between organizational culture and the communication richness of systems may exhibit non-linear relationships and interaction effects. The effects of a strong culture are more beneficial when the communication medium exhibits a low capacity for transferring multiple aspects of the culture than when it has a high capacity for doing so. If the communication medium can transfer a limited number of cues, then the contextual factors provided by a strong culture enhance the common ground among organizational members. This enhanced common ground allows a better communication process and thus may improve the performance of the organization (Canessa, 2003: 174). Media organizations are naturally constituted in the principles of economical structure and works as commercial organizations but produce spiritual products.

Media organizations convey people everything about people and about life in the world and also in the universe and convey people many opinions and informations. Especially mass

media teach people a new language and developments in the world and political approaches and artistic approaches and others. Mass media is not the only forum where çivil society organizations compete to create such cultural change but it is arguably the most important (Bail, 2012: 856). In modern age, media are the unique souce of knowledge and opinion and people prefer media instead of book or newspapers to learn. Is is arguable that media tools of ignorant people or not, but many people watch media (Andrews and Biggs, 2006: 762). People learn many informations via media and also have daily agenda via media and have decisions about different matters via media and prove their proofs for their claims from media and they use media as basic references.

According to Kamau and Berry, media organizations refee public policy decision-making by standing between poliy-makers and the public. Media organization are actually main decision references of people in technology age (Kamau and Berry, 2013: 78). Media organizations have and constitute a new environment and a new approach emerge in this environment. People learn to do many works via media in this approach and media guide people the ways where they want (Lawson-Borders, 2006: 20). Media organizations are new guides of people in modern age.

5.ATTRACTION OF MEDIA PRODUCTIONS

People live in high rhythm and complicated world in modern age and try to gain more and people struggle to satisfy their desires and they want to be superior to the others. The condition makes people tense and tired (Miles, 2014: 219). Modern age presented people popular culture and people adopted popular culture easily because of attractions of popular culture and media became the most attractive component of popular culture. The media presented people many entertaining and comforting productions people almost 50-60 years (Pickard, 2015: 124). People leaned media because of their very attractive and exciting productions and regarded media as main components of their life.

Media presented people colorful images, emotional music, actual and exciting news, curious serials, absorbing films and etc. Media almost presented people what people need in modern age and responded need of people who suffered from problems of modern age (Valcke, 2011: 313). Modern media covers all life from news to entertainment and from social life to shopping. People generally need less things with media, because media respond many need of people and media make people happy (Dunbar-Hester, 2014: 561). People regard that media are the main component of their life.

Media service consumption and increase consumption via their productions. Popular culture creators especially chose media to effect and to hunt people (Kim, Robinson and Long, 2006: 89). Media teach people how they live in modern world and how they plan their daily life due to popular culture. Media convey people all components of popular culture and all productions of media are bedecked with flashy attraction.

Media workers design the most attractive production to take people to fantastic imaginary worlds and try to remove them from the real world to the artificial world (Chen, 2017: xiv). Media remove people from the problems of modern age and media present people splendid productions and media entertain people in modern age.

The world changed into a large village bacause of media and people looked alike after media had sovereignty all over the world. Media conveyed people the same messages everyday and all people began to talk the same agenda on the earth in last century (McLuhan and Bruce, 1989: 97). Beside messages, people think the same approaches nowadays.

6.CONCLUSION

People have tried to live in comfort and tried to adorn their lives since the beginning and Industrial Revolution provided many facilities people to live in comfort. Modern age taught people to live with money and capital owners made use of it. Capital owners Capital owners used every oportunity and prepared traps that attracted people. Media is the main trap for people to attract them and to direct them to consumption.

Modern age is not be evaluated without media because of the sovereignty of media in the lives of people. The media occupies lives of people everyday and guide life. People are also interested in media and plan their life due to media because of affect of media. Media create fantastic imaginary worlds and attract people to their worlds and entertain people there. People especially want to travel to the imaginary world of the media because of the boredom and problems of modern life.

Age changes and the world meet contemporary economical and political systems recently. Trends shift towards material benefits and capital owners get powerful sovereignty on people. Consumer culture dominated the world And capitl owners arranged everything in their own way. All social dynamics set by popular culture and media became the most common dynamics of the social structure.

Capitalism is an economical and also political system and had sovereignty in the world by using media. Media are main components of popular culture that is application of capitalism. Especially television and internet are main actors of popular culture. Popular culture makes people tired and forces them to take refuge in dreams. Media always produce fantastic dreams and hunt people who get tired because of high rhythm of modern world.

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