

THE ABSTRACTS

DGPI AS A NEW MEDIA AND PUBLIC DIPLOMACY ACTOR

İ&D

In today's world, one of the features which renders information stronger is its being a commodity. Traditional structures have been replaced by the new ones. Prior to the formation of every concept, a convergence (integration/affinity) followed by a transformation takes place. We witness the best example of it in our daily lives. Telephone, the most important communication means in our lives, has started to be replaced by e-mail and SMS; newspapers, which we delight in touching, are replaced by e-journals; banknotes, a symbol of power, are replaced by electronic cash and funds and petitions submitted to the public offices are replaced by electronic forms. The most important actor of our age, which is called as the Information Age, is the "information" itself without any doubt. Bearing in mind that considering these developments as a torture or as a blessing is a personal judgment, it is necessary to underline the importance of the technologies which make these services possible.

Today, the world is undergoing radical changes in a great number of areas. Countries, institutions, organizations and individuals are seeking ways to adapt themselves to these changes. Directorate General of Press and Information (DGPI), a very deep-rooted institution in Turkey, is also exerting efforts to keep pace with the new age's changes and developments. As a government agency aware of its responsibilities and duties, DGPI has adopted a proactive service concept in order to reinforce its stance in this transformation and development atmosphere not only in Turkey but also in the international arena.

In this study, "New Media and Public Diplomacy" concepts, which are the most important components of the Information Age, are examined in a general manner by taking the DGPI as a case study.

Keywords: Directorate General of Press and Information (DGPI), New Media, Public Diplomacy, Social Media.

PEACE AND DEMOCRACY PARTY FROM WEB 1.0 TO WEB 2.0: USE OF FACEBOOK IN THE 2011 GENERAL ELECTIONS

**Günseli BAYRAKTUTAN - Mutlu BİNARK - Tuğrul ÇOMU - Gözde İSLAMOĞLU
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In this study, the rationale and usage modalities on official party website (web 1.0) and Facebook pages (web 2.0) will be elaborated for 2011 General Elections Campaign of Peace and Democracy Party (BDP in Turkish) in Turkey. After evaluating party's web 1.0 presence, van Dijk's discourse analysis method has been employed on the

official Facebook account wherein the research team attempted at describing the context, setting and relations within the party ideology around discursive practices. Conceiving the political arena at the time is significant in terms of social media environments as well as Facebook usage practices. Thus, snapshot of the Kurdish political movement and general highlights are reflected and discourse analysis of flows during peak dates in the movement is provided. Furthermore, discussion topics on the official Facebook page are listed; the cites, referencing and the validity of these data for the ideological vision of the political party and the interactivity with citizens are analyzed. The part corresponding to the day of elections on June 12, 2011 of the abovementioned codification is provided in this article. Conclusively, social media environments are elaborated as alternative to mainstream media by the Kurdish political movement as well as Peace and Democracy. Effective Facebook usage practices by the social media team of the party and other members of the Kurdish political movement range from news dissemination, event announcements and distribution to specific instances of agenda-setting.

Keywords: Peace And Development Party (BDP), Web 1.0, Web 2.0, Facebook, 2011 General Elections, Political Campaigns, Alternative Media.

MEDIA MANAGEMENT FROM BAB-I ALİ TO TABLET NEWSPAPERS

Mihalis KUYUCU

Media management which has started from Bâb-ı Âli has been transformed to new media with the new technological improvements. New media which has shaped the form of the newspapers first to computers, than to mobile phones and to tablets has created a change in the structure of management of the newspapers. While in the traditional media the newspapers were served only in paper form, with the new media this has reached from computers to mobile phones. This variety has change the shape of traditional newspapers and showed that newspapers should adapt to new media. In this study there has been a research on how new media effected the traditional newspapers and their management of economics. With new media the traditional media management description has a change and the results of this change have been underlined in this study. The new e- business models of the newspaper economics were introduced and there has been an attention to media companies for the importance on the application of them.

Keywords: Media Management, New Media, Communication Economics, İnternet Journalism.

IN THE AFTERMATH OF BOSTON MARATHON BOMBINGS, NEW MEDIA AND CREDIBILITY ISSUES

Erkan SAKA

New Media is now an essential part of citizens' everyday and professional lives in Turkey. This paper focuses theoretically on the journalistic credibility in the age of new media. The focus is not on a total questioning of journalistic authority but a critical thinking of credibility issues related to the new media influenced news writing. The most obvious case that triggered credibility issues recently is the Boston Marathon Bombings (April 2013). In the aftermath of bombings, news making influenced by social media was heavily criticised. My paper takes this case to substantiate the ongoing theoretical discussion on journalistic credibility issues.

Keywords: New Media, Journalism, News Writing, Blogging, Citizen Journalism, Boston Marathon Bombings, Credibility.

THE RISE OF COMMON MAN: THE CELEBRITIES OF SOCIAL MEDIA

Emel ARIK

Today Internet is considered as the most effective and fastest mass communication media for celebrity culture. Especially as the social media becomes "extraordinary" widespread, it becomes more important for celebrity culture. While social media such as Facebook, Youtube and Twitter is shaped by celebrity culture, it also formulates the celebrity culture. Mass communication media, discovering the power of common man especially by Reality Show, rewrites the celebrity culture with the help of social media which is both user generated content and blows to gatekeeping and gatekeepers. Lots of Youtube, Facebook and Twitter celebrities are seen mythical characters by masses and they involve into celebrity culture. In summary social media provide common man to be a celebrity in a short time and today social media is regarded as the most dynamic celebrity producing way. Lots of common men becoming celebrities especially by the means of Youtube and Twitter, also become a role model for those who want to be celebrity. Today thanks to social media becoming a celebrity is easier and more accessible for common man than in the past

Keywords: Social Media, Celebrity Culture, Youtube, Twitter, Facebook.

THE REFLECTIONS OF TECHNOLOGICAL CHANGE ON POLITICS: A SURVEY ON SWEDISH PIRATE PARTY

Samet KAVOĞLU

The rapid change that has occurred since the final quarter of the 20th century on information technologies has shaped the social life in considerable amount, with the rise of the computerization ratio and the internet access opportunities. The internet, that offers the opportunity to present the diversity of the imaginary world to the target

mass, besides the daily activities, arose as a new socialization platform. Just like every product and foundation that gains importance due to the gist of the capitalist system; internet, too has rapidly commercialized. While the idea of that the facilities the internet can provide has started to be restricted with the commercialization, is started to be expressed in various regions of the world, the first political organization that made this subject a political struggle field has been the Swedish Pirate Party.

In the changing world unlike the past, the struggle field of criticism of the system is not the streets but contemporarily it has started to be the internet which provides rapid organization.

Though their mental substructure is controversial, an idea movement and their statements which arose in Sweden and has constituted a political party in 40 countries and continues their effort to constitute a political party, were studied in terms of political communication.

This research was carried out at Luleburgaz Vocational High School, Kırklareli University and the evaluation were made based on the findings obtained. Considering the broad universe of the research, it should be stated that extending the chosen sample to the universe will create improper conclusions as this paper is a leading research on the issue. It should be expressed that the results of the research shall be tested in a form that may scale the universe in order to be generalized.

When the results of the research are analyzed, a positive attitude has been observed in general to the discourses of the Pirate Party. However also the ones, who expressed positive opinions on the establishment of such like a party, substantially stated that they won't vote this party and these are the remarkable findings of the research.

Keywords: Politics, Political Communication, Technology, The internet, The Pirate Party.

THE TRANSFORMING SOCIAL MOVEMENTS AND THE DIGITAL ACTIVISM MOVEMENTS IN THE NEW MEDIA AGE

Kezban KARAGÖZ

The world is now becoming a place where the impacts of globalization are more prominent and widespread. While the very first effects of globalization were seen in economy domain, during the last two decades media, society and democracy is also going through an evolution and this process is mainly governed by the fast integration to novel and continuously developing technologies.

Thanks to the new media technologies, which constitute as an infrastructure for people from different sections of society to express their disapproval and opposing ideas to politics and establish their self organisation. This article is mainly about different utilizations of new media technologies in activist movements and especially focused on digital activism with samples from Greenpeace, Change.org and Genç Siviller.

Keywords: Digital Activism, Social Networks, Globalization, Genç Siviller, Greenpeace, Change.Org.

MEDIA RESHAPED BY TECHNOLOGY AND INTERNET

Deniz ERGÜREL

With the advancing new technologies, widespread use of the internet, mobile tools and the social networks the media is going through a radical change. The process of composing, accessing and disseminating of the news and the information is being transformed.

With the help of new, cheap and easily accessible media platforms, the privilege of publishing that once used to belong to a small group of professionals is vanishing. New business models are emerging. In an age where anyone is a potential publisher that addresses global audiences, what should the media outlets and journalists do in order to apply the best practices on their profession?

Keywords: Journalism, Journalists, Citizen Journalism, New Media, Internet, Social Networks, New Media Business Models.

NEW MEDIA AND TURKISH CYBER PROTEST MOVEMENTS

Murat AKSER

Attacks by Turkish hackers on sites criticizing Islam and Turkey have been common since 9/11. This paper aims to identify and classify the thematic concerns of the kind of attacks by these hackers. The hackers work in groups in their defacing i.e. changing the appearance of the site. They have patriot names like Ayyıldız team or Bozkurts. Their actions have been so far ignited by Turkish-Greek relations, on the news of Turkish soldiers' deaths, Mavi Marmara Incident to Danish caricature crisis. The damage they do is not financial but for their universal message of brotherhood. Hence, a new definition of cyber terror, that of aktivist discursive hacking is needed to identify the concerns of these attacks.

Keywords: Internet, Hacking, New Media, Cyberspace.