Utopian and Dystopian Approaches to Technology and Communication Technologies: With The Examples of *The Jetsons* and *Westworld*

Teknoloji ve İletişim Teknolojilerine Yönelik Ütopik ve Distopik Yaklaşımlar: *Jetgiller* ve *Westworld* Örneği İle

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Abstract

Technology is undoubtedly a field and a pragmatist that is constantly evolving. It is being discussed particularly today that the technology that has built itself on the ongoing innovations or developments has also damages, such as benefits. Because every technological new development and innovation affects the field of communication, and communication technologies get fixed day by day. This situation has led to utopian and dystopic approaches to technology and communication technologies that are very important. Utopian and dystopic series which conduct a situational investigation and their increase, draw attention to the importance of this situation. It is important to emphasize the excessiveness of technology over artificial intelligence and even the questioning of the existence and the universe at *Westworld*, while many useful technological innovations seen in *The Jetsons* years ago are in daily life today. The subject of this study is to discuss these approaches through examples. For this reason, the *Westworld* series, a dystopic example and *The Jetsons* cartoon, a utopian example of the study will be examined to analyze relevant approaches, and the impact of technology on daily life will be discussed. The method of study is hermeneutic approach. The problem of the study is to recognize that the technology which generally have positive aspects, should be seen its excesses.

Keywords: Technology, Communication Technologies, Individual, *The Jetsons*, *Westworld*

Öz

Teknoloji, kuşkusuz devamlı suretle gelişim gösteren bir alandır ve faydacıdır. Kendisini süre giden yenilik ya da gelişmeler üzerine inşa eden teknolojinin, faydaları gibi zararları da olduğu özellikle bugünlerde tartışılmaktadır. Çünkü teknolojik her yeni gelişme ve yenilik iletişim alanını da etkilemekte, iletişim teknolojileri gün be gün gündelik yaşamda kemikleşmektedir. Bu yüzden teknoloji ve iletişim teknolojilerine yönelik, oldukça önemli olan ütopik ve distopik yaklaşımlar ortaya atılmıştır. Durum tespiti yapan ütopik ve distopik diziler ve sayılarındaki artış da ilgili durumun önemine dikkat çekmektedir. Öyle ki, yıllar öncesinde *Jetgiller*'de görülen faydalı birçok teknolojik yenilik bugün gündelik yaşamda yer alırken, *Westworld*'de yapay zekâ üzerinden teknolojinin aşırılığına vurgu yapılması, hatta evren ve varoluşun dâhi sorgulanması önemlidir. Bu çalışmanın konusu da bu yaklaşımların örnekler üzerinden ele alınmasıdır. Bu sebeple, çalışmada ütopik bir örnek olan *Jetgiller* çizgi dizisi ile distopik bir örnek olan *Westworld* dizisi ilgili yaklaşımların analiz edilmesi amacıyla incelenecek, ayrıca teknolojinin gündelik yaşama etkisi tartışılacaktır. Çalışmanın yöntemi hermeneutik yaklaşımdır. Çalışmanın sorunsalı, daha fazla olumlu yanları ile anılan teknolojinin, aşırılıklarının da görülmesi gerektiğidir.

Anahtar Sözcükler: Teknoloji, İletişim Teknolojileri, Birey, *Jetgiller*, *Westworld*

Introduction

Technology has given direction to human life from the moment it entered the human life, has become one of the most controversial areas of the century we are in. The technology that brings a series of innovations to individual, builds daily life every day. Technology also claims that it makes everyday life easy. Serdar Kuzuloglu, in a program he participated in, said that the technology would turn into something reduced or increased like cholesterol. Kuzuloglu highlighted Henry Ford's proverb: "If I had asked people what they wanted, I would produce a faster horse." Kuzuloglu emphasized that technology will develop for the individuals every day. Kuzuloglu's this determination is very important. Because there is no specific dose of technology and it is developing in a way that can not predict every day. Technology has introduced us to concepts like "techno bullying", "social media bullying" and "trawling". According to Prof. Dr. Ugur Batı speaking on the same platform with Kuzuloglu, these concepts which are claimed to be based on narcissism, are manipulative and utilitarian (Cnn Turk, April 7, 2018).

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The fields that technology affects are almost innumerable, and one of them is the field of communication and media. While the field displays a number of fractions within itself, it also has to keep pace with changing communication and relationship forms. In this context, media outlets have developed as well as approaches that examine the technology in utopian and dystopic contexts. For example, The Jetsons the cartoons, draws attention to the positive aspects of the technology. Westworld refers to the excesses of technology through artificial intelligence.

Technology and communication technologies need to be understood, used and analyzed correctly. For this purpose in this stud, in the light of the utopian and dystopic approaches developed for technology and communication technologies, the positive and negative aspects of technology will be examined through The Jetsons and Westworld series. Thus, it is aimed to explain the role and effect of technology in everyday life.

The problem of the study is to recognize that the technology which generally have positive aspects, should be seen its excesses.

There is no term limit for study. As a sample, one utopian and one dystopic media output were selected with a simple random sample to be examined. A total of 10 episodes of Westworld broadcasted in the 1st season have been reviewed. The Jetsons' total of 5 episodes were included in the review. Westworld's second season is awaited. The Jetsons is an old cartoon, but still very popular. The second season of Westworld has not started to broadcast on the finale date of this work (HBO Nordic's official Instagram account declared that the first episode of Westworld 2nd season will broadcast on April 23, 2018). Therefore, the first season of the series has been examined to limit the study. The method of study is defined as hermeneutic approach.

Technology: *Technological Determinizm* **and the Thought of** *Symptomatic Technology*

It is obvious that knowledge is a great power, especially in today's societies (Amedie, 2015). Accessing and consuming information has become quite easy nowadays with the new media phenomenon (Bucholtz, 2015). So much so that, the 21st century is a revolution of information and communication and it means transformation of the industrial society. Today, the wealthiest countries and societies are the ones with the most information and communication technologies (Ghaznami et al., 2011). Technology can be interpreted as a pragmatic and important output of knowledge. Because, the basis of technology is scientific knowledge; information and information flow have tremendous importance in many fields and sectors (Zavadskas and Kaklauskas, 2008, p. 39).

Technology is the compilation of skills, methods, processes, techniques used in the production of goods or services, or for the realization of these purposes; or scientific research. Technology can be knowledge such as techniques, processes etc. and also machines, computers, certain equipment; or it can be settled in factories. Technology started as the utilization of natural resources by humans as simple tools. For example, the discovery of how to control fires in the prehistoric era, the techniques and tools used in production to increase the supply of ready food in the Neolithic Revolution, and the invention of tires for people to control their environments as well as transportation are all technology (Kaya, 2017). It could be foreseen that technology will develop more in the short run (Basu and Fernald, 2006).

According to Atabek (2005, p. 61), talking about technology is often considered to be frightening, we talk about the media, but talking about technology seems to be a specialist job, even media workers are not interested much in talking about this subject matter. Technology has led to the emergence of broadcasting as the main format of mass communication medium of the 20th century; first radio, then TV (Rosa, 2012, p. 149), and now the Internet stands out as the most effective mass communication mediums; furthermore these have been referred to as old and new media (Healy, 2017).

Williams (2003, pp. 7-13) points out that new technologies such as television, steam engine, atom bomb, automobile are said to have changed the world and addresses technology in the context of determinism. Because, a new social order has been established with technology. *In technological determinism.* Research and development are assumed to be produced by themselves. It is presumed that the new technologies are produced in an independent bell glass and have created new social and human conditions later on. *The view of symptomatic technology* similarly assumes that research and development are produced by themselves, in a more trivial way though. Whatever has been explored at this terminal point is received and used.

As an interpretive prejudice, technological determinism is an open, accepted assumption that is generally accepted as 'self-evident'. Persuasive writers may liken it to 'natural' common sense. The assumptions of technological determinism can often attribute to the effects of technological "revolutions" that are "inevitable" and "broad" (Chandler, 1995).

Developments and innovations in the field of technology have enabled the development of communication technologies as well as knowledge. Today, internet and mobile services are a reality in almost every corner of the world. Mobile phones are an indispensable tool for millions of people (Ferris, 2012).

Information and Communication Technologies

Information and communication technologies (ICT), which are defined as technologies used for electronically transferring, processing and storing data (Perron et al., 2010), are also widely used in the presentation of career information and guidance services (Zeitel-Bank and Tat, 2014, p. 1184).

While the Internet and other technologies are nowadays bringing the literacy skills of information and communication technology (finding and evaluating information and communicating) to the agenda, there are, although not so many, also individuals and societies that lack information and communication technologies in the world today (Katz and Macklin, 2007, p. 50). According to Mansell (1999, p. 33), while in some parts of the world, information and communication technologies and services have contributed to revolutionary changes in business and everyday life, in other parts of the world, people's lives have not been affected much from these innovations. The information and communication technology sector has been the most dynamically growing sector in the world economy over the last twenty years. CIT has been particularly effective in the development of what is known as the "information society" (Kelly and Souter, 2014, p. 9). The information and communication technology sector has been a pioneering and powerful phenomenon in countries of every income level (Kramer et al., 2007, p. 6).

In these days, where everyday life is entirely regulated and consumption is placed at the core of life (Baudrillard, 1997, p. 21), the meaning of reality has changed (Baudrillard, 2014), along with an incredibly rapidly developing technology, the dynamics of everyday life have been transformed at the same pace. The social structure, which is called as information society, is increasingly becoming a surveillance society, digital surveillance society (Dolgun, 2008, p. 13), and information technologies mediate digital surveillance (Dolgun, 2005, p. 17). Arslantaş-Toktaş and colleagues (2012) assert that a digital surveillance is implemented through T.R. Citizen ID Number, e-identity cards, and even e-government application.

In the present era, mobile technologies, global information and communication technologies have grown rapidly (Niebel et al., 2013, p. 6), and the speed of the internet has

changed the way people receive information. We can argue that "Electronic Mail" (e-mail) is the most frequently used application of the internet. Many people who have access to the Internet at school, at home and at work use the internet for many other purposes than sending and receiving mail (Neelamalar and Chitra, 2009, p. 125).

Progress in science and technology always raises hopes and fears in society. Science fiction plays a great role in expressing these feelings by combining rigorous science with the fictional imagination. Buckup (2014) draws attention to the following five topics on science and technology and addresses the various effects of technological innovation on the fields:

1. The power of networks
2. The automated economy
3. The sharing revolution
4. The robot revolution
5. Alternative currencies

In this context, the following questions gain importance according to Buckup (2014): *How do we make the Internet a shared global resource? How do we perceive that the digital age reduced the need for human labor in the majority of the value chain? What if we need to interact with robots every day? What happens if digital currencies break down not just trade, but the financial systems as well?* Although there are no clear answers to these questions at the moment, it is certain that the advancement in science and technology has a profound effect on society and will always be (Buckup, 2014).

New information technologies are certainly referring to the Internet, but at the same time covers relevant all sorts of mobility related to other things - for example, mobility systems based on information technology includes both personal and other kinds of mobility. Air transport is an important example in this sense. However, it would have been frightening if pilots were not there and only our computers were flying our planes (Castells, 2004, p. 151). In other words, human factor is very important in communication technologies.

It is clear that the Internet has the capacity to change how individuals interact. It can also be considered that the Internet builds a social landscape. Because internet and communication technologies are changing a lot of things in social life, and from time to time it rebuilds. Still, it is difficult to predict all the effects of technology on society. Today, utopian and dystopian interpretations for the Internet, which brings together many technological ornaments, are also developing. In order to understand this technology realistically it is necessary to understand the changing structure of the society (Fisher and Wright, 2001). At this point, it is important that McLuhan regards the changes in the dominant communication environment as the main determinant of major changes in society, culture and the individual (Chandler, 1995).

It is necessary to address the utopic and dystopic calculations of technologies like the Internet at the point of impact that technology has made on the society rather than the impact it has left on the materials. For example, television is interpreted as a technology that can be benefited by many people in the utopian context, but is also interpreted in the context of dystopia as negatively affecting the culture and individual rituals (Fisher and Wright, 2001 cited from Meyrowitz, 1985). Phones and smartphones, which later entered into our lives, are also subject to similar utopic and dystopic interpretations. Utopist and dystopic visions of the Internet have also been put forward like television and mobile phones or some other technologies. Internet, which characterizes a strong and democratic environment in communication, may affect the everyday life, cultures, even private life (Fisher and Wright, 2001).

Social media is an umbrella term that describes practices that use online technology to share ideas, experiences, and perspectives. The social media, which is nowadays used almost 24/7, can reflect and reinforce many social trends such as social diversity, identity and cultural representation (Harris and McCabe, 2017). Social media, which has an important power and massive character, is also in the midst of many utopian and dystopian Internet based debates. So much so that while some utopian approaches suggest that social networks are important in terms of interaction, speed and aggregation, others different utopian approaches emphasize that social media is a polyphonic and democratic environment, Dystopic approaches are based on the idea that social media has a negative impact on social, cultural and interpersonal relationships and some job professionals (for example, for some people that citizen journalism in social networks, or robot journalism, can abolish the need for professional journalism).

New Media and Some Approaches to Technology and Communication Technologies

According to Laughey (2010, p. 157), the media of the 20th century adopted a public good, information, and entertainment broadcasting model that appealed to a broad national and international audience. In the following years, though, the audience met with a new phenomenon, "new media" of which they shifted to the user position. New media, in which interaction, speed and synchronicity shine out, cannot be defined shallowly or divided into a very small area. Because, new media is a new communication domain that is formed by new technologies and developments coming together, and it is quite extensive. New media is nothing more than the transformation of every type of media into a new form, with new media, all the concepts, ideas and theories of the traditional media are embedded in the new form. Technologically, new media is a new technology that helps sustainable development in communication (Mitra, 2011, p. 2). Apparently, media and communication technologies may develop further in the coming years and digital technology may become fully explicit (Natale, 2014).

The basic principles of new media, which focuses on what is digital and has substituted for old media, that is the analog system making traditional broadcasting, can be listed as follows (Laughey, 2010, p. 157; Vevere, 2015, p. 13):

1. Each consumer is a producer. The population that the traditional media considered consumer can switch to the producer position with new media. Can produce the content they will consume, can work like professionals. Getting in the process of crowdsourcing, citizen journalism, *blogging*, even *vlogging* can be given as examples of this situation.
2. Despite the lack of professionalism, it is a matter of seeing and using new media as a source of profit. *Youtubers* or individuals or groups selling via Instagram can be demonstrated as examples of this situation.
3. It is a matter of choosing domain freely. You can choose the domain you want (i.e. social networking site). If you prefer, you can also use all of them together.
4. New media domain and applications are mostly free.

It is claimed that in the near future there will be many radical changes and revolutions in the practice of the communication field. So much so that, the use of fixed-line telephones will be terminated, traditional journalism will disappear, tablets and mobile phones will play even a more vital role in people's lives than they are at present, are some of the relevant foresights (Szabo, 2013, pp. 36-37). Since the online world has developed rapidly, many areas from tourism to education, today use new media and attach great importance to it (Van der Bank and Van der Bank, 2014). However, social media, stands out as the most influential channel of new media. That is, it is thought that social media will strengthen civil society and

public space in the long run can (Shirky, 2017, p. 162). Therefore, parallel to its effects for a long time, approaches to communication technologies as well as technology are put forward. While many of the relevant approaches (it should be noted that many of these are Utopian approaches extolling technology and communication technologies) emphasize the benefits of technology and the areas of use it extended, dystrophic approaches champion the use and development of technology in a more controlled way. For example, in our present day in which electronic mail services and boards are filled with cyber stories (Poster, 2017, p. 125), "QR Code", which is a new media and communication technology helping the formation of a bridge between traditional communication tools and digital technologies by being printed on traditional mass communication tools to convert them into *hybrid mass communication tools,* also exists as an interesting and increasingly widespread technology (Aktaş, 2014, p. 75). However, it brings about concerns regarding privacy and security in tow. Because, the same technology can be used to facilitate possible fraud activities as well.

McLuhan (1994) was not unfair to elucidate years ago the societies and the world that were becoming more and more similar to each other, with the theory of "Global Village". Because, it is apparent that technology has considerably changed and transformed today's societies and practices. Today, it is claimed that those who use technology are stuck between two very different paths that are used to conceive the world (McLuhan and Powers, 2015).

Along with the fact that social media has created digital culture / world, digital modern societies and strong identities, the struggle between social network giants such as Microsoft, Google, Apple and Facebook has become a harbinger of the developments and revolutions in communication technologies (Van Dijk, 2016; Castells, 2005; Kirby 2009). At this point, an evaluation made by Moraru is also important and needs to be pointed out. Moraru's (2015) advocating that the Cold War culture produced in general and especially since September 11 has connected the traditions and the peoples of the world to one another in unprecedented ways and aesthetic applications, in fact, points to the homogenization in the society and brings to mind the culture spread, and even imperialism due to communication technologies. Moving from these approaches, we can conclude that the areas where the technology develops rapidly every day should be examined in an accurate and systematic way. While doing so, it's important to give technology the credit it deserves.

Utopian and Dystopian Media Outputs: *The Jetsons* and *Westworld*

We were shocked when we saw that the basic guarantee of social stability was ensured through sleeping in *The Brave New World* (Huxley, 2018) that attracted attention with the sui generis order in which human beings were produced in the "Central London Hatchery and Conditioning Centre" and it was forbidden and shame for women to conceive. By the same token, we witnessed how the perception of reality deteriorated in Orwell's (2016) *1984* and had to question many things that'd be expected from the technology with these technology based utopian and dystopian examples. According to Buckup (2014), dystopic novels such as *The Brave New World* or *1984* have fascinated readers for decades. As it can be seen, concerns and approaches toward technology and communication technologies are not new, and the examples given above are only the literary aspects of the matter. When the aspects of the issue within the context of media is examined, the utopic and dystopic media outputs that are formed according to the utopian and dystopian approaches in the field stand out. Today, in the vast majority of science-fiction series and films, progress is now an important theme, either proportional or disproportional to technology. In addition, there are also many popular, useful or arguably useful applications that technology giants continue to introduce to the market for social networking and relationships, and that are especially indispensable for smartphones. Besides, there are also many technologies that make daily life, and practices of individuals and business professionals easier.

When we examine the examples of utopic and dystopic media outputs, cartoons such as; *The Jetsons,Powerpuff Girls, Johnny Bravo* and *Power Rangers* series such as *Mr. Robot*, *Halt and Catch Fire* and *Scorpion* and movies such as *Matrix*, *Transformers*, *Avatar*, *Déjà Vu* stand out. *Fringe*, *Black Mirror* and *Westworld* are examples of the most popular dystopian series. Movies such as *Automatic Orange*, *Metropolis*, *1984*, *Westworld* and *12 Monkeys* are examples of popular dystopia.

In this study, The Jetsons cartoon series and Westworld TV series were examined in order to analyze utopic and dystopic media outputs. By the author, the themes (5 utopias, 5 dystopic, a total 10 themes) which has come forward and pointed to utopia and dystopia in the cartoon and TV series were revealed by watching the relevant content, and discussed.

Scope and Limitations

Relevant themes (5 utopias, 5 dystopic, a total 10 themes) point to the positive and negative aspects of technology, even though they are of limited scope. These themes are determined by a simple random sample. Themes are set as five pieces to limit the study.

Method

The hermeneutic approach has been used as method of the study. The hermeneutic approach focuses on the causal relationships and is used as an alternative research method in social sciences (Ulusoy, 2009).

In Dostoevsky's (2018, p. 41) *Notes from Underground*, the human being, for whom Dostoyevski asks even though he likes to build new paths and creativity, why he is keen on to destruct and asks for chaos, has a reason and in this way he gets and benefits whatever is appropriate for himself from science; however, the boundaries of human comprehension are so narrow that it is hoped that little or no satisfaction can be expected from the scope and reliability of what he obtained in this respect (Hume, 1976, p. 6). According to Heidegger, modern man "wants all the time, wants everything emergently happens, points, and the one who wants to achieve what he is pointing" (cited Zamanlou, 2015, p. 14). Human is an entity who thinks about understanding and interpreting. One of the main problems in contemporary hermeneutics is the subjectivity or objectivity of the information/conclusion reached in understanding and interpretation (Koşum, 2006, p. 6). In this sense, hermeneutics, or interpretive logic, is of particular importance and allows many phenomena to be analyzed with an interpretive approach. Hermeneutics is about interpreting, understanding and communicating and can be used to convey the experiences of different phenomena. The hermeneutics, which is a Greek concept and which has been of great interest to Heidegger and Dilthy, expresses roughly interpretation. This etymological definition does not cover all aspects of hermeneutics. Because hermeneutics is far beyond pure interpretation. According to Gadamer, the duty of hermeneutics should be to follow the path which the spirit passes in order to "acquire the consciousness" (Eklund, 2016; Coreth, 1969; Dursun, 2004, p. 223 cited from Gadamer, 1989).

Data Collection

Accordingly, as an example of a utopian media output, the themes that stand out in the The Jetsons were coded as; *technologies that make life easier* and the following sub-themes have been identified under this theme:

> ➢ Video Phone
> ➢ Cleaning Robot
> ➢ Food Machine
> ➢ Flying Vehicle
> ➢ Beauty/Wellness Machine

The distopic themes that stands out at Westworld are as follows:

> ➢ Reincarnation
> ➢ Questioning the Universe and Existence
> ➢ Religion
> ➢ Sexuality
> ➢ Fordism

After the identification of the relevant categories, the media outputs were watched and analyzed in detail, and the The Jetsons and Westworld, the aforementioned media outputs the analyses of which are presented below, were recorded under electronic domain by the author.

Analysis of *Westworld:* The Theme and Characters

Westworld, is a television series in the form of science fiction thriller created by Jonathan Nolan and Lisa Joy. The series was aired on October 2016. Its channel is HBO. Evan Rachel Wood, Thandie Newton, Ed Harris, Anthony Hopkins and James Marsden are starring in the series that is adapted from Michael Crichton's movie, *Westworld* (1973). The featured characters that stand out in the show can be listed as; Dr. Robert Ford, Bernard Lowe, the Man in Black, Teddy Flood, Dolores Abernathy and Maeve Millay (https://www.hbo.com/westworld, 2016).

In the show, an action park which can be accessed with a considerable charge and the events that occur there are storied. The very park is like a shooting plateau in which lives "created/creations" that are created with artificial intelligence technology and called "hosts." As far as it was observed, the series take place in Sweatwater. The center is under the control of Dr. Robert Ford. Dr. Ford has established and developed this center with his friend Arnold who no longer lives. The center is also inspected by the "Board."

Code-created hosts are constantly being updated and are being re-activated as heroes of different stories. Hosts, who cannot make any harm to guests who visit the park and are called "visitors," are in the appearance of real people and they can die. The life and death practices of the hosts who constantly die and then resuscitate by being re-activated, also depend on the "activate" and "shut down" commands of the engineers who control them. For example, Teddy, who is one of the most important characters, is killed many times and sent to the park by being re-activated to take place in different stories. In one story, for example, he is a deputy sheriff, in another the roughneck lad of the town, and yet in another, an army officer. Dolores Abernathy, daughter of a Sweatwater farmer, is quite popular on the show, and the identity of the Man in Black (William, who is actually an old visitor and a big shareholder of the *Park*) is not easily understood. The creators who start to feel somewhat with some technical interventions ("dreams") of Robert Ford, begin to give errors by recognizing love and grudge over time and the first season is built on this situation.

Picture 1. Same Creation with Different Characters in Different Lives
(westworld.feed Instagram Account)

The constantly updating of the hosts as different characters also confuses their minds. For example, when Maeve, a bar owner in the show, says, "*What is happening to me? I am living a different life with a little girl for a moment, I can see her, feel her hair in my hand, and her breath in my face. Then I'm in Sweatwater again. Which one is real I can't tell apart.*" She was actually recalling an event in her previous character - the mother and girl escaping from a killer (See Picture 2).

Picture 2. Maeve and the Girl She Has in a Different Life
(HBO Nordic Official Instagram Account)

The featured themes that come forward in the show are; "Reincarnation", "Questioning the Universe and Existence", "Religion", "Sexuality" and "Fordism" and these are discussed below:

Reincarnation

In the show, hosts being programmed and sent back to the park as different characters after being killed, refers to reincarnation. For example, Maeve Millay, who speaks with Clementine, a prostitute working in the bar she runs, in the 1st season and 7th episode of the show, is also questioning who she is, as she questions death and life. The following dialogue

between the two when Clementine said that she could not sleep nights is important in this context:

Maeve: What are these nightmares you have about? You have a dream you were
                 someone else?
Clementine: I do not think so. Why?
Maeve: Haven't you thought about whether this is the life you want..?

Picture 3. Maeve and Clementine
(HBO Nordic Official Instagram Account)

Again, in the same episode, the following words of Maeve, who plans to escape from the Park (Westworld) and threatens a technician in charge of programming her to help her, is also remarkable in terms of reincarnation:

Maeve: You think I am scared of death? I have done it million times. I am really great
           at it. How many times have you died?

In one of the first episodes of the first season of the series, it is emphasized that Lazarus, [2]the one whom Christ resuscitated four days after his death with miracle, could even be taken out of the cave. So much so that, while the founder of Westworld, Dr. Robert Ford, saying "*We are able to cure the worst diseases, soon, we may take Lazarus out of the cave and find the cure for death*", he actually refers to the power of technology such as in that of reincarnation.

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[2] Let us also mention that the "Lazarus Syndrome" is named after Lazarus at this point. In medicine, Lazarus Syndrome identifies a deceased person's reviving or showing the symptoms of reviving (https://tr.garynevillegasm.com, April 9, 2018).

Picture 4. Dr. Robert Ford
(HBO Nordic Official Instagram Account)

Questioning the Universe and Existence

According to Sartre (1985, p. 59), when we say existentialism, we understand a doctrine that leads to the living of man and shows that every truth, every action embraces an environment, a humane feature; Human first exists, then becomes like this or like that. Because he creates his self. How? Like this: he slowly determines himself by jumping into the world, suffering there, fighting (Sartre, 1985). According to Sartre, everything outside human who is the being for himself is within a certainty (Çelebi, 2014, p. 64). Sartre (1985, pp. 57-58), who advocates existentialism against a lot of criticism he has come across, lists these criticisms as follows:

> According to the first of these criticisms, existentialism call people to remain in the slumber of stagnation yielded by despair, they say. If you look at it, all the ways out are closed, so there is no room for action in the world, moving is impossible, they say. And this situation is leading existentialism to be a mere observational philosophy, they say. But, observing per se does not do anything, they say. Worse still, it will drag people to the bourgeois philosophy in the end, they say. In addition, existentialism always points to the bad side of the man, always tells about his indulgences, they say. Always showing the dirty, vague, dark, they say. Pushing these in front of our eyes everywhere, they say. It is leaving in the shade the smiley beauty, and the bright, hopeful side of human nature, they say...

It is also observed that existence and the universe is also questioned in the series. Especially in the first minutes of the seventh episode, existence and the universe are seriously questioned. Bernard's recalling the book he used to read to his son Charlie, who doesn't live any more, at the hospital and his reading the following words of the character called the *Hatter* in the book to his son is an example of this situation:

> Hatter: If I had a world of my own, everything would be nonsense.
> Nothing would be what it is... Because everything would be what it isn't.

Likewise, in the same episode, the dialogue between Bernard and the "created", that he was responsible for programming, is also important in terms of the questioning of existence and the universe:

> Bernard: And finally, have you ever questioned the nature of your reality?
> Created: No.
> Bernard: Good.

Picture 5. Bernard (HBO Nordic Official Instagram Account)

As in the first minutes of the seventh episode, existence and the universe are seriously questioned in the final minutes. For example, the following worlds of Maeve are striking: "*All my life, I've prided myself on being a survivor. But surviving is just another loop*."

In Episode 3, the following words Dr. Ford told to Teddy, one of the created, in reference to William Shakespeare '*A coward dies a thousand times before his death, but the valiant taste of death but once*.' "Of course Shakespeare never met a man quite like you Teddy, you have died at least a thousand times." also questions existence within the context of death, life and valiance.

In one of the final episodes of the series, the words that spilled out of Maeve's mouth when Bernard went out to find out what he really was after having being told by Maeve that he was a created, are also interesting:

Maeve: If you go looking for the truth, get the whole thing…

The following dialog between Dr. Ford and Bernard who killed Theresa Cullen, an important and efficient employee of the park and also his lower, where Bernard explaining his regret, is also questioning god as well as existence.

Bernard: I'm a killer. My God, My God!
Dr. Ford: God has nothing to do with this. You killed her, because I told
            you to.

In the 9th episode, after Maeve says to two created with whom she plans to escape the park that: "*I see, you have already met with your makers*", the response given by one of the created is interesting: "*they don't look like gods*" Maeve replies as follows: "*they are not, they just act like it*." The very dialogue deems God's presence directly proportional to power and makes references to human nature to human desires.

In the 6th episode, Dr. Ford's seeing the first version created he concealed in the park as ghosts while he introduces them to Bernard and describing them as "survivors of the wreck of time" points to the ontological point of view in the show.

Religion

The concept of religion is one of the most controversial concepts of the sociology of religion since its inception. Like many sociological concepts, the definition of religion emerges

as a problematic area; the definitions vary depending on what we mean by religion. Western theologists generally tend to describe or explain religion in two categories as "essential" and "functional." The discussion is roughly between the essential definition of 'what religion is' in Weber's fundamental emphasis and in comparison Durkheim's functionalism that focuses on 'what religion is for' (Kurt, 2008, p. 74).

Religion has many etymological meanings, such as path, statute, law, the day of reckoning, but to briefly define, religion is the way of belief that regulates faith in the Supreme power, whom the humans accept as the Creator, the whole of the worship that they will do for the Creator, and how their behavior should be according to this faith (Bilgin, 2014, p. 76).

According to Marx, religion is the sigh of the creatures that are subject to oppression, the heart of a heartless world, the spirit of soulless events. Religion is the opium of the people. According to Marx, the critique of religion leads to a general understanding of the world: as the human understands the deception in religion, he also perceives the urge to abolish the self-imposed conditions. According to Marx, there is a strong connection between ideology and religion (Mardin, 2014).

Western scholars generally tend to describe or explain the religion in two categories as essential and functional. Functional description describes the supposed benefits of religion to individuals or the society, and what religion does or serves for; and the essential description includes the characters related to the content or the essence of the religion and concentrates on what religion is. These two one way definitions mutually exclude each other by drawing definite boundaries between them. As the sole functional description of religion alone reflects the view of those who look at the religion from outside and neglects the views of those within the religious phenomena. By rejecting the divine source and essence of religion, this definition does not give a satisfactory explanation as it sees the religion just a function, or a security valve, a means of social solidarity or reducing the social tension, or a factor socializing the individuals. However, "the versatile inclusive definitions" are important as well. Polythetic approach, including essential and functional approaches is a more general approach. The qualities of this approach reflect the insufficiencies of monothetic approach. The polythetic approach does not draw any definite boundary, avoiding the problems that may arise, but on the other side leads to many uncertainties (Kurt, 2008).

The theme of religion is mostly processed over traditional Christianity values in the series. In many scenes, graves with crosses appear (i.e. episode 6) and church bells are often heard.

Sexually

The word "gender" has been used as an alternative to the word "sex" in the United States in the 1970s. Using the word "gender" was a way for researchers and activists to resist the belief that the masculinity and femininity are biologically determined. The term "gender" distinguishes between learning, expectations, behavior and attitudes brought about by being a man or woman which are our biologically-defined traits (Rolleri, 2013 cited from Krieger, 2003).

According to Freud (2015), sexuality is a phenomenon that enables an individual to maintain his or her life and species. The concept of "libido" is important here. So much so that libido focuses on the actions of sexuality and emerges as the sum of instincts as an instinct in Freudian theory.

According to Foucault (2007, pp. 12-13), sexuality was something that has been under pressure for long years. Sexuality has been dominated by many discourses and practices over the years. The role of the Age of Oppression is also great here. It is known that the children

have no sexuality, therefore sexuality is accepted as prohibited for them. This postulate is intrinsic to the nature of oppression and distinguishes it from the punishment by way of presupposition.

Sexuality, although not much frequently, is partly pointed in the series. That is, in some episodes, although not many, cowboys, voyagers and visitors having sex with prostitutes in town are shown.

Fordism

The series also makes references to Fordism that developed under the leadership of American automobile manufacturer Henry Ford. So much so that the Center's founder, Dr. Robert's last name is also *Ford* and Henry Ford's mass production is approached ironically and it is pointed out that to Dr. Robert Ford can make mass creatures. So much so that what is shown out of the eyes of Maeve while walking through the management floor of the park in the 6th episode of the 1st season is that the creatures are mass manufactured just like technical tools/items or consumption goods. Therefore, we obviously need to mention about Fordism at this point.

When Fordism is considered, the first person that comes to mind is Henry Ford, who established and made it popular. American automobile maker Henry Ford produced the first single-cylinder gas engine in 1893 in his own kitchen, and he made his first automobile three years later. Henry Ford founded the Ford Motor Company by having 25.5 % of its shares in 1902, and the very first automobile, produced in the same year, was sold in the USA. Ford exported its automobiles to other continents after 1904. Henry Ford started the first European branch in England in 1906; Established factories in Belgium, Italy and Germany. Ford, who also wanted to get in the aviation sector while the WW I was going on, also founded a plane company. Henry Ford, who played a major role in the popularization and legitimization of Fordism and also an important figure in the context of social life as much as the economy, was nominated to become a senator in 1918, could not win and stepped down from his business for his grandson Henry Ford II in 1945. The founder of the rather popular Ford Motor Company, Henry Ford, died on April 7, 1947 (https://www.timeturk.com, April 10, 2018).

The concept of Fordism is generally used to describe the principles applied in the capitalist industrial production process. Fordism, can be defined technically as a regime and accumulation regime as well as it can be defined in the broader sense with respect to its social and cultural influences. Fordism, which was accepted as a form of widespread production from the 1910s to the 1960s, has left its dominant position to the phenomenon called "Post-Fordism" or "Flexible Production and Accumulation Regime" since the 1970s (Antonio vd., 2000; Clarke, 1990a; Saklı, 2013, p. 107; Clarke, 1990b).

Fordism, on the other hand, is still an important matter of debate and, according to some approaches, it is an ideal type explaining a general mass production and intensity of productivity (Degan, 2011, p. 8; Markantonatou, 2007).

Analysis of *The Jetsons*: The Theme and Characters

The Jetsons can be shown as an example of utopic media outputs. The Jetsons is a cartoon series aired in, 1962-1963 and 1987. It was created by Hanna-Barbara. The events take place in Saturn and it is about the adventures of a family (https://www.turkcebilgi.com/jetgiller, April 17, 2018). Members of the family are father George Jetson, mother Jane Jetson, girl Judy Jetson, son Elroy Jetson, and the housekeeper cleaning robot Rosie. Mr. Spacely is also an important character in the cartoon. The name of the family's dog is Astro.

In the show where the adventures of the family are told, futurism was being emphasized, technology was being extolled and its aspects making life easier was pointed out. Technological products were important helpers of the family in the cartoon. The themes that come forward as a result of the watching under the theme of *technologies making life easier*; are "video phone", "cleaning robot", "cooking machine", "flying vehicle/car", and "beauty/wellness machine" and these are discussed below.

Video Phone

Video Phone was an important and frequently used item in The Jetsons. Video/Smart Phones, that are a result of the innovations in communications technologies and very popular in our world today, were visualizing and prettifying communication in the Jetsons.

Picture 6. Jane Jetson Video Talking with George Jetson
(http://www.arkitera.com)

Cleaning Robot

Rosie, who was the housekeeper of The Jetsons was a robot and like a member of the family. Nowadays, the development of robots and the fact that they are designed to facilitate everyday life, no doubt brings Rosie to mind first.


Picture 7. Home Assistant Robot Rosie (Cleaning Robot)
(http://weclipart.com)

Food Machine

The food machine that was an artificial intelligence product was cooking and serving any dishes desired. Being able to cook many kind of dishes from pizza to hamburger, this machine reminds us the "*vending machines*". The machines involved not only food but also can beverages and packed mini food.

Picture 8. Food Machine
(https://www.mutlumekan.com)
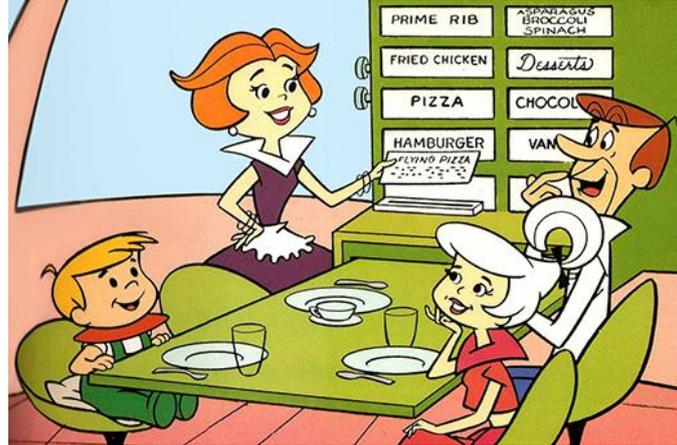
Flying Vehicle

The family was using a flying a vehicle in The Jetsons. Although flying vehicles have not been introduced to the market yet, it is likely that we will soon be taking drone taxis, and it is important that the Dutch company PAL-V will bring the flying car that it has been working on for over 15 years to the market. As the company begins to receive pre-orders, the vehicles will hit the road as of 2019. However, pilot license is required to use the vehicle (http://www.haberturk.com, March 8, 2018; http://www.posta.com.tr, September 27, 2017). That the very technology is pointed out in The Jetsons as well, might make us think that human nature has the potential for unlimited desires as long as technology allows for it.

Picture 9. TheJetsons' Flying Vehicle
(Ranini Tv)

Beauty/Wellness Machine

The beauty and aesthetic sector today is highly developed. Given the claims that aging will become history through a variety of practices and techniques, it should also be mentioned that the field has a potential for new developments everyday. Although the machine that mother

of the family Jane Jetson used for beauty and wellness in The Jetsons is not on the market today, there are wellness technologies in similar technologies.

Picture 10. Beauty/Wellness Machine
(www.digitaltrends.com)

Conclusion

Today, technology grows rapidly every day. It was important and necessary to discuss disadvantages of the technology via dystopian approach and the examples like its advantages. Nowadays technology encompasses all areas of life and also affects mind practices, such as physical practices, at certain scales. We probably do not want to leave from our smartphones, tablets, or vehicles with the impact of the related influence.

Although technology is extolled as to the aspects it makes life easier in the The Jetsons cartoon series examined in this study, it is important that the exorbitance of technology is referred to over artificial intelligence in the Westworld[3]. Pointing to the fact that every new technology may not necessarily be useful, the aforementioned reference also underlines the fact that nowadays, human beings can question the universe, existence, and even his own existence, in the world he drew the boundaries himself, especially in the virtual space. That is, in Westworld, the visitors of the park reveal their real identities there through extremism, violence and ego. Having almost every pleasure limitlessly, the visitors use the park as a means to understand who they really are, their passions, their weaknesses. The perpetual greed of William, who has been coming to the park as a visitor for years and looking for Wyatt, the only hero he has yet to meet, is an example of this situation. As Cicero (2005) points out, people have different aims in social life.

So while technological innovations and developments facilitate or guide the life, at the same time they can lead the individual to an internal, cognitive journey. The strongest and most influential example of this situation is, of course, the mind confusion experienced by the hosts at Westworld. Indeed in Westworld, the Park is actually an experimental area, while the guests are actually the monitored presences. It is intended to understand the expectations and impulses of the people of the digital world. Thus the guests are also watched like the hosts. In this context, we can also call the Park as a biotechnical project.[4] Through the park, the effects of

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[3] In the last part of the first season, we saw that Dr. Ford killed by Dolores like Arnold, at the party given by Dr. Ford who will be expelled from the company. Ford wrote this final his own, and before he died, Ford has been programmed all their homes in order to they hostile to people. So the 2nd season starts with the board being killed in the party night, and the impression is that the end of the park is coming. William tells that the park is not Ford, it is belong to him and this is where the story of setting up park is often transmitted by flashbacks to viewers. At the 2nd seasons the hosts fight against the park/Delos for freedom (Westworld Season 2).

[4] On the second season Bernard also will claim this thesis.

technological extremes on human and human behavior are observed. Because while the creatures in the Park are designed as desired, the human being exhibits various behaviors and desires in this environment which is without boundaries and reveals hidden impulses. Thus we can say that what is shown in Westworld is a biotechnological revolution and infinity. Because the Park seems to have no intellectual boundaries for both the digital world's people and the technology.

London (2009, p. 24) is quite right to say that "*The history of mankind is full of the fight between the exploited and the exploiters... Where Darwin's reviews demonstrate the development of mankind, the history of these fights between classes shows the development of economic civilization*". The development of economic civilization is now remembered together with information and communication technologies. So much so that technology encircles almost every aspect of everyday life and is articulated in all economic, political and social living spaces with the promise of facilitating the life of the human being.

As a result, it can be said that it is a necessity to consider and evaluate in the context of the total impact that technology and communication technologies make. Nevertheless, it should not be forgotten that the extent of technology in terms of utility and harm is, of course, directly proportional to the purpose and means of use.

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Series & Cartoon

Westworld (Season 1 – 10 Episodes – October 2016)

The Jetsons (Watched 5 Episodes)