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THE ROLE OF SOCIAL MEDIA IN MODERN AGE THAT WAS PLANNED IN GLOBALIST STRATEGY

SOSYAL MEDYANIN KÜRESEL STRATEJİYLE PLANLANAN MODERN
YAŞAMDAKİ ROLÜ

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Abstract

The world's life has been carefully planned for the last 2 centuries. High technology developed and the life was set on technology. The possibilities provided by technology have made people's lives easier and make them happy. The world is surrounded by electromagnetic networks and countless messages were sent to people every day. Social media is the most attractive tool in the hyper-modern era and nearly half of the world uses social media. Social media provides people communication, sharing and entertainment opportunities. It is possible to find ego satisfaction in social media that is not found in real life. Social media provides a virtually high ego satisfaction. People sometimes use social media to communicate but they often turn to social media to spend time or enjoy. The problem is social media that is used much and causes spending much time and prevent to think and prevent to communicate eachother among people in modern age. Social media are the most common and the most popular and the most attractive instruments which convey numerous interesting messages and enjoyable visual sharings and take people to a fantastic world from the real world and real people in modern age. This study handles the character of social media and investigates why people use social media much and what is the interest of social media with contemporary conditions and evaluates role of

social media in modern life and emphasizes that social media are the main instruments of globalism and modern sovereignty strategy. Modern age is the age of technological facilities and technology has sovereignty on people in the world. People plan their lives due to technology and they mostly left traditional culture and began to live in popular culture with technology in the last century. The world and culture naturally changed due to technological development and people preferred to work less and to consume much. People began to spend all their time with technology and mostly left humanistic relations or intellectual actions. Modern age made people tired and presented people more colorful and funny facilities and popular culture placed consumption instead of production, even intellectual creation. The modern age is not only an economical plan but a political strategy that contains to control and to conduct all people in the world. Traditional tools and approaches changed when traditional age ended and people began to consume much to communicate less. Numerous people use social media in modern age and most of people do not need to communicate face to face. Many people do not meet with their relatives or with their friends. Popular culture taught people individual life and modern age presented people individual technologies. Social media are one of the most popular instruments of modern age and many people solve the need for communication via social media. Popular culture has very attractive marketing methods via social media because of technology. Popular culture is the style of modern age and the trap of the globalist strategy. The aim of the globalist strategy is to have a sovereignty via markets and products.

Key Words: Social Media, Modern Age, Sovereignty Strategy, Contemporary Conditions, Popular Culture

Öz

Son 2 yüzyıldır dünyadaki yaşam özenli bir biçimde planlanmıştır. Yüksek bir teknoloji geliştirilmiş, yaşam teknoloji temeli üzerine kurulmuştur. Teknolojinin sağladığı olanaklar insanların yaşamını kolaylaştırmış ve onları mutlu etmiştir. Dünya elektromanyetik ağlarla sarılmış, insanlara her gün sayısız ileti aktarılmıştır. Sosyal medya hipermodern çağın en çekici araçlarıdır ve dünyanın yaklaşık yarısı sosyal medya kullanmaktadır. Sosyal medya insanlara iletişim, paylaşım ve eğlence olanakları sağlamaktadır. İnsanlar bazen haberleşmek için sosyal medya kullanmaktadır, ancak sıklıkla da zaman geçirmek veya beğenilmek için sosyal medyaya yönelmektedir. Gerçek yaşamda bulunmayan ego tatminini sosyal medyada bulmak olasıdır. Sosyal medya sanal olarak yüksek bir ego tatmini sağlamaktadır. İnsanlar arasında yaygın olarak kullanılan, başında çok zaman harcanan, düşünmeyi ve insanlar arasındaki iletişimi azaltan sosyal medya modern çağın sorunudur. Sayısız ilginç iletiler, eğlenceli görsel paylaşımları insanlara aktaran ve insanları gerçek dünyadan alıp fantastik bir dünyaya götüren sosyal medya en yaygın ve popüler araçlardır. Bu çalışma, sosyal medyanın karakterini ele almakta, insanların sosyal medyayı neden çok kullandığını ve sosyal medyanın çağdaş koşullarla ilgisini araştırmakta, modern yaşamda sosyal medyanın rolünü değerlendirmekte ve sosyal medyanın, küreselleşmenin ve modern egemenliğin ana araçlarından biri olduğunu vurgulamaktadır. Modern çağ, teknolojik olanakların çağıdır ve teknoloji dün-

yadaki insanlar üzerinde egemenlik kurmuştur. İnsanlar yaşamlarını teknoloji ile planlamaktadır. İnsanlar çoğunlukla geleneksel kültürden uzaklaşmış ve son yüzyılda teknolojiyle birlikte popüler kültürle yaşamaya başlamışlardır. Dünya ve kültür, teknolojiye bağlı olarak değişmiş ve insanlar daha az çalışıp fazla tüketmeyi tercih etmişlerdir. İnsanlar bütün zamanlarını teknolojiyle geçirmeye başlamışlar ve çoğunlukla insancıl ilişkilerden veya entelektüel eylemlerden uzaklaşmışlardır. Modern çağ insanları yorgun düşürmüş ve insanlara daha renkli ve eğlenceli olanaklar sunmuş ve popüler kültür, üretim yerine tüketimi yerleştirmiştir. Modern çağ sadece ekonomik bir plan değil, aynı zamanda dünyadaki tüm insanları kontrol etmek ve yönlendirmek için geliştirilmiş politik bir stratejidir. Geleneksel yöntemler ve yaklaşımlar, geleneksel çağın sona ermesiyle bitmiş ve insanlar daha az iletişim kurarak, çok fazla tüketim yapmaya başladıklarında değişmiştir. Modern çağda birçok insan sosyal medyayı kullanmakta ve insanların çoğu artık yüz yüze iletişim kurmamaktadır. Birçok kişi artık akrabalarıyla ya da arkadaşlarıyla bir araya gelmemektedir. Popüler kültür insana bireysel yaşamı ve modern çağı öğretmiş, kişisel teknolojiler sunmuştur. Bu yolla iletişim ihtiyacını çözmektedir. Popüler kültür, teknolojinin ürünü olan sosyal medya aracılığıyla çok çekici pazarlama yöntemlerine sahiptir. Popüler kültür modern çağın tarzı ve küresel stratejinin tuzağıdır. Küreselci stratejinin amacı, pazarlar ve ürünler aracılığıyla egemenlik kurmaktır.

Anahtar Kelimeler: Sosyal Medya, Modern Çağ, Egemenlik Stratejisi, Çağdaş Koşullar, Popüler Kültür

INTRODUCTION

About 5 billion people use mobile phones (statista.com, 2017) and around 2.1 billion people use facebook messenger. While 3.7 billion people use e-mail addresses worldwide (Tschabitscher, 2017), 4 billion people use the internet (<http://www.internetworldstats.com>, 2017). People share information to tell themselves, to find their needs, to solve their problems, to provide motivation and energy, and to receive information from others via social media (emeraldinsight.com, 2017). Social media became the main tools for communication and for sharing everything in modern age which was designed as a political sovereignty strategy. Almost all components of modern age were technologically convicted (Cereci, 2017: 121). Technology has a sovereignty from official organizations to individual areas in the world in modern age.

The power who control the world and

who conduct people during 200 or 300 centuries had an ambitious strategy in the beginning of 20.th century. Technology is the main component and consumption is the main behavior and confusion is the main impulse (Maguina vd., 2001: 778). People are surprised and fussed and people are hurriedly placed in towns and people tried to get used to modern conditions in modern age. But modern age forced people to use technology and to left their traditions and their values (Giddens, 1990: 37). Technological products became the closest friends of people in modern age.

The powers who have taken the world from the traditional style to modern style have donated the world with very complicated technological networks and they left people in need of technology (Trusty and Royce, 2013: 82). People have moved away from the real world with attractive technology and have started to live in virtual worlds. Hyper-modern technology and rhythm hurts

people and makes them tired, but technology also provides people diverting attractions (Corrin and others, 2010: 111). People think they are happy with technology, but they are actually tense and tired. No one thinks that all they live is a global strategy. It is globalism.

This is a new age and new strategy which is named globalism. Globalism is a political, economic and cultural exploitation strategy of modern age (Niyozov ve Dastambuev, 2012: 19). Globalism forced people to consume much and to use technology much and to spend their time by having fun with technology. Classical media were the main instruments of modern age in the beginning of 20th century and social media are the most popular instruments of hypermodern age in the beginning of 21st century (Albarran, 2010: 67). People spend much time with social media in the hypermodern age.

The main instruments are social media in the 21st century and almost half of people in the world use social media everyday. People think that social media are the indispensable components of life and respond many need via social media (RapidValue, 2018: 29). People communicate with their friends and learn global agenda and share their photographs and videos and follows conditions of their friends and learn daily activities and share different messages and make fun via social media. The role of social media in the life of people is like a vital component of life.

Change of Age

The earth turns and always changes when it turns. Beside natural ways, people change the world, and people meet some different things everyday. People can not live without wondering and have always wondered and researched and made technical inventions. Every invention has improved the human and changed the era (Lipsy, 2015: 349). Man adapts to the conditions in every age and people created contemporary tools and approaches.

The world has lived many primitive

ages and after that many modern ages because of people's motions. People have move from primitive to modern ages and always developed new techniques in every age. Man first drove the farm with oxen in the past then used the machine. Advanced techniques made life easier and man created civilization with technical inventions (Hamaker, 2002: 65). Civilization always changes due to conditions and technics also change. Ages change so fast that people are surprised. People have done hunting and gathering and plan to build city in space in modern age.

Technics were very interested in by people and people have always looked for the technics that have eased their lives. Industrial Revolution and technological developments caused many different changes in the world and people met many different conditions and approaches. Immigration has increased in recent years, cities expanded and the population has increased. People left traditional life in rural areas and met modern life in urban areas and had modern approaches and modern instruments in modern world (Cereci, 2010: 7). People moved to apartments from detached houses and people started using cars instead of animals and left their troubles and began to do easy things in modern age.

Many people greet each other shortly with short words and they do not converse or do not understand their problems anymore. People do not spend much time to cook because of high rhythm urban life and they usually feed by frozen foods. A lot of people use computer and mobile telephone in their daily life and do not write letter or do not speak face to face. Numerous people are not interested in believes and spiritual values and they are mostly interested in money and easy works (Napoli and Friedland, 2016: 59). New age did not care about traditional life and people have taken a different route. They began to forget traditions and learnt modern style in the beginning of modern age.

Almost all people want to live in luxurious conditions and want to be apprecia-

ted because of their luxury. These are different components of modern culture and media always convey people messages of modern culture. In a way, media work as a culture carrier. In a way, culture is spirit of a society and emerges in a long process at the end of experiences of people. Geography, and climate and religion and moral rules and production conditions were generally base of culture approximately until Industrial Revolution in rural areas and media generated at the end of the Revolution process when people migrated from rural to urban areas. People who migrated from rural areas to urban areas were shocked in the beginning of migration because of different conditions from rural and they lived in difficulties during long time. They have lived in traditional culture for hundreds years and they were suddenly face to face with a different culture in urban areas and shocked (Cereci, 2015: 7). Urban life presented people many attractive facilities after people moved to urban areas and people found numerous attractions in their new lives.

People constantly apply to the media to learn news and to participate in social life and to integrate with the world in modern age. Modern age shapes people and leads people and presents them attractive facilities. Modern age components are based on a commercial basis and try to attract people with very fancy elements (Ali, 2016: 121). One of the most attractive components of modern age is entertainment and rulers of the age lead people to have more fun. People work much and get tired much in high rhythm life and need to have fun much. They want to move away from the real world and refuge in imaginary worlds (Cereci, 2015: 229). Modern age attracted people via visual attractions like large poster or like television or like internet images.

Image attracted people much because of its ease and its pretension. Rhythm of modern age is tiring and people look for recrea-

tion and entertainment facilities. People do not want to wear their brains because of their problems. They prefer images to understand (Claffy and Clark, 2016: 238). Visual communication became as important as verbal communication recently and visual communication generated graphic design, photography, television, video, or interactive media in modern age (Lester, 2013: 37). Visual design and design principles became a main work of communication and visual communication spreads gradually among people.

Character of Social Media in Modern Age

The modern era is formed by global thought and globalism that is a kind of colonialism has created dependent countries (Guedes and Faria, 2007: 33). People are happy because of consumption in modern age but countries suffer from global conditions. It does not prevent these people from consuming and having fun. People have found a rich area where they can be entertained and satisfied. It is social media (Sano, 2014: 509). Social media is a very large share and message area.

People need to tell and to listen and to learn, to communicate for short. Technology developed and presented people many different facilities and eased lives of people (Fredette vd., 2012: 114). Social media provides fast sharing and access and interesting content, campaigns, activations, advertisements can reach thousands of users in minutes. Social media is a living environment and its most important feature is interaction (Hudson vd., 2015: 36). Everybody can be user on social media and everything can be shared on social media environment.

Social media is mostly used for commercial purposes. Social media promotes products and brands to broad masses and many people are interested in markets on social media (Evans, 2010: 289). Beside this, social media needs the family and family

communication. Everyone wants to communicate with someone close like his family members and wants to share his private things. Social media provide people an environment like family (Rajeev ve Jobilal, 2015: 15). People usually do not research each other and share their messages and want to be like. In a way, social media is a satisfying media. People expect to be like on social media and people want to live a virtual satisfaction on social media (Shipps ve Phillips, 2013: 47). Because of this, people front to social media.

Contemporary conditions forced everybody to own computer and mobile phone and everyone started doing their business with technology. The technology was very useful and the contents of communication tools were very attractive. For this reason social media was very interested (Xiao, 2014: 61). People need more fun and more relax in modern age because of the conditions of globalism and everyone intends to share something about himself.

Social media is often used for visual and visual purposes. People need to see and to show in modern age. Because image tells much (Vinyals vd., 2016: 3160). In the modern world people are dominated by global exploitation and people do not live very happy and they want to look better than they are. The easiest way is social media to look fantastic (Miller vd., 2016: 181). Modern age provokes competition and race and people look for an available space to prove themselves. Social media is the most available place for proof. Daily images and other visual components are the most valid proof on social media (Schrecl ve Keirn, 2013: 74). The social media has turned into an arena where people try to prove themselves.

Social media is a means of simultaneous communication tools which provide people to communicate and also to watch the world and to learn about others and to share everything. Millions of people participate in media at the same time via social media in the world and everyone shares private or politi-

cal or current messages via social media (Chan vd., 2013: 167). People can ask each other and can help each other and solve some problems or can discuss some problems on social media. Social media provides people many different facilities and people can share their stories and be happy (Han, 2014: 129). Social media gather people from different countries and provide to recognize each other.

Social media users use social media every day and this causes addiction. Social media users feel themselves obliged to the social media (Brahbam, 2015: 2). Social media is easy and funny and social media suffices for people's needs in modern age. Colonial strategists designed modern age complicated and tiring and created social media as a worldwide market.

Social media is the most effective publicity tool and the media can spread an idea easily. Election periods are the most popular periods of the social media. The ability to share, access, and connect facts and opinions among like-minded (and not so) citizens has encouraged wholesale political adoption of platforms like Twitter and Facebook (Hall vd., 2018: 23). Social media is so strong that the prejudices can be destroyed and can shake the world from beginning to end.

Conclusion

Life is based on technological base in modern age and everybody uses technological products and the world agenda is based on technology too. People have communicated face to face for thousands years and technology provided people easy techniques to communicate and the world changed the age. Media brought many different messages and colours to the world in 19.th century and messages and colours increased in the beginning of 20.th century. People me different forms and different approaches via media and extended their lives. Any technological product eased people's lives and provided them more facilities.

Modern age created a competition and race atmosphere in the world and all

people try to prove themselves in the hectic and tense atmosphere of modern age. Social media is the most available way to prove themselves and everybody can reveal all the properties via social media. By the way, social media became the most famous competition arena and turned into the most widespread show tools. Many people share their photographs and messages and watch the messages of others and watch the world. Social media is perceived as the mirror of the world and opinions and images of everybody in the world.

Globalist strategy brought the world many different approaches. There is always discussion that globalism is useful or not. But much has changed radically in the world and people live in different styles recently. People are now technologically dependent and people's closest friend is social media in modern age. People convey all their feelings and thoughts via social media and also watch their relatives and the world via social media. Social media provide people many facilities, more than their families do. It seems that globalism gains with its technological guns and has sovereignty on people.

Modern technologies and products provide people attractive opportunities as the roots of globalism. It is not possible to live in modern age without technology. But there's no point in using the technology unnecessarily. It is useful when technology is used correctly. It is necessary to understand the globalist strategy to live happier and safer.

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