MASS
COMMUNICATION

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MASS COMMUNICATION

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MASS COMMUNICATION

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Many areas of the media examines a collection of scientific articles called **"MASS COMMUNICATION".** The authors consider the role of mass communication, data journalism, public relations, media literacy, media ethics, media research and international organizations, the latest trends in new media journalism and mass communication, and scientific research in the direction of the metaverse are reflected in the book. The authors analyze the existing problems in this field and propose their solutions.

PREFACE

We are already changing the way we think. We come up with new approaches. Our approaches should also be constructive and pragmatic. New media is a part of our lives, a fundamental part of it that is becoming a way of life. New media is not an alternative to old media. On the contrary, it is the rise of traditional media to the modern stage of development. New opportunities created by innovation and modern technology. What have these new opportunities given us? New techniques and technology, digitality, mobility, interactivity, boundlessness of time and space.

The internet given us new media. The problems of regulating new public relations which were arosen as a result of the rapid development of the internet and its deeper and deeper penetration into all spheres of human activity, have become an urgent issue today.

One of the main problems in this area is that the speed of development of Internet technologies significantly exceeds the process of creating and applying legal norms, mechanisms, methods for regulating this area. In the history of mankind, there is no analogue of the Internet, this phenomenon is not comparable to any technology. Therefore, there are no opportunities to use legal experience in this matter. Another important problem is the global nature of the Internet, the fact that it does not fall into the sphere of influence of any national jurisdiction, as well as the absence of a specific owner. All these problems require the development of completely new methods related to the regulation of the Internet. Regulatory methods are understood as the set of methods and means of influence that the regulating subject exerts on the regulated object to achieve certain goals.

There are organizational and legal, economic and socio-psychological methods of regulation. There are such homogeneous areas in which social relations are regulated, where only one method of regulation is used. However, it is necessary to use several methods of regulation in a number of complex areas, including the Internet. That is, public relations taking place in the internet environment are quite complex and multifaceted. There are technical, legal, socio-political, socio-economic, cultural aspects of the functioning of the Global Communication Network. In other words, the Internet covers all spheres of human life. Therefore, the regulation of the Internet requires a combination of various combinations and methods of legal influence. Currently, certain methods are applied in international practice on the regulation of the Internet, which are mainly of organizational and legal nature. These methods can be classified as follows : approaches; guiding principles; analogies. Like the internet regulation process itself, these methods are constantly changing. Approaches, models, guiding principles and analogies arise and disappear depending on their suitability and necessity for the current international negotiation process.

In our modern world, communication is manifested in a new form. Of course it happens with new means. Journalists should use these new tools adequately. To use it also means to implement new tools. If we use modern computers, i.e. information technologies, to revive communication networks, then the content will be also recreated.

The scientific collection "Mass communication", which we present, talks about New Media Concepts. We will share with you valuable opinions of our scientists and media experts on how the media is reformed. Of course, we will try to explain how content has moved from paper to tablet, from broadcasting to web broadcasting, and what new platforms and methods this transition has created, as it is important for us.

We will talk about "data journalism". From the form of reporting, expressed in facts, figures. Everything that happens digitally in the digital world is the source of data journalism. Data journalism is an additional opportunity for reporting.

We will talk about the "citizen responsibility of the journalist". Citizen journalism involves more social networks. Now an irresponsible environment has arisen in social networks. It is necessary to know and accept that along with rights, we must have responsibilities. We also ha-

ve duties and obligations. "Self-regulation in the media" means such responsibility. With this responsibility, it is also about increasing the influence of Avatars on social media in the "Metaverse" universe.

"Media ethics" is one of the priorities of our media. It is to preserve the principles of traditional media in the modern era. We must be able to create an "artificial intelligence" in the newsroom. In particular, "social media should act as an aspect of global politics". We need to explain the transformation of Education from social media generation to "Metaverse" generation. We must reach certain conclusions by involving "Mass Communication" in individual and social change, content and main functions of "Mass Communication" in scientific research. How public relations – from the threshold of our house to the global "Tribune" finds its way. We will clarify this briefly. "Mass communication" will be your guide to solving some pressing issues in the new media era.

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MASS COMMUNICATION // Data Journalisim

JOURNALISM
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DATA JOURNALISM, META DATA JOURNALISM

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ABSTRACT

The article examines the scientific, theoretical and pragmatic prerequisites for the emergence of a new format for presenting analytical media content based on the use of data from digital computer and Internet databases (the so-called data journalism, big data journalism, or metadata, as it is defined in the study). The author defines this format of convergent content as synthesizing three types of classical genres of journalism. Internet journalism of metadata defines fundamentally new opportunities for the strategic development of the characteristics of media content and the functions of modern journalism as an element of open public administration, the formation of media science (medialogy).

Key words: mass media, journalism, convergence

INTRODUCTION

Theorists and practitioners of mass media over the past decade have been in search of optimal economic and creative models of mass media. UNESCO experts1 identified a number of trends that may "sprout" in media practices in the next five to ten years: this is the expansion of the use of the latest technologies, the emergence of new screens and portals for delivering information, increased audience participation in media communication based on the implementation of the functions of creativity and self-expression, gameization discourse. In connection with the use of new platforms, transmedia strategies for the development of the media, including journalism, are becoming the main ones. Transmedia and democratization (based on increased technical accessibility) of the distribution system and, accordingly, content consumption will mean a change in the characteristics of information as a basic category of journalism.

What type of media content is currently the main one for the media system as a dual market of information - directly journalistic or advertising? The main profit of developed markets today is determined by offers for readers. In particular, the well-known American researcher Ken Doctor (Data is available,2012) , author of the book "Newsconomics: 12 New Trends Shaping the News You Get"(Doctor K.,2013) notes that the media industry will change economic models based precisely on this trend, and cites the publication " Chicago Tribune, which experiments, for example, with thematic e-books, digitizes archival materials, etc (RİA Novosti, 2012) In the CIS countries, as noted at the last European and Asian Media Forum (FEAM) in December 2012, the main income is generated by advertising (FEFM,2012) which is typical for developing industries.

The priority of the development of content journalistic models and mass media strategies is indirectly confirmed by the systemic economic crisis, during which advertising budgets are constantly being reduced, and the media are profiting from a loyal audience. These trends are confirmed by the results of our research throughout the entire period of the last crisis, from 2008 to the present.(Şilina, 2010) Thus, the study of the characteristics of current journalistic content as a phenomenon and process becomes a strategic direction in the research of mass media and journalism, which determines the growth potential of the industry and profession.

1. The history of data journalism

It all started with trying to predict the outcome of a US presidential election.Many practitioners date the beginning of computer-assisted reporting and data journalism to 1952 when the CBS network in the United States tried to use experts with a mainframe computer to predict the outcome of the presidential election. That's a bit of a stretch, or perhaps it was a false beginning because they never used the data for the story. It really wasn't until 1967 that data analysis started to catch on.In that year, Philip Meyer at The Detroit Free Press used a mainframe computer (known as big iron) to analyse a survey of Detroit residents for the purpose of understanding and explaining the serious riots that erupted in the city that summer. Decades later, The Guardian in the United Kingdom used some of the same approaches to look at racial riots there and cited Meyer's work.Meyer went on to work in the 1970s with Philadelphia Inquirer reporters Donald Barlett and James Steele to analyse sentencing patterns in the local court system, and with Rich Morin **at** The Miami Herald to analyse property assessment records. Meyer also wrote a book called Precision Journalism that explained and advocated using database analysis and social research methods in reporting. Revisions of the book, now called New Precision Journalism, have been published since then.(Data journalism as a New Trend of Journalism in the USA,2019)

2. Journalism: Parameters of Communication Transformation

Let us designate a number of general characteristics of current mass media communication, its models and elements, including content, that are significant from a methodological point of view for this study.

Communication in the 21st century becomes more and more personalized, anthropocentric, which determines the priority in the study of the cognitive and affective spheres of human mental activity as an object and subject of mass media, journalism. V.N. Stepanov notes (Stepanov, 2006,p.290-296) that the hallmark of communication in the XXI century. is the predominance of emotion-centered argumentation over rational one and, as a result, an increased emotional "background", emotional content and goal-setting for the formation of an opinion (rather than knowledge). The scientist indicates the main normative moments, ethical imperatives and behavioral expectations, largely due to the socio-cultural and economic changes of the current century, which mass communication offers to the bearer of mass consciousness. The ranking of the spectrum of imperatives proposed by the scientist allows, using a model approach, to identify groups that characterize the perception and response of the mass audience: the key characteristic is communicativeness, which is ensured due to verbality, polycode, virtuality, possible reflexivity and forms an infectious unification of the communication process and "performance" of the object's behavior communications.

The identified imperatives that are characteristic of the mass audience, for the reader as an object of communication, with all obviousness, should be provided with adequate communication models of journalism, the entire system of mass media. That is, a journalist, as a subject of communication, must create interaction with the audience at the content and technical levels by creating a polycode virtual communication, emotionally "contagious", potentially requiring the reader's reflection - and at the same time easily consumed.

An essential parameter for increasing polycode, reliability, emotional richness and, at the same time, simplifying the consumption of content and, as a result, removing barriers to involving the audience in communication, is its visualization, more broadly - multimedia, the optimal parameters for the use of which are due to technical and technological capabilities, primarily digitalization / content. Digitalization at the first stages allowed journalists to use the advantages of data processing in new digital computer virtual formats, however, their use was limited at the level of the "human-computer" model, which reflects only the communication, technical level of a journalist's interaction with digital data.

Let's designate this format and stage as computer-communication. (By communication in the modern interpretation (Gavra,2011) we understand both the transfer of physical objects, the communicative hypostasis, and social interaction, the formation of new meanings by communicants, that is, the communicative hypostasis. (Şilina, 2010)) With the spread and development, digitalization has become the basis of convergent processes. Based on the primary technical convergence, a secondary convergence of various formats is formed, which determines the possibilities for the formation of new communication processes and products, such as content; today it is, first of all, content that is formed thanks to the Internet as metacommunications. It should be noted that the development of technologies expands the typological line of convergence, however, digitalization as the basis for such a division at any level of ICT development is preserved in the future; technical/technological convergence is basic and determines all other types of convergence.Digitalization and convergence have largely served as the basis for the formation of the concepts of the Internet and the web; These phenomena are interrelated, but not equivalent. The Internet is becoming a rapidly growing channel and medium for broadcasting media information (more than 2 billion users in the world, about 70 million in the Russian Federation by 2013), which also determines the technical and technological (communication) and anthropocentric (communicative) specifics of the creation and consumption of convergent multimedia content, producing fundamentally new communication models for mass media professionals and mass audiences.

The most significant characteristic of Internet communication is hypertextuality, which determines most of the basic properties of the technical, technological and anthropocentric levels of interaction in the Internet space, including interactivity, specific textuality(Şilina,2010). Multimedia, as a complex convergent representation of information in any digital format (conditional-verbal, conditional-visual, conditional-auditory, etc.), allows you to create a unique type of content applicable to any media communication channel. Hypertext, thanks to hyperlinks, provides a synergy of two de facto opposite formats of processing, presentation, consumption of information: formal-logical and associative. At the same time, in Internet communication models, the reader a priori, thanks to the use of hyperlink navigation, becomes a co-author when reading the author's text and in forming his own (the so-called subject-object model (Şilina,2010)). Significant in the preparation of journalistic materials is the use of such a basic property of hypertext as the ability, thanks to hyperlinks, to attract many sources (primary sources) of information, hypothetically, the entire World Wide Web as a single giant hypertext, a common database.

The Internet provides specific models of communication: "human-computer" or "human/digital access device-Internet" (the so-called multi-subject model); also the anthropocentric model "human - computer / access device - Internet - computer / access device - human" (already mentioned above, the so-called subject-object model(Şilina,2010)). The second model prevails in modern iterations of the web due to ease of access, expanding the opportunities for audience participation in the formation of content on the Internet. Thus, for the first time in the history of public social communication, including mass media, the prerequisites for the formation of a heterarchic interaction between subject and object are proposed.(Şilina,2010) It should be noted in particular: on the Internet, any content can be characterized as media content a priori available for consumption and change by a mass audience, which allows, in particular, to extrapolate the results of private research to the entire space of Internet communication. The use of the Internet changes the system-functional properties of journalism and the media, marking the communicative Internet stage in the development ofmass media, since the characteristics indicated above reflect the fundamental differences in communication and information on the computer and on the Internet, the characteristics of media content.

   3. **Data journalism, metadata journalism: characteristics, functions**
 With the advent of open information on the Internet, the subject-object model of communi-

cation in the media sphere, as extensive databases of open digital data are formed, digitalization of all types of media content, reliance on extensive databases of Internet data (English data, big data) is in demand.

The term "date" came into use with the advent of large amounts of digital computer information. The definition of a database in the humanities, from a communicative position, has not yet been given. Within the framework of this article, we will propose a working definition based on the interpretation of Article 1280 of the Civil Code of the Russian Federation and a number of communication definitions: a database is a set of independent materials presented in an objective form (statistical data, normative documents of articles, etc.), systematized in such a way that the data materials could be found and processed in digital format. The term today is used to refer to various types of databases, including publicly significant computer data that can be stored in the public domain, freely used by a mass audience.

In the context of open databases, the key to providing materials based on this kind of information is the method of analysis, interpretation, and presentation. The tendency to shift the emphasis to the analytical nature of the presentation of information for modern socio-economic discourse as such. In particular, databases are actively used as a source of information for the development of innovation processes: for example, in March 2013, the European Institute of Innovation and Technologies (EIT) is holding a large-scale international conference "Data innovation: a new growth imperative" .

The development of humanitarian and technological transformations of media communication causes the emergence of new formats of journalism: for example, since the middle of the first decade of this century, the so-called data journalism has been developing - the creation of convergent media content based on the use of large amounts of computer and Internet data. Let us propose as a working term for defining the format and method of journalism, which uses large amounts of computer and Internet data to provide analytical content, the term "metadata journalism", which avoids semantic confusion associated with the ambiguity of the concepts "date" and "data" in Russian language, and reveal the characteristics of this phenomenon and process.

It is a fact that data is the basis of journalistic activity, traditionally "the purpose of facts in a journalistic work is multifunctional: they can become t message; can act as arguments and evidence-based practice"(Doctor K. 2010) the basis of an informational (Data is available,2012). A feature of metadata journalism is the unification, synergy in the final presentation of the material of fundamentally different formats of information that previously served as the basis for various areas: informational, analytical, artistic and journalistic.

Examples of the first attempts to use the comparison of different types of data to create more effective journalistic material, some researchers refer to the first third of the 19th century. In particular, Simon Rogers calls the first example of data journalism an article in the British newspaper The Guardian (Guardian) (1821), in which a list of schools in Manchester was published indicating the number of students of various categories, where the author, based on a comparative analysis, revealed the real number students receiving free education, which turned out to be much higher than official data. Such an example can hardly be called quite correct even on formal grounds, since the term "data" in relation to journalism refers primarily to computer data, Internet data, network communication, which have specific properties, briefly outlined above.Protoforms of the phenomenon that is commonly called "data journalism" today can be called the latest journalistic practices using electronic computer information and com munication using various kinds of computing tools, computers, computer equipment for analyzing and presenting information in the media. The term "data-journalism" in 2006 was one of the first American journalist Adrian Golovaty to designate structured, machine-readable data used together with traditional text. (Ardian,2013) Now such a definition does not quite correctly reflect the essence of the phenomenon, since not just computer, but Internet

communication is used, the formats for the convergence of different types of content have become more diverse.

The specificity of this format of actual journalism lies in the fact that the authors use digital data not just as a tool when creating a text or an illustrative series to it, but as the main resource for the formation of a topic, concept, a key condition for choosing a format/genre of a message in terms of the ratio of verbal and visual component, interactivity consumption of information. Implementation in the Internet format means the use of a converged multimedia hypertext type of message as a fundamentally new media format and a way for the author to communicate with data and the author/text to the audience.

The formats of metadata journalism differ fundamentally from classical analytical journalism, both in the nature of the information used, its genre features (according to A.A. Tertychny, 2010, analytical journalism includes: report, correspondence, interview, survey, conversation, commentary, replica, questionnaire, sociological summary, rating, monitoring, review, article, review, version, forecast, experiment, epistole, essay, confession, recommendation; the scientist also indicates a certain "analytical press release"), and on functioning, consumption.

Foreign practices of metadata journalism are at the stage of formation. As a typical example of modern metadata journalism, consider the post/post formats of the Guardian Datablog metadata blog, launched in 2009 by Simon Rogers. Today, at least five journalists write to the blog several times a day, which illustrates the growing demand for such information. In the blog, visual materials of the comparative analysis of metadata are published as independent posts or together with the text as an equal component.

Features of metadata content are formed at all stages of the technological cycle of its creation. The main stages of the communicative process of using metadata in journalism: for the subject - finding a topic, information, analysis using MySQL, Python, etc., visualization and original presentation of statistical data in the form of a journalistic story (or as an equal component of the story). A journalist needs to be a good analyst(Open.gov), have a residually developed imagination, be a confident user of technical tools and understand the possibilities of data visualization (in particular Google Docs, IBM ManyEyes, Wordle, Excel, etc.(Google Docs,2014)). Thus, for successful work, a journalist must master two different types of thinking: formal-logical and associative-figurative. At the same time, new creative possibilities for presenting information open up at all stages of a journalist's work.

For an object, an audience, metadata journalism is an opportunity to obtain visual information based on real facts, personally oriented, which requires self-assessment and analysis, makes it possible to be included in communication, despite the completion of the work of a journalist. Interactivity and personal involvement of the audience are the most important points in the implementation of metadata journalism projects. The toolkit allows not only to address information accurately and precisely, but also to personalize it as much as possible, as, in particular, the Financial Times does, offering the reader an interactive formation of a personal budget in accordance with global financial trends or giving the opportunity to trace the impact of a common national unemployment rate per family. As a typical example (simple, understandable to the reader, personally oriented and effective), journalist Sarah Slobin of the (Wall Street Journal) (Data journalisim,2012) cites the Do No Harm project implemented by the Las Vegas Sun newspaper. (Las Vegas Sun): This was a series of health articles based on an analysis of more than 2.9 million hospital records, open-source accounts that uncovered more than 3,600 preventable injuries, infections, and surgical errors. In particular, the interactive graph created allowed the reader to view information for each hospital, determining what problems each of them has and how they are solved, and then choose the best of the hospitals for themselves.The topics of materials based on metadata and personally used (for example, personal calculators for solving personal financial issues) are adequate to the topics of publications: from choosing a house, bank, car, university to choosing a president.Readers-

prosumers are included not only in the analysis of journalistic information, but also directly in the process of collecting news: for example, in the Guardian Datablog already mentioned, the editors open large arrays of additional contextual information for joint work. Note that metadata can be used in working with any topic, in any genre, that is, such an approach turns out to be a meta-approach from a methodological point of view. Thus, metadata, computer and network, today become not only a source of information for a journalist, an original tool for creating materials of a fundamentally new format (Sherstyukova,2012) but also a meta-basis for the formation of an actual line of journalistic content formats: from news to reportage, investigation - in all types of digital media and mass media.

To improve the effectiveness of metadata journalism, practitioners suggest basing the story on data that is meaningful to the audience, making the material more personalized, easier to understand and consume from a technical point of view, so that the reader can connect to the communication. (Data journalisim,2012) American analysts also note the obvious problems of this format: for example, potential damage from incomplete disclosure of information; an error in the analysis of large data sets, especially in predictive studies, which undoubtedly becomes a potentially meta-error, which increases the responsibility of the analyst (Oboler,2012), etc. Another problem, despite the obvious potential of using big data, is the growing volume of private personal data and its disclosure, for example through social media, which can violate the rights of citizens. There are also many technical problems, in particular, most of the data currently generated is unstructured and carelessly organized, which can affect the correctness of the analysis. (Anderson,2012)

However, it is precisely this format of content, due to the openness and availability of large amounts of data on the Web that can be used jointly by a journalist and any user, thanks to the possibility of creating and publishing materials on professional online media platforms by the audience, as well as crowdsourcing attracting the reader to search for topics and sources of information , determine the increase in confidence in analytical professional journalistic information; and, as a result, it increases the media literacy of readers, the quality of textogenity of the media sphere. Metadata journalism is becoming an actual potential resource for the development of professional creativity and, in general, for modern media communication, the information sphere means the implementation of communication that forms not just an opinion, but new meanings, knowledge. Thanks to the emergence of a new type of fact - databases - journalism is reaching a new level of functioning in society. Thus, the use of open databases of state structures as a source of journalistic information, which makes it possible to make the interaction of the authorities with the audience as productive as possible, undoubtedly raises the status of journalism.

CONCLUSION

So, the study of the theoretical foundations and first practices of metadata journalism as a phenomenon and process allows us to formulate a working definition: metadata journalism is a set of specific skills for searching, analyzing, visualizing information from digital metadata sources to form interactive formats for a unique presentation of author's analytical content and effective interaction with the audience ; it is a format of actual journalism, a format of media text/media content, a method of its creation, broadcasting, consumption, which can be used as a metamethod and a metabasis for other genres. The study made it possible for the first time to fix from a theoretical point of view a new format for the synthesis of fundamentally different approaches to the use of the fact as the main category of journalism and the possibility of contamination, synthesis, synergy of all types formats genres (Media communication, 2009) of journalism in the search for a new model of media content and the functioning of the media system. This direction in the structure of media activity continues the vector of studies of convergent formats of journalism and, at the same time, is fundamentally new.

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This format (metaformat) of the analytical presentation of content allows, perhaps for the first time, to fix the direction of the formation of approaches to journalism, not so much as applied scientific knowledge, but as a science that has its own methods, presents conclusions that can be verified, and the results can be repeated. Such qualitative changes in media communication confirm the concept of medialogy proposed by the author as a complex science of media the subject of which is media communication.

Also, the presentation of such analytical media content on the Internet makes it possible to develop a new format for consuming media information, deepens the mindset to form the audience not an opinion, but knowledge, which corresponds to the progressive paradigms of the innovation discourse as the next stage of social development. The use of metadata as a resource for innovative development, recorded, in particular, in the EU, allows us to talk about the prospects of metadata journalism in the formation of an innovative sphere, where communicative activity is mandatory, professional communication changes its ontological status, acquiring the features of a field of activity that is equivalent to politics, economics, culture , which allows us to fix the trend of a possible overcoming of the crisis of corporate identity. And, finally, from the point of view of professional creativity, metadata journalism, despite the use of computer, Internet data, can help strengthen the importance of the author's principle, and not technology, strengthen humanitarian, rather than technocratic trends in the development of journalism, since it is interpretation, the choice of the form of presentation content allows you to create original journalistic material based on standard statistical data. Thus, theoretical research in the indicated direction will make it possible to overcome the creative crisis of the corporate identity of modern journalism in practice.

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DATA AS A BRANCH OF JOURNALISM

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ABSTRACT

Changes in society in the XXI century were manifested in journalism as well as in all spheres of society. Data journalism, a new concept in journalism, began to spread rapidly throughout the world's media. At first it was not a good attitude, but later it started to be investigated as a new field for journalists. Studying the history of data journalism is important. The study of data journalism in Azerbaijan coincides with recent times. There is still a need for data journalism education among journalists. In this regard, this article can play an important role. The article contains information about the history of data journalism and the areas where it is used in Azerbaijan.

Key words: data, journalist, mass media, science, analysis, data table

INTRODUCTION

Data journalism is an emerging approach that involves techniques from several disciplines, including journalism, statistics, data science and data visualisation to tell a story about a specific topic. Berret and Phillips define data journalism as: A field that encompasses a suite of practices for collecting, analyzing, visualizing, and publishing data for journalistic purposes. 61% of journalists analyze and use data to create stories at least weekly, a marked increase from 36% in 2017. This means that data journalism is far more common today.

In the classical journalism, let's say that you first interview a person, then you create a story about that interview, or the same with an event, you attend some event, take some photos, obtain multiple feedbacks from attendees and then maybe add you own observation, and finally you have a story to publish!

In data journalism, you do your interview with the data instead, you have a story and you use the data to help you in storytelling. As human being develops, science and practice flourish day by day. Nowadays, we may see new needs in theoretical fields. One of these needs demanded to make a statistical base of news for society. That is what made a need for Data Journalism today. Data Journalism is a specific stage in the XXI century in Journalism. In this period, newspapers, broadcasts have changed its format and have been raised to the new style of transmitting. While information flow is going, we need to see some more details for more news, but sometimes words and reportages are not enough for that. 20 years ago, it wouldn't be sound a lot in the society and even among journalists, but today "Data Journalism" term sounds a lot around of each of us. Data Journalism is the use of key data, elements of news for getting the right answers. By these elements, you may make a picture, interactive model in the paper. In the meantime, it survives the papers and webpages from the mass of words and long textures.

In today's world, statistics show that data on media takes more attention from the audience.More Journalists value this action and consider in the development of the period. Data journalism is like an umbrella. Because it encompasses an always rising set of tools, techniques and passageways to storytelling. It can hold everything from traditional computer-assisted reporting to the most cutting-edge data visualization and newsstands. Regarding the statistics, providing information and analysis helps to inform us all about the important issues of the day. As many consider, data journalism is a future of the field. Therefore, journalists, reporters must be data-savvy. Before you could get any information from even a restaurant.

However, now it's also going to be about poring over data and providing yourself with the tools to analyze it and picking out what's interesting, keeping it in perspective, helping people out by really seeing where it all fits together, and what's going on in the country. Both 'data' and 'journalism' are difficult terms, therefore it requires hard work surely. Remarkable people think of 'data' as any collection of numbers, statistical notice most likely gathered on spreadsheets. 10 years ago, that was pretty enough the only kind of data that reporters dealt with. But we live in a digital world now, a world in which almost anything can be and almost everything is expressed with digits. If we clarify the order, it means not only numbers and letters, and also graphics can be used for showing data. Most people, as well as journalists, think that Data Journalism is a new sort of the field. But it is not as it is seeming. For the first time, the initial version of Data Journalism has been prepared by a number of British soldiers in 1858. This is known as Florence Nightingale's graphics and reports. The diagram gives us the causes or the mortality in the army in the east. However, most people still do accept Data Journalism as an independent part of the field. They ask the question "Stories from data was really journalism?" But they have not met the riposte of Adrian Holovaty. While they have experienced, they began to interest in data journalism, instead of asking dozens of questions. (Alfred H. Mary L.Y., 2019, 36 p.)

In the 19th century, New York squares were the ideal incubator for cholera. The breakdown occurred in the summer of 1832, by the death of 3,000 New Yorkers in a few weeks. In 1849, more than 5,000 deaths could have been correlated with cholera and a full-scale disease. To illustrate the illness this year, the New York Tribune has released a chart showing weekly deaths and weekly deaths. This comparison helped readers to see that the death toll from cholera has increased dramatically over a few weeks after the total number of deaths fell in the last week of 1849. Today Data Journalism as the phenomenon of modern journalism differentiates from initial examples. Most of all, the biggest difference between them is the example that I have shown above had not been published in any newspaper, journal, but in the book. That times having graphics in papers could take lots of money. But the XXI century allows us to use computers to make those graphics in a click and publish them on social media, spreadsheets and other types of media. But now statistics have become democratised, no longer the preserve of the few but of everyone who has a spreadsheet case on their computers, or their smartphone and tablet. Everyone can take on a fearsome set of data now and dispute it into shape. We must highly stress that data journalism is not a completely differentfield, it is just an addition to the classic and traditional journalism. It makes news stronger, more reliable. It does not even change the information and its structure just changes the style of the show. Straight Statistics will give you a thousand samples of reporters who are taking those numbers and running with them in completely the wrong direction, but you don't have to go too far to find common data journalism taking place. Even if it's not formed into the fabric of many of the oldest publications and news organisations, there are plenty of agile independent groups who know what they're doing. Data journalism is all about diverse sources.

It is important to emphasize this idea as a special issue for me: "Journalism is in a great information age". History Hindus can be called the "era", although, in a wider world of digital information technologies, there is a broad consensus that instantaneous data collapse. Despite the fact that it is currently limited, it is noted for at least two major advancements that have accelerated in recent years. First, it provides a large amount and variety of digital data generating increased universality of mobile devices, tracking tools, always sensors and cheap computing warehouses and other possible human activities. A story tells: "In a changing world, consumers combine, look, buy, share, search, create great ways of getting information." "This information layer" mentioned another author: "This is a shadow, it's part of what we live, it's always there, but it's rarely seen." The second significant grade is the rapid development and dissemination of computing, machine learning, algorithms and learning (Anderson C.W.Apos-

tles of Certainty,2018, 162 p.) What is the big opportunity about big data? That may be a questioning process to open a specific time on the subject, but the question is an essential starting point for at least three goals. First, it is the question being asked, whether directly or indirectly, in many policy, scholarly, and professional circles, on many a tribunal at academic and trade conferences, and across the pages of journals and forums in obviously every discipline. This is especially true in the social sciences and humanities generally and in communication, media, and journalism definitely. While investigating the methods of computational social science scholars are also tangling with the conceptual suggestions of digital datasets and dynamics that, in sheer size and scope, may challenge how we think about the nature of negotiated communication.

Data journalist is a specified type of journalist who is working and professionalized on data-based news. Data journalist is able to use data in a professional way. The journalist's responsibility is to find data by using data machines such as social platforms, NGO or governments' bases and etc., to analyze it, making it visible and to finalize it as a story. Before beginning a story, article or even an investigation, data journalist must have a storyline in his/her mind, then he/she begins hunting. The journalist must use some filters and find out for useful information among messy data. He also has to understand what can be an interesting story from the handy data. After finding data, having a storyline in mind, next is to find how to visualize it. Due to the outlet to visualize, you should find out what you have to use such as television, newspaper or magazine, website. Finally, the dataset is ready to be published or broadcasted. There are some types of data journalist due to team size. (Fred V, 2017, 320 p.)Team for one person – One person can work on data due to the tools which allow anybody to work on data like OpenRefine, Datawrapper, Tableau, Google Fusion Tables, CartoDB. Team for two persons – Here one person takes investigation part of the news, and data, another person takes to work on the computer. Team for 4-6 people – These teams can work on huge and different investigations and can bring out more than one story once. Huge teams (20+ people) – These teams mostly work under a separated department of huge media companies. They can have a huge sensation as their numbers. For example, the 2012 London Olympics investigation by the New York Times is a cool sample to that.

Data Journalism came to the stage by the demand of investigations, statistical and number based information. There are three main types of data news: Data-driven news – which is the news directly made on the base of the given data. The News data for investigations – which are not directly news on given data, but the explanation, clarity or investigation of used data for news here. The news that explains data – here the news shows the way that brings to the data. This is for making the pathway easy to readers by journalists. "Great" or otherwise, the computing and determination techniques based on data accumulation, investigation, and performance have a unique resonance to understand the junction of communications and technology at the moment. What then is important for journalism? Until now, there is no shortage of reports on the results of technological changes for key aspects of the collection, filtering and dissemination of report; Furthermore, has been written about such differences and their influence on their journalistic companies, business types, delivery ways and viewers. Additionally, media starts to give familiar attention to the performance of Twitter, as well as the performance of data in journalism, as well as common understanding in algorithms, computer codes and information meaning, experimental and expert reviews. Data journalism is a new trend for Azerbaijan and its journalism. We literally could say that there is no known serious sample of data-driven journalism today in any types of media. However, we could say there are initials for us. The first and the most important thing is data graphics show the statistical information by the help of pictures. It is not for only design, but also for complete information. Data can be shown without it. But the illustrations, graphics and pictures are a too old and known thing in our publicist. Today Azerbaijani Media is not using graphics, but as we

mentioned, data is not only pictures, and graphics, it is numbered mostly.(Azerbaijan Data Organization)

Data journalism was most needed in Azerbaijan during the Second Karabakh War. TV channels were already giving information about the war through data tables. In these tables, the presentation of statistical data of the processes, losses and events of the 90s and today through the tables conveyed the events to the audience in a What is important in data journalism is to build a database that compares local or foreign information related to that information after clarifying the information. No further information is needed after providing comparative figures. Everything is already in front of the reader's eyes. the reader makes the decision. Data journalism is simply reporting information.

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DATA JOURNALISM IN FOREIGN PRESS

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Abstract

Data journalism or data-driven journalism is a journalistic process based on analyzing and filtering large data sets for the purpose of creating or elevating a news story. Data journalism is a large amount of pre-processed data, usually presented in a visual form. The result of the work of a data journalist can be a table, graph or diagram with a link to the source of information, accompanied by an explanatory text, the volume of which is relatively small. Despite the fact that the term appeared less than 10 years ago, examples of works that can be classified as data journalism projects date back to the 19th century. S. Rogers, author of The Sacred Facts, creator and editor of the Datablog blog at The Guardian, credits an article published in The Guardian in 1821 with a list of Manchester schools as the first example of a data journalism product. and Salford, indicating the number of pupils of various categories.

Key words: data, journalism, information, technology, datablog.

INTRODUCTION

Data journalism is a new direction in journalism, the essence of which is to build news around data, hence the name itself. Sometimes journalism information is called "data journalism" (from the English "data"). Data material is an infographic, graphic, map or table, accompanied by small text explanations, designed to help the reader quickly navigate and direct his attention in the right direction. The creation of such material is preceded by the search, analysis and processing of so-called "open data" - that is, data that can be found in the public domain on the websites of government organizations. The journalist processes them on a computer, extracting those that he needs to achieve his goal, and cutting off the unnecessary ones, and then using visualization tools creates the final material. Thus, the main goal of data journalism is to convey to readers reliable, objective information presented in the most convenient way (M. E. Lisitsin,2016, pp. 15-19).

The emergence and design of data journalism as an independent genre was the fact that, due to the development of the Internet and information technology, a large amount of statistical and other data appeared in the public domain. Data journalism works with numbers – it's the numbers that tell the story (Simakova, S. I. 2017, pp.166–171). So what is data journalism? This is a generalization and comparison of a large amount of data. Data can serve as a tool to reveal and show a journalistic story, can be the foundation for it, or can perform both functions at the same time. Speaking about the history of the emergence of this phenomenon, the first example of data journalism is unequivocally called an article in the British The Guardian, published back in 1821 (that is, published in the very first year of the publication's existence). The study, which was conducted by the publication, examines the cost of higher education in universities in Britain. For clarity, the authors prepared tables in which they indicated the price of education in each educational institution. The work received positive reviews for being the first time in journalistic practice that "openly presented all the data for the readership."

The terms "data journalism" or "journalism data" are already in everyday use. However, behind interactive spectacular graphics and colorful visualization, the most important thing is often lost - a clear story. To tell it correctly, you need a specialist, not just a journalist, but an analyst and even a technician; and open information, preferably in "machine-readable" format, at least in Excel, so that the file can be uploaded to the platform and analyzed.Unfortunately, it is still dif-

ficult to find a combination of these two factors in our region; journalists have tried their hand in this direction, and there have been successful projects. But it is too early to say that data journalism has become a separate genre. Although in conditions when state and even independent sources refuse to provide journalists with the necessary information, they do it incompletely or distort it, it is the work with open figures that could be a real salvation for high-quality and objective journalism.The first time you look at a dataset, it's hard to know what to look for. To find the story in numbers, Eva Konstantaras, Internews investigative journalist who specializes in data journalism, offers several methods for revealing the story in her tutorial:

• develop a hypothesis, and then with the help of data to refute or confirm it;
• identify trends and contrasts;
• find indicators that are too high or too low, which may indicate violations;
• By comparing databases, find invisible links between different structures.

Data journalism is history and journalism. The principle of data journalism is that the material is not built around a news occasion and phenomenon, but around statistics, figures, summaries, reports and other reference information.

The British Guardian datablog is an acclaimed (Borges-Rey, 2016; Knight, 2015; Stalph, 2017) exemplary example of contemporary European data journalism. It was created in 2009 as a separate section of The Guardian by journalist and later its editor S. Rogers. Materials based on big digital data are published regularly, which illustrates the growing demand for such information. At the same time, as M. Knight, a researcher of British data journalism, notes, the publications of the Guardian Data Blog gravitate toward the variant of the "complex form of data journalism" (Knight, 2015: 69) - multimedia convergent content that includes textual and visual components (according to the author's 2015 content analysis of UK data journalism publications).

The New York Times is one of the most technically and technologically advanced American print publications, which is one of the first to create publications based on new digital data formats: in 2012 it launches the Year in Graphics project, 5 presents major events of the year (US elections, Olympics, hurricane devastation, etc.) in an interactive visualization format. The New York Times declares 2013 the year of interactive storytelling, within this framework, the publication launches the Data Visualization project. Each year, The New York Times journalists create interactive online projects powered by big data as part of a series of publications entitled "A Year in Interactive Storytelling, Graphics and Multimedia". Since April 2014, data journalism materials have been placed in a specialized news section - Upshot, created by Pulitzer Prize winner D. Leonhardt. A comparison between The Guardian and The New York Times publications and data journalism publications in specialized sections shows that publications based on big data have less thematic and genre diversity than publications in general. The publications of The Guardian and The New York Times are mainly devoted to politics (24 publications out of 126), culture (19) and sports (13). Some of the articles cover the topics of crime (8), economics (7), technology (9), healthcare (6). Several publications cover events related to natural phenomena (3) and social issues (3). About a quarter of publications (33 out of 126) cover other specialized topics that are not included in the classifier.Thus, a significant part of the materials is devoted to fashion (6), science (5), travel (3), issues related to real estate (3), leisure activities (2), food (2), etc. Three obituaries were also included in the sample. Such a variety of topics in the publications of classical journalism clearly emphasizes its difference from journalism, the materials of which are based on big data. The publications of traditional journalism are also diverse in genre. Most often they are presented in the form of an extended news, an analytical article, a report, a short news, an interview. Less common: review, commentary, review and portrait. There is no media yet in Azerbaijan that could declare data journalism as one of its main genres, however, examples of such journalistic work are already

not uncommon on the pages of printed publications and on the Internet. Journalists themselves are not accustomed to assigning such materials to any particular genre, although working with data arrays is becoming very common.

The main role of a journalist is to see something meaningful in the midst of the growing noise of information. To do this, you just need to carefully analyze the data. The development of data journalism is impossible without open information at the state level. As you know, the main source of information for data journalists are databases that have been accumulated in various state information systems. If you ask journalists about their main problems, then, among other things, they will name the lack of access to information. Official sources in Azerbaijan try not to communicate directly with journalists, and send replies to inquiries; some are afraid to oppose government policy and voice criticism even anonymously. As a result, journalists simply have nothing to work with. It would seem that in these conditions data journalism should come to their aid, but, alas, there are few specialists who can work in this direction in the republic. In fairness, it should be noted that government agencies are also in no hurry to share open data that data journalists can work with on their websites. Under these conditions, journalists have to work with what is at hand.

Azerbaijan conducts courses and trainings in data journalism, which train journalists to work with large amounts of information and teach them the necessary set of technical skills. A good analyst needs to be taught "journalism", and it would be nice for a journalist to master some methods of analysis. There is a Data Science Academy in Azerbaijan. The future of data journalism or journalism data is the future of journalism.

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DATA JOURNALISM ON AZERBAIJANI TELEVISION

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Abstract
Data journalism, which has a special place among modern trends, is based on new opportunities and digital information. The characteristic of data journalism is to use digital data not as a tool, but as a main source for the formation of a subject, concept and key. At a time when the demand for open databases is continuously increasing, international companies are looking for professionals who reveal information and make it real. The article deals with the characteristics of data journalism and its application in Azerbaijan. According to the result of the research, data journalism has not achieved the desired level in Azerbaijan. There are many reasons, the main reason is the market standing not on free form, but on a budget. The activitie of media organizations that pay attention to data journalism are investigated, characteristics of their activity are researched in this article.
Keywords: data journalism, open data, journalist competencies, journalistic education.

INTRODUCTION

Modern trends also change the information environment. Sometimes, due to the abundance of news, even the most important, actual, serious information cannot be transformed from potential information into real information. The immediacy of the Internet world creates the ground for new opportunities. With the emergence of open data on the Internet, a wide database of open digital data was formed in the media sphere, and media content became digitized. What distinguishes data journalism from traditional and online media is its reliance on new opportunities and digital information. Data journalism based on data is not just a collection of numbers in tables. Data journalism makes it possible to write detailed news using infographics. It is necessary to use a wider range of data to provide a deeper view of what is happening around. Writing research based on facts and figures makes the journalist's job easier (Natalya, 2021.).

Data journalists are needed as a working group, not only in the media, but in all fields. The demand for open databases is constantly increasing. International companies are looking for "meaning makers" - professionals who bring information to life. Organizations, government agencies provide databases on their web pages. The peak of digitalization means great opportunities for journalists. Data journalism offers journalists new and exciting ways to tell stories.

The first journalistic material using data dates back to the 19th century. In 1821, a list of schools showing the number of students of different categories was published in "The Guardian" newspaper, authored by Simon Rogers. Based on the comparative analysis, the author determined that the real number of students receiving free education is higher than the official data (Data journalisim, 2012).

And in 2006, American journalist Adrian Golovaty came up with a text that defines structured, machine-readable data alongside traditional text. (A fundamental way newspaper sites need to change).

1. Data journalists

The peculiarity of data journalism is that digital data is used not as a tool, but as the main resource for the formation of a topic, concept, key. Data journalists analyze data, think of visual solutions and publish information that is richer and more transparent. In this type of news, the information sources are open to everyone, thus increasing trust in the media. Considering these factors, news televisions give more preference to data journalism. "Data journalism is deeply rooted in the media as a field with an open source culture. The most important factor for successful data journalism is the journalist's sense of what is relevant and interesting. (Almaz,2021)

When working with data, data visualization is the basis. In other words, the information of the eyes and brain is processed efficiently, effectively and accurately. According to Andrey Dorojny, curiosity and the habit of looking for topics everywhere helps a lot in work: "We have to look for topics everywhere, in ordinary things. When working with information, it is imperative to question every nuance, double-check and not hesitate to turn to experts." (Data journalism, part 2. Features of data journalism in Russia and its future; where and how to study data journalism, where to work,2021).

A data journalist needs both traditional journalism and technical skills. In addition to interesting content, critical thinking, the ability to process information, the habit of clarifying, and writing in simple language, mathematical knowledge, statistical data collection and analysis, the ability to visualize information, and design principles are also essential. Although most media organizations consider technical skills a mandatory requirement for a data journalist, it is a fact that many large companies have a dedicated department dedicated to this work. The problem is that since the employees of this department are technicians, sometimes, in their words, a small mistake causes a significant change in the data. Some researchers think that knowledge and skills do not make a journalist a "universal soldier", the main thing is that the journalist understands the goals and tasks of the subject and follows professional ethics. (Makarova, № 4 (38)).

Data and facts are the basis of data journalist's activity. "The purpose of facts is multifunctional: they can become the basis of an informational message, they can act as arguments and evidence based on evidence" (Kim, 2004. S. 186)

Media organizations prefer data journalists, not journalists who fill airwaves and web pages with low-value information. Journalists also need to keep in mind that data is not always comprehensible, and without more accessible data, audiences will reject it. Working with data means stepping into vast and unknown territory. (Mark Coddington, 2015). Putting raw data into the right form requires special skills. Journalists no longer have to work with old ways of working, but with new tools. The Guardian, the New York Times, the Texas Tribune and Deeside are already considered pioneers.

2. The importance of data journalism

Data journalism is gathering open data and turning it into news. Open data allows you to empower your audience, help small businesses, and in short, create positive, constructive value. Statistical literacy benefits from open data (Open data,2021). Journalism is going through a new era of development based on data. Data are not just statistics - migration data, diseases, political polls, financial reports. With the digital method, photo, video, and audio materials also gain an audience as a form of presentation of data journalism.

Arguments against presenting all data as open data include: Since then, many approaches have been developed, standards, advanced technologies, and tools have been developed to deal with data and its presentation. On the other hand, information has already started to have a public character (Open data, 2021).
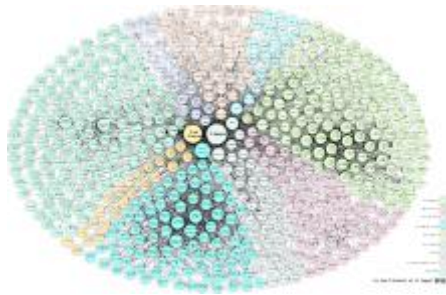
Open data and software open up new opportunities, and a number of interesting projects that present data and visualize it are emerging. The reports prepared by the "Periscopic" organization in the USA, which specializes in this field, from open sources have revealed the serious importance of Data journalism in the United States. The US Federal government already agrees with the reports of Data Journalism. For example, "Periscopic" conducted a detailed investigation on the basis of open data and determined that there are significant differences in the amount of compensation awarded for the same accident at the production site in 2 separate states of the USA. The organization, which revealed that the amount of compensation for an injured worker in Alabama was 49,000 dollars, and for a citizen from the state of Georgia was 118,000 dollars, conducted an extensive investigation based on open data and presented the results to the government. The government, forced to agree with this report based on data journalism, decided to equalize the amount of compensation in all states (Oruc, 2018)

3. Development of data journalism in Azerbaijan

Media is forced to come to terms with the information technologies of the time, while maintaining its principles. It is important for him that journalism does not blindly form new rules, killing the communication science of personnel with high practical skills. For media today, data science is important for a number of drivers.

- Constantly analyze numbers to understand and improve customers (readers, viewers and listeners).
- Empathizing with the new era as a bridge function in the transition of the shadow economy to the liberal market within Azerbaijan
- In order to be competitive, innovations can be based on numbers and survey data.

Before the development of social media, the ranking was formed only on the basis of a certain number of requests, which today has reached its breaking point. In particular, the issue of transparency of the ratings received by television stations has come to the fore, which cannot be done via satellite, so new media prefers to obtain and measure information through the reacti-
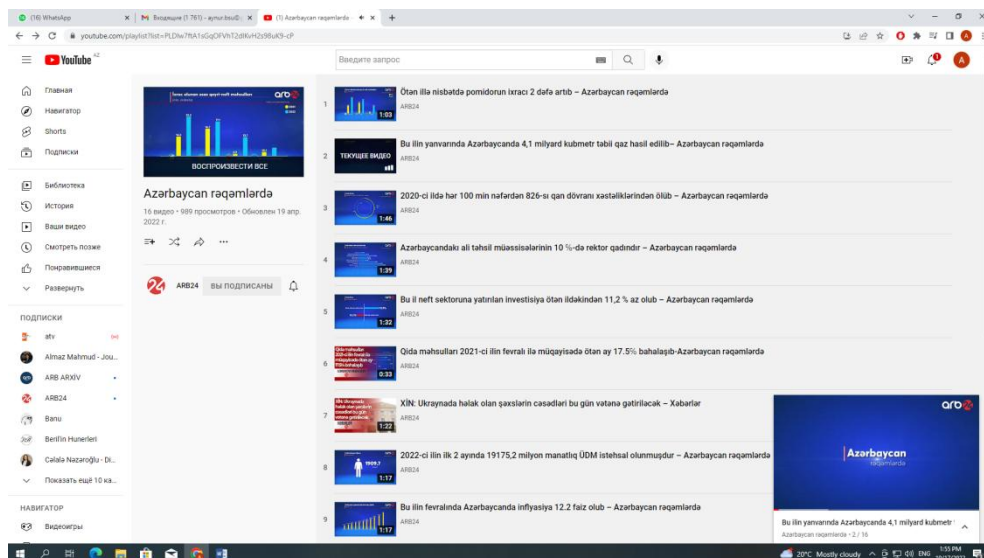
ons and personal accounts of viewers. The YouTube platform has now become an alternative source of income for television channels in Azerbaijan. Currently, Azerbaijani television channels receive a monthly income from a minimum of 1,000 to 20,000 dollars. Also, the transition to new platforms is related to the smart operation of the TVs themselves. The replacement of satellite television, internet television, radio and print media by websites requires that those working in this field know the data field. For example, advertising on any website, radio and television depends on its IP, frequency of listening and audience reach. For example, today newspapers and television broadcasting valuable and important analytical material take little or no advertising. However, such platforms, which attract audience interest, can increase their advertising budgets quite a bit. In this direction, data comes to the aid of the media organization that broadcasts that professional and analytical material.

So, what information and directions should a data journalist learn?

- Excel
- SPSS
- SQL
- Power BI
- SEO (keywords)

In our country, the development of data journalism has not reached the desired level, as the media suffers from the analytical point of view. There are many reasons for this, but the main reason is that the market is kept afloat on a budget rather than a liberal basis. In the near term, most of the opposition media covered the analytical data, and the balance was not preserved here. A journalist engaged in data journalism should first of all specialize. It is very unfortunate that specialization in media education centers is only in the fields of journalism. But it will be more correct if it is carried out in practical professions and new fields. If there was specialization in economy, politics, culture, content and other directions, today's data journalists could work actively in the calculation of "material and moral damage to the economy of the country with the culture of Karabakh", as well as in other directions.

Which television in Azerbaijan gives place to data journalism? For the first time in the Azerbaijani television space, when ARB 24 television was a channel specializing in economics, it developed products that meet the requirements of data journalism based on analytical reports for the country and the world in its "Azerbaijan in numbers" and "World in numbers" projects.

The infographic release "Numbers" reflected various statistical information. The last official figures announced in statistical data, comparative analysis of figures for different years, changes recorded in the indicators were given. The source is mainly the State Statistics Committee, statistical websites such as "www.statista.com", "Our World In Data", "Worldometers", various state and non-state institutions (for example: the State Statistics Committee, the Ministry of Energy, Center for Analysis of Economic Reforms and Communication of the Republic of Azerbaijan, State Oil Fund of the Republic of Azerbaijan), as well as It was prepared based on the figures announced by various companies and institutions of the world ("Meta", "Alibaba", "BP", "Netflix", "FAO").

The figures reflected Azerbaijan's economic indicators - GDP production, population income, trade turnover, export and import indicators, energy production, various indicators of the state budget, production figures in various fields. In addition, information on the income and expenses, losses, and the number of users/consumers/subscribers/customers of world companies was also given. A comparative analysis of the indicators with the previous month/quarter/year was carried out and the observed changes were noted.

Forecast figures were prepared based on monthly, quarterly, annual forecasts of state institutions, international rating agencies, the World Bank and other institutions/companies on the economic development of countries, inflation, energy production, income and expenses of companies.

The numbers also included statistics related to special events/dates. The results of Azerbaijan at the Summer Olympic Games, the athletes who won the most medals, the records of athletes can form the content of the numbers. In addition, there are also "Figures" prepared on the basis of the amount spent on "Black Friday", directions of expenses, consumer indicators recorded in the New Year in the countries of the world.

During the war and post-war period, the content of the numbers was changed. The indicators related to the destroyed military equipment of the Armenian army, the work done in the liberated territories, the economic potential of the territories, the population, employment indicators, agricultural potential are also used. As for the structure of the figures, the title where general information is given, sub-heading with more specific information and pages with statistical indicators are given place. Figures with more pages, i.e. more indicators, have a longer timeline

However, taking into account the above-mentioned concept of the market, since TV works without ranking, it preferred the mass - that is, the news flow. Currently, it has become a channel that provides only news in all directions. Although this is a suitable direction for data journalism, the quality has decreased for other reasons. Here, the most important point is related to directing specialized personnel to other jobs and involving them in projects. Another project of ARB 24, the margin.az site operates with infographic materials and a number of references to data media (Margin.az,2021).

The news portal presents economic and business news. The main source of news is local and foreign media. The portal mainly hosts economic news, reports, infographics, and statistics.

Margin.az operates in Azerbaijani and Russian languages. The information portal provides analytical materials as well as news related to economic processes. Margin.az presents the news and price dynamics of the world stock market online through live charts.

RESULT

To become a data journalist, it is important to:

- a journalist must specialize in some field. This is economy - finance, energy, etc. it can also be tourism, culture, sports, politics;
- Getting to know the concept of data science, learning Excel and Power BI at a minimum level;
- faster delivery of news today is not the job of journalists, but of employees with practical habits, journalists should look, see, analyze and conduct analysis;
- subjects should receive a statement from an expert to prepare a report, and should not steal his opinion, the information should be analyzed and written, at least on the basis of numbers, and the opinion should be obtained while waiting for the balance;
- Teaching data journalism should be practical. For example, analysis of the balance sheets of the State customs committee, banks, and companies on the economy should include figures and data analysis.

If a media worker wants to work as a data journalist, as well as business analytics, product manager and does not want to deprive himself of jobs, he should study in a different direction to specialize.

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MASS COMMUNICATION

NOTE

MASS COMMUNICATION // Media Literacy

JOURNALISM
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THE NEW MEDIA LITERACY

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ABSTRACT

The impact of the media on society it is an indisputable fact. This effect provides staged through messages. News media should not be considered as providing informational messages only. The media conveys messages to the eneral public and interest groups through political and ideological power. Posts this to read correctly, understand, and to analyze and nterpret the concept of media literacy was created. Historically media literacy is a new phenomenon.

Traditional media aims at analyzing the content of the messages that conveys to society. Technological developments have now led to the replacement of traditional media with new media. Therefore, the messages submitted to the community through the new media should be analyzed. This is a very important phenomenon because the development and impact of digital media in a short period of time has reached an even higher level than traditional media. This study was carried out in order to determine the academic equivalent of new media literacy and contribute to the formation of social awareness beyond traditional media literacy.

Key Words: Media Literacy, New Media Literacy, Social Networks.

INTRODUCTION

The concept of the world changed by the invention of the printing press is considered the beginning of a "new" way for humanity. This concept, which has an impact on our days, is of considerable importance in the context of the modern paradigm that predicts the course of history. Mechanical printing technology, which is the main architect of this change, has been an important determinant in the formation of the modern paradigm (Kologlu, 2006, 16-17). The fact that written materials can be printed quickly and multiple times has given rise to the possibility of social use of information. In this way, the monopoly of the church and educational institutions, which can be considered an extension, was broken and the people's interest in writing was established (Batush, 2000, 71). The emergence of newspapers had a great impact on the spread and consolidation of this concept. Until the 19th century, asin, which aimed to give more news and/or information, started to become an effective force in the political, economic and ideological environment from the 19th century. This activity of the press continued to increase in the twentieth and twenty-first centuries. (Lazar, 2009, 9-10). At the current stage, it is seen that technological innovations are very effective in culture and/or change. In this context, the research conducted on the field of communication reveals that communication tools have their own universe in terms of influencing society. This effect manifests itself in the form of political, economic, social and cultural activities (Gungor, 2016, 210-211). Communication activities, by their very nature, do not simply transfer data. There is always a subtext with the transferred data. McLuhan's analogy of 'the medium is the message' is the simplest expression of this. Organizations with different meetings that deliver the same message to the recipient using the same mass communication channel affect the content of the message in a way that conforms to the current broadcast policies. The feature of the vehicle being a message goes a little beyond it and makes the situation even more complicated. When the same message is transmitted via newspaper, magazine, radio, television or the Internet, it reaches the recipient with different subtexts due to the structure of the medium. This characteristic of the message is the language used as well as the medium used shows that it is just as important. First, the message formed according to the roadcasting policy of the broad-

caster is covered with a second layer of meaning according to the characteristics of the tool used immediately behind it (Gungor, 2016, 183-184).

Thus, receiving, analyzing and understanding the message becomes even more difficult. This feature of mass media reveals the importance of media literacy.

In the study, the stages of turning the concept of the press first into media and then into new media in the historical process are evaluated. With the concept of the press, the social impact of the traditional media was discussed in the context of the topic. Then, the process of formation and development of media literacy in the world and in Turkey was analyzed by referring to the conceptual definition and scope of media literacy.In addition, the way of perception and goals of media literacy have been tried to be shown in the lines along with this concept. Finally, new media literacy was discussed, and the social relevance of communication technologies in the context of new media literacy was emphasized.

1. From the press to the media

In the beginning, the press, which manifested itself as a written printing group, gained auditory and visual dimensions in the twentieth century. After this period, radio and television were added to newspapers and magazines. The diversification of communication tools from the technical point of view and differentiation from the point of view of operation has brought the concept of "mass communication tools" to the literature. Communication studies, especially in the United States of America, which were seen intensively in the 1930s, were aimed at investigating the impact of mass media on society. These studies evaluating the impact of mass media on public opinion from an osiological point of view continued after 1950 in a context where statistical data was concentrated (Morva, 2013, 154). At this stage, researching the effect of visual media beyond the print media, theoretical developments were started to be created in line with numerical data, and social engineering activities were put into use in the sociological field (Rigel and Caglar, 2009, 9-10). Communication researchers focus more on television, which allows visual broadcasting to be delivered to homes by streamlining it. It is the period when the effects of television, cinema, cartoons and advertisements on people are investigated. In the research conducted on the topic, the measurement of the impact of television, especially on children, occupies an important place (Gungor, 2016, 70-84). The 1960s and 1970s were spent almost all over the world with the magical touch of television that added color to life. After 1980, the growing influence of globalization and neoliberal economy led to drastic transformations in the field of broadcasting and broadcasting. From this period, the classical structure of the summer world has completely changed. The desire to use the power of the media by the economic power centers, which are the invisible partners of the government, has led to the emergence of a new structure; international companies operating in different fields have started to exist in the field of press as well (Bulbul, 997, 44-5). As a result of these participations, the structure classically known as the press became a holding company, taking a new form under the name of media. In this regard, power centers that have achieved significant success have turned the media into an active mechanism for directing public opinion (Chomsky, 2008, 11-12). The media has become so powerful in state management that the principle of separation of powers, which is accepted as a criterion for being a democratic state, has been defined as the 'fourth power'. With the introduction of the Internet into the field of communication, the media's interaction and influence on public opinion has increased even more.

2. From manipulation to virtual

Mass media such as newspapers, magazines, television and radio began to be called traditional media less than a century after the innovations in the field of press and/or media. Because the era is now the era of the Internet and the virtual world. In particular, the fact that new generations prefer digital platforms instead of traditional media for communication has been ef-

fective in changing the concept of media. This era, which is called the information age, is no longer the era of those who work hard, but those who are visible in the digital environment and actively use social networks (Saruhan, 2018, 9). The phenomenon described by Guy Debord (1931-1994) in his book Society of Spectacle has been realized by gaining a global perspective. Now the one who thinks the most, works the most, and produces the most wins. The most important thing is that this apparition is not a physical apparition but a virtual apparition. Jean Baudrillard's universe of "simulation" has become the center of life.

2.1. The charm or ambiguity of the new

The Charm or Ambiguity of the New Everything that is new brings with it innovations. A new opportunity, a new perspective, a new understanding, a new interpretation. And man is psychologically inclined to the new; he is quickly attracted by the new (Cakmakcı, 2018, 80). With the development of technology, communication forms and media activities have also received their share from this innovation. Innovations brought by new media, digital media or social media have influenced individual and social life more and more. This effect continues to increase even today. Since the 1990s, a new mass communication tool and domain has emerged globally: Computer technology and the Internet. It is an indisputable fact that the media, which in its traditional period was a highly effective structure that could easily guide the individual and society, has become much more effective with information technologies and the Internet. Therefore, it seems impossible to understand that this structure will not be used by the power and interest centers that hold the power. Studies show that the political, economic, social and ideological use of traditional media reaches much more advanced dimensions in new media (Saruhan, 018, 129-139). Despite the fact that a long time has not passed since the beginning of the use of the Internet, the speed of its spread and popularization increases the degree of its individual and social impact. Therefore, men or groups who want to reach the community provide this activity much easier and faster than before (Gezgin & Iralı, 2017, 14).

3. Media literacy

Many men who work on communication have defined media literacy. The basic concept of media literacy is the correct analysis of messages sent to individuals and society through mass communication tools. In its simplest definition, media literacy is the media. It is a restriction and/or a set of educational activities aimed at improving the ability to analyze the data presented (Jols & Thoman, 2008, 11). The topic begins with literacy, which is a cultural phenomenon. The selective cultural approach makes a direct connection between human cultural development and literacy (Gungor, 2016, 376). Some researchers consider television and cinema as visual literacy, and the Internet as computer literacy. From this point of view, media literacy is defined as media exposure and interpretation of the meanings of encountered messages (Alagozlu, 2013, 3). At the same time, some researchers based on the idea that the world presented by the media to society is not the truth itself, define media literacy as the ability to access, analyze, evaluate and communicate messages in written and non-written formats (Simsek & Turkoglu, 2016, 19). Simply put, media literacy is seen as the audience's ability to access media texts, perceive, understand, and analyze the messages that make up the content of the text (Gungor, 2016, 375). Media literacy, process; It is considered as a holistic movement towards conversion in favor of the user, consumer and/or citizen and an awareness that should last a lifetime (Jols & Thoman, 2008, 14-15). Media literacy is usually practiced in two main areas. The first of these, which we can call the protective method, is the control method of the state through laws and sanctions.

4. New media literacy

Azerbaijan has lagged behind the so-called developed countries in terms of media literacy, but

it is seen that there has been a breakthrough in the last 6-7 years. Legislation plays a major role in bringing it to the agenda again today. One of the main problems in media literacy is that it is not considered as a lesson or a leisure time activity and the necessary importance is not given (Taskiran, 2007, 101-102).

Media literacy is considered as a lifelong awareness training by communication researchers working on the subject (Jols & Thoman, 2008, 15). In addition to being used to keeping traditional media literacy on the agenda with the support of the state, it is striking that there are great deficiencies especially in internet-related issues (Alagozlu, 2013, 80-81). The current understanding of media literacy and education curriculum, where studies are insufficient, is based on creating literature and educational practice on the field we can call traditional media, especially television and newspaper. However, the new media that emerged with the internet is becoming much more common and effective than the traditional media. The general opinion of international organizations, non-governmental organizations and the academic community agrees on the fact that the internet is a fundamental right of communication and that this right should be used consciously. Therefore, internet access and use is considered as a third generation constitutional right and need (Simsek & Turkoglu, 2016, 48). While meeting this need and granting the right, the way to use the internet competently is to raise awareness and make it competent through education. With the internet, whose access and use is considered a right, many innovations have entered daily life. At the beginning of these innovations, the mass used in accessing the internet communication tools are the means that present the visuality directly. So much so that, as a result of an increasing momentum since the second half of the twentieth century, the visual 'power' that can enter every home globally via television has succeeded in entering almost every 'pocket' with computers, tablets and smart phones. This power is digital language considered online content. Unlike traditional media text, digital language has a structure that can change instantly. This language, called hypertext, contains multi-layered and chaotic features. In a virtual environment where many users are active at the same time, you can move quickly. The effect of these audio and video texts, which have the ability to edit and/or change, is so great that it cannot be compared with classical texts (Binark, 2018, 20-21). It is not difficult to estimate the severity of the situation, especially considering the 'vital relationship' established by those born after 2000 with technology. On the one hand, the ever-growing structure of the internet in every field and on the other hand, the problems that arise at the point of control turn the virtual world into a whirlpool into which the user, consumer and/or citizen are drawn. On the other hand, the fact that people who are drawn into this vortex are formed by their own will carries the problem to an even more interesting dimension. The American linguist Noam Chomsky explained the legitimation of the state's actions by using many means with the concept of "consent production". In today's world, this production is not created by the state, but by the citizens. In the virtual world, there is "consent production" rather than consent production. It is seen that identities and personalities are eroded after the 'virtual culture', which is formed on the basis of individuals revealing their privacy to the public with their own consent, that assets are nothing but signs, organic integrity is lost and turned into synthetic, virtual components (Cakmakcı, 2018, 53). Media literacy and new media literacy are two related phenomena. Its new emphasis stands out as a necessity. Because we are in a new culture and there are negatives as well as positives brought by this new situation. In order to fully understand new media literacy, it is necessary to know the concept of new media. We can define new media as a type of media that includes communication technologies called internet and/or mobile networks, apart from television, books and radio (Binark, 2018, 19).

The innovation feature here is due to the fact that it consists of new tools such as computers, mobile phones and tablets, apart from traditional mass media. The biggest difference of the new media from the traditional media is the speed and the interactive effect. This feature is defined online (Binark, 2018, 21). It is in interaction with the transmitter. This situation presents risks

as well as opportunities. New media literacy is a type of literacy on how to use these new opportunities and risks. It is a type of currying that emerged in order toraise awareness of the user in new media environments and to become an active citizen. With the changing, or rather, the renewed media, our literacy needs and interests are also changing and being renewed. This quest is the starting point of the concept of new media literacy (Gezgin & İralı, 2017, 298).

5. Conclusion and recommendations

If we need to make the subject more clear, new media literacy is the whole process of acquiring the skills of reception, analysis and reproduction of messages conveyed to the individual and society through mass media called new media. New media literacy should be considered as both using new technological devices in the context of mass media
and producing quality content through these tools. Literacy is the process of making decisions as an active subject by using critical reasoning skills when the user reads written texts. Media literacy is a type of literacy that evaluates this awareness and awareness, the ability to think and make free decisions, through media texts. The aim here is to create the ability to analyze media texts, both visual and audio patterns. While gaining this ability to the individual, awareness is created about what media texts produce, what they serve, and whether it is an industrial production. Media literacy also brings with it the ability to use mass media correctly. Because the correct use of mass media is a part of media literacy. There are some basic problems in front of the effective implementation of media literacy. The most important of these is that media literacy is perceived as a lesson or leisure activity for secondary education only. In order to get effective results, this perception should be broken and the awareness that media literacy is a lifelong awareness process should be established. However, studies in this field cannot go beyond a vicious circle at the point of academic definition. Therefore, academic achievements cannot be translated into action and/or practice. On the other hand, the fact that media literacy activities are carried out by the government carries the danger of bringing the issue into political engagement. One of the biggest universal criticisms about media literacy comes from this aspect. In order to overcome this problem, non-governmental organizations and citizens need to approach the issue seriously and fulfill their responsibilities. Everything that is mentioned for media literacy also applies to new media literacy. Because new media literacy is in a position to affect the individual much more than traditional media literacy. In addition to situations such as speed, prevalence, timelessness, lack of space, and lack of control, mass communication processes or media called mobile technologies or new media technologies transform the individual into both a broadcaster and a participant. This is one of the main points that separates traditional media and new media. New media is an interactive environment in which the individual contributes personally. The user uses the opportunity of timelessness and spacelessness provided by the digital environment for media production without experiencing time and space problems according to his own convenience. This situation allows people to reproduce media texts beyond their ability to analyze media texts. In short, at this stage, the new media makes the individual one of the chief culprits of the situation by including the individual in media production. While the texts in the traditional media are created independently of the individual, in the new media, the individual is a direct part of the created text. This extraordinary feature of the new media increases the importance of media literacy even more. Therefore, it becomes much more important for the individual to be a conscious media user. New media transforms the individual not only as a user and/or consumer in the sense of participant, but also as a producer and publisher.

The transformation of the user into a producer and publisher brings into account the nature of the media content that emerges naturally. When we look at the actions of the young generation on social media, it is observed that they approach all kinds of issues humorously and/or magazinely. It is another issue that it is observed that these people, who act with the same un-

derstanding, completely reverse the concept of privacy. The individual does not feel any discomfort from presenting himself as a material for popular culture, on the contrary, he does it with great enthusiasm and enthusiasm. The fact that the content produced and shared is far from reality as well as devoid of human values is another problem. Pretentious posts for luxury, wealth and pomp are proof that we live in a virtual illusion. Individuals share not what is, but what they wish to be. It is not considered whether the content produced makes any contribution to social life or whether it observes human and/or democratic values. The individual is in a system that is indexed to being produced and consumed in a very short time. New media is a simulation space where the real is sacrificed to the virtual, where colors and effects are used to cover and hide. Therefore, individuals share and communicate through the programmed interface in the virtual environment. However, the environment in which the individual exists is the virtual environment and his relationship with reality consists of an image or a symbol. As the image or symbol disappears, the existence of the individual also disappears. In short, the individual who thinks that he/she actively participates in the new media experiences a great illusion. At this stage, the individual becomes a two-way object by transforming into a mere operator. While the system turns the individual it has reduced to the user into an object, the individual who is tempted by his sharing experiences the illusion that he is the subject and becomes the object of his desires. Every innovation brings risks as well as benefits. Communication technologies are not free from this, and therefore, innovations in this field carry risks as well as benefits. New media literacy is an awareness-raising activity aimed at minimizing risks, carelessness and indifference while using the benefit here in a good way. The awareness gained will lead to the application of the logic of operation and correct use of new media technologies and tools. The individual needs to learn and practice the conscious use of mass media in order to turn negative developments in the virtual or real environment in his favor.

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MASS COMMUNICATION//
The Latest Trends in New Media Journalism and Mass Communication

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CONTENT AND BASIC FUNCTIONS OF
MASS COMMUNICATION

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Abstract
What is the concept of "mass communication" that has been the most noticeable, talked about and written about in recent years? What subject and process do we mean by this popular term of the modern information society? What is the position of mass communication as a social institution in general communicative processes and what functions does it perform?

The article answers these topical questions. First of all, the author explains the essence of the concepts of "mass communication" and "communication" and the application of these terms. Then the functions of mass communication defined by UNESCO are explained. The article analyzes the philosophical essence of mass communication, individual-social aspects, its mission of informing the society on the basis of concrete points. The content and main functions of mass communication

Keywords: communication, mass communication, information, communicative process

INTRODUCTION
What does the introduction or concepts mean?

The social conditions created by the period of urbanization and industrialization, which is a special stage of human history, necessitated the formation of mass communication tools in the life of society. After book and newspaper printing, telegraph, radio, cinema, which appeared thanks to the technological leaps of the 19th century, followed by television and the Internet in the 20th century, greatly expanded the field of mass communication (MC) and the possibilities of influencing the audience. It is because of this expansion and continued influence that the mass media (MM) has now become a vast industry in many countries around the world.

Of course, the listed means of communication are actually components of the social communication process, carries of the given information (content). In fact, the main difference between mass communication and interpersonal communication is in the nature of the carriers (newspaper, TV, radio, internet, etc.). In other words, mass communication involves experiences within a collective process. This means that mass communication is a special phenomenon consisting of the combination of existing communicative experience, the communicator and the mass audience. Putting the issue in this way requires an explanation of the essence of the concept of "mass communication". That is, we need to know what the concept itself means: social process or mass information itself?

In some approaches, the essence of mass communication can be briefly explained as follows: the process of transmitting any information from a source to a large audience with the help of certain technical means. That is, as the name suggests, the scale of informing in this process is very large and the process is more massive (Chamdereli, 2015; Maharramli, 2012).

In the modern literature on sociology and philosophy, the concept of "mass communication" is characterized as the process of preparing any information by specially organized institutions with the participation of technical means and systematically (continuously, uninterruptedly) transmitting it to a large but scattered audience numbering in the millions (Chandler, 2018; Chamdereli, 2015). This continuous process is one-sided and massive in nature, it is not directed to any specific target, and the sender of the information is far from the potential recei-

vers of that information. Since there is no direct contact, the effect of communication and the necessary feedback is ensured through special research organizations (eg, public opinion institutes). Figuratively speaking, communication is with one's self, and mass communication is "together with everyone". That is, in the process of mass communication, people receive information from one source and at the same time with the help of any means. These means include media organizations (newspaper, TV, radio, internet), all forms of communication related to oral speech (lecture, conference, meeting, conversation, etc.), as well as all areas of culture and art (theatre, literature, cinema, advertising, etc. .) belongs to. Communication theorist J. Vivian, who considers it necessary to exchange ideas on the clarification of modern terminology in the field of media, explains differently the concept of mass communication, which "shows itself in the context of activities and manifestations". According to him, "mass communication means a collection of information presented to a wide audience by individuals, groups or organizations" (Vivian, 2021, p.2). Of course, there are other scientists who share this opinion.

Mass communication is the process of transmitting information of any content from one source to multiple audiences with the help of certain technical means. As the name suggests, information in this process is of a more massive nature. In the literature of communication and sociology, this concept is characterized as "the process of specially organized institutions preparing any information with the participation of technical means and transmitting it to a wide but scattered (non-integral) audience space, which is measured in millions" (Lazar, 2009; Laughey, 2010). This process is one-sided and massive in nature, it is not aimed at any specific individual, and the sender of the information is far from the potential recipients of that information. Since there is no direct contact, the effect of communication and the necessary feedback with the audience is provided through special research organizations (eg, public opinion institutes) (Maharramli, 2012, p.48). Figuratively speaking, communication is with one's self, and mass communication is "together with everyone". Mass communication is an organized and structured process. Communicators carrying out a given broadcast have an institutional structure. Mass communication is organized regardless of general rules, values, communication network, and the structure of internal relations. They differ from other communication programs in their durability.

1. Communication process and dissemination of information

Mass communication in the sense of information is closely related to the concept of mass information and reflects various processes. This communication is one-way, not aimed at the individual, distant from society and realized with the help of technical means. In fact, the communicative process begins with determining the purpose of information and the level of consciousness of the audience. Then certain content is created and delivered to the audience. Later, the impact of this material (information) on consciousness is studied through separate institutions that provide feedback. (Lazar, 2009; Nasirova, 2020). So, when we say mass communication means, we mean one aspect of informing - i.e., the approach to organizing communication between people, and when we talk about mass media, we understand its completely different feature, that is, the activity of exerting mass influence with the help of the media. Both of these tools fulfill their main function of informing as part of journalism. In all cases, the process of mass communication, which promotes social communication, is realized with the help of special technical means, that is, mass communication means (MC). In some literature, this concept is incorrectly used as a synonym of mass media. However, it is not correct to equate the meaning and semantics of the concepts of "mass information" and "mass communication" in relation to information processes. Mass communication is about being "together with everyone". That is, in the process of mass communication, people receive

information from one source and at the same time with the help of any means. (Maharramli, 2004; Nasirova, 2020). These means include media organizations (newspaper, TV, radio, internet), all forms of communication related to oral speech (lecture, conference, meeting, conversation, etc.), as well as all areas of culture and art (theatre, literature, cinema, advertising, etc. .) belongs to. At this point, we should pay attention to the concept of "communication", which has a wider semantics. We have to take into account that this concept is rapidly expanding its meaning capacity in recent years. At present, the concept of communication is elaborated and explained in the sense of expressing control, influence, connection, exchange, transmission and other randomness. According to the widespread modern interpretation, communication is a process of interaction and social communication that allows creating, transmitting and receiving any information .

In fact, the concept of communication (lat. communicatio - in the first sense to join, participate, later also communication, connection, way) refers to the interaction of the entire material and spiritual world, multifaceted communication, the process of information exchange in real life and on virtual highways. (Chandler, 2018, p. 201; Maharramli, 2012, p. 23). Communication, in the initial sense, implies a mutual, two-way communication process that ends with a certain effect. This process is carried out with the help of both natural means (live conversation) and technical means (telephone, radio communication, Internet, etc.). Therefore, the communication process, which is the core of the communication and information system, is a very diverse area for people to receive information together. It is also important to know the difference between communication and conversation. The main difference here is that conversation is possible only when the parties have a mutual need for each other, and communication happens regardless of our will, where there may be no mutual understanding. Probably, if there is confusion around this term, it is because all communication is ultimately limited to the individual effect between receiver and transmitter. But this limitation overlooked the most important features of communication as a social process. Undoubtedly, it is possible to find similar characteristics of the act of communication in the interaction of departments or social parties, in the internal exchange of an organization or group, or in a simple interaction between two individuals. On the other hand, when communication is really limited to the exchange of messages between two interlocutors, this basic model needs to be supplemented with a channel. This channel connecting the two parts allows them to reveal their perceptions and communicate the message with the associated effects.

Any individual action with people is carried out directly (instantly) or indirectly (immediately) in the context of relations. It includes not only the physical aspect, but also the communicative aspect. Actions aimed at understanding the meaning (essentially) of the people we communicate with are sometimes called communicative actions. (Chandler, 2018; Chamdereli, 2015; Maharramli, 2012).

As society develops, as the content of social relations changes, new aspects appear in the content and form of communication, and these processes further expand the meaning capacity of the concept itself. Increasingly, communication acts as a meaning aspect of social interaction. Here it is clear that the concepts of communication and communication are different. If we consider mass communication in the process of social activity, for example, as a communicative process that takes place between people on the basis of press, television, radio broadcasting, Internet technologies, then these concepts can be considered similar.

According to the majority of researchers. (Lazar, 2009; Chandler, 2018; Chamdereli, 2015), communication "gradually dissolves" within communication, the communication process becomes a tool for the realization of communication and related goals. That's why communication can be evaluated as a set of individual, group and cultural-humanitarian

activities, ever-richer means and forms, as well as the reaction to all of them, moving towards ever-changing goals. According to the modern interpretation widespread among scientists, communication is a process of interaction and communication that allows creating, transmitting, and receiving any information.

2. Mass communication as a social institution

The essence of mass communication is the socio-cultural connection (communication) of large social groups, organizations, even regions and states with the help of information media. In mass communication, which is considered an organized institution due to its social aspect and wide audience, feedback is always quantitative: the sales figures of newspapers and magazines, or calls, letters from the audience about TV programs, movies, etc. Since the content of information disseminated today is not very diverse, often different social groups determine the sources of information (newspapers, magazines, television and radio programs) and the nature of that information themselves. (Maharramli, 2004; Chandler, 2018; Nasirova, 2020). However, a large part of that information, which differs according to its type, character and content, is considered as a means of social communication. Therefore, the concept of mass communication means includes not only the carriers and channels that guide mass information, but also the mass information itself, as well as the audience, the communicator, and the journalistic materials created by it. At this point, it becomes relevant to pay attention to the content of mass communication. By the content of mass communication, we mean that the information in it:

it is more public than private;
it is massive in nature, easy to understand;
rather than being specialized in one area, it is universal;
it is operative, it is delivered quickly because it is relevant;
unlike other data, it is variable (Maharramli, 2012, p. 42).

Mass communication is one of the organized and institutionalized social communications. The history of mass media shows that it is achieved through a certain structure, a fixed form, and a process whose duration varies according to the media. The general nature of the media is gradually formed by the public, communication process and society. Although different media have similar characteristics, each has its own characteristics. The general characteristics of the media can be listed as follows: a) development and distribution of concepts; b) creating channels that can connect individuals; c) the ability to be open to all; ç) free consumption (no responsibility for individuals. Anyone can participate or refuse to participate); d) participate in the creation of service and entertainment industry; e) to be regulated by law in every society (Vivian, 2021; Chandler, 2018).

Media changes the socio-cultural, economic and political content of the country. Although the media is a product of history, history is now shaped around it. There is institutionalization with different frequencies. As a result, although its general characteristics remain more or less unchanged, it does not only reflect the characteristics of the period in which it was observed. To the extent that it is connected to the socio-political system in which it is located, the media is reshaped according to the change of the system.

The differences between the four communicative systems that exist in the world today can be noted as follows: a) mixed system: systems that include the public sector as well as the private sector (the situation in France); b) private system under state control (American system); c) full state system (in the past, countries that were part of the communist bloc, primarily representing the Soviet Union); d) hybrid system (characterized by developing countries). They are actually under state control, but in some countries there is more or less freedom (Maharramli, 2004).

The development of the science of cybernetics has expanded the possibilities of creating different models of the communication process. More and more systematic modeling of mass communication experience has revealed many points related to information perception. It was found that in the

process of communication, although information is provided by the same system (transmitter, sent signal, received signal, receiver, etc.), sometimes means with different meanings (symbols, codes, feedback, response, etc.) are added. At this time, the way information is transmitted, through which filters and how it passes plays a big role (Lazar, 2009; Nasirova, 2020). For example, in institutions with a formal structure, groups are divided into specific layers, certain information is sent to group members through any "channel" in a "chain" manner. Thus, by combining the mentioned elements (information, channel, code, barrier, etc.), we see the emergence of new models that include the contents that appear in mass communication (Nasirova, 2020).

So, how is this communicative act, mass communication with the audience realized, how is the general psychological attitude (approach) distinguished from the socio-psychological attitude? To clarify this, we must pay attention to the structure of the communicative act: here, what distinguishes mass communication is not the efficiency of using the communicative act, but the structure and mechanism of the implementation of this act. After all, mass communication implies an appeal to an audience that is numerous, anonymous, concentrated and diverse in social composition and is realized by certain technical means. (Maharramli, 2004; Lazar, 2009; Nasirova, 2020). The general models of the communication process implemented by those means have been investigated at different levels since the mid-50s of the last century.

3. Functions of mass communication

It is precisely because of the content, the forms and signs that express this content that people show great interest in mass communication and take advantage of it at work, at home, in places of study and recreation. Communication informs us about events, entertains us, inspires us, sometimes guides us, convinces us of something. It is communication that connects us with the wider world. This process is sometimes described as the sharing of experience or the transmission of meaning or values. That's why today researchers separately talk about business communication, its essence, characteristics, tactics and strategy, and the forms of communication here (Mammadli, 2021, pp. 58-85). Dissatisfaction with the work of mass media, especially television, which is at the center of communication, is often related to the wrong direction of this process. In general, how communication is used is a serious problem. Usually, the nature and purpose of mass communication and the way to benefit from it are determined by the social nature of the society. That is, in this matter, the type of society (open or closed), the nature of the regime (authoritarian, totalitarian, or democratic), the political will of the government, etc. factors play a decisive role (Lazar, 2009; Aziz, 2015). Individuals, groups, societies, and even entire countries use mass communication and the channels that carry this process (newspaper, TV, etc.) with different goals. So, mass communication processes need to talk to different social functions for reflecting the public relations of society. According to a classic idea, mass communication, mainly performs four functions: 1) distribute information about reality; 2) Social regulation; 3) Distribute culture and moral values; 4) to entertain. Of course, as the society develops, sociologists present a variety of classifications related to these functions. However, social psychology and modern communication theorists speak out of these functions, as a rule, the Famous "Bride Sheet" prepared in the UNESCO Commission. (Lazarus, 2009; Nasirova, 2020). This report discusses the following eight of the mass communication:

1. Awareness (commercial): Perception of individual, social and international events logic, news, analysis, opinion, comments to make the necessary decisions;

2. Socialization: Capitalization, exchange of views and conditions of thinking, which allows you to get into a society inhabited for each individual;

3. Stimulation and involvement: Defining every individual and every community's desires and goals, bring them to the common denominator;

4. Shape (public discussion) and dialogue form: to increase understanding between the

parties and accelerate the solution of the problems that are considered important for society, expand polemics and exchange of views to ensure the development of society in this process;

5. Awareness: To improve the knowledge and skills of the general pluralistic thinking and worldview in society as a whole, and increase the knowledge and skills of people in all stages of life;

6. Promoting the development of culture: to protect the former hereditary conditions, to create extensive use of creative opportunities to develop the heirs in the study;

7. Entertainment: Cinema, theater, literature, music, etc., enriching human me through images, signs and votes. spreading the types of art broadly, distribute knowledge of sports and game-races;

8. To instill feeling together: to recognize each other of peoples, deliver the necessary information to everyone to understand mutual understanding and features.

As can be seen, a task of communication is to help people living in the same country, but people who live in different ethnic roots and different cultures live in understanding (Maharramli, 2012, S.44-45). The role of communication in the influence of socio-economic and culture societies to the less developed group and society is great. Because in developed societies, people's living conditions, income, education system, health services, etc. He plays a kind of example for societies living under heavy social conditions. In fact, in the societies behind, as well as the environment, corruption is expanding, and corruption is expanding, and the relationship is not a dail, and the relationship is based only for force and charges. Usually, in such countries, the journalism system cannot be developed, there is no sign of the independent press, words and freedom of thought.

Communication is the field of activity created by people and the products created by journalists in intensifying tools - news, interview, interview, documentary, etc. is dominated by. Therefore, journalism is not a communicative system that helps social activities not only a communicative system, but also the production area of journalists engaged in creative activities. If science is based on certain regularities of the world, the art strikes its artistic-aesthetic shape, and journalism produces information reflecting the whole picture of the existing reality. It is thanks to the necessary information that journalists collect and spread, we can watch the real events that are always changing in the life of the society we live. Thanks to this information, we also pursue what is happening in our close neighborhood and in the world, and we learn the processes and understand the process of events.

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The Formation and Activities of Media Corporations

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Abstract
The presented scientific article deals with the formation and functioning of media corporations in our time. One of the pressing problems of our time is to investigate an impact of media corporations on the global information space. The role and influence of media corporations in the global information space is one of the actual problems of modern journalism.

The contradictory aspects which were observed in the development of the world journalism at the beginning of the 21st century are reviewed; problem of monopoly and influence of media corporations upon information space is analyzed in this article on the basis of factual materials. This is substantially confirmed by the facts presented in the article.

Keywords: information, mass communication, media, war, models, politics, journalism

INTRODUCTION

The process of concentration and monopolization of the media today is at a high speed. Monopolization is the process of the company's dominant position in the market. In accordance with the anti-monopoly legislation of some authoritarian countries, the sector covering 65 % of the entire market is considered the dominant sector. As a rule, it is difficult for the company to achieve its monopoly position in the market. The mass-media concentrates, integrates and undertakes similar methods to control the market, and put forward own terms. The process is simple – if the state does not limit and regulate the companies, they monopolize economic sectors. If there is no any regulatory rule in the field of the mass media, the monopolization is implemented by large multimedia companies. In short, it is simply necessary to add a few items to the normal anti-monopoly legislation and law "on the mass media".

It is possible today to review the mass media as an area of the economy. Information has its own value at all the stages of history. Despite of a limited area of distribution and small market, information has always been considered a commodity. The main feature distinguishing information from other commodity products is its ability to be easily increased. Any product requires great expense for the mass production. The reproduction of information requires little expense; but it loses its value compared with the previous one in every turnover. Therefore, information is a perishable product. Its true value lies in its circulation as little as possible. Publicly known information is, of course, cheaper. Information security has become a pressing issue since the creation of mankind. Since ancient times, people always hid, maintained and used valuable information as a powerful weapon. Information potential of the society is determined only by the development of information technologies and their level of use in the society. Much depends on the level of development of the information culture, its provision and adoption. To increase the value of information and control its distribution only in the necessary areas can be realized by creating a monopoly; in other words, news is spread by placing artificial restrictions. The essence of the monopoly is to put restrictions on the masses and create an excellent opportunity for several individuals obtain information. There are big contradictions - public and private interests in the process of the monopoly. A group of people endeavors to establish the monopoly over information and the society tries to break up the monopoly. Thus, non-stop fighting between the two sides continues.

At this point, such a question arises. Who is right – several people or the society? The society is right, of course. If there is no society, there cannot be separate groups attempting to establish the monopoly. On the other hand, groups creating the monopoly are in themselves right. Because they get their main income by establishing the monopoly upon collected and produced information. Therefore, it is impossible to eliminate completely the conflict between these two sides. But, in connection with the development of technology, it is possible to relatively relieve the struggle against monopoly.

At the beginning of the 21st century, contradictory trends were observed in the development of world journalism. On the one hand, the deepening commercialization of print and electronic media is being watched in many countries of the world. As Mackwale states, market standards are turning into "global mass-media culture" and the concentration of the media property is increasing. This media ownership belongs to the giant transnational media corporations which are not so much in number. The global information market is developing. On the other hand, the increased social activity in the field of information is very noticeable. This is mainly manifested by the emergence of the alternative mass media in the network platform, as well as in citizens' mass - media monitoring and activities of media-critical organizations, demands for the media-sector democratization ("media democracy"), in maintaining and developing strong public media.

Concentration – is a process of the property combination in the mass-media market. This process is observed all over the world. There is an objective reason for the mass-media concentration as an economic phenomenon. These are changes in the material-technical base of the mass-media which is typical for mass communication means of all developed countries. The establishment and application of new telecommunication means can be cited as an example. Such kind of changes, in their turns, lead to a new and qualitative level of competition among the mass-media, formation of strong information and financial groups that have their own corporate interests. The abolition of many anti-monopoly restrictions, carried out by a number of countries, after the USA, created particular conditions for this. So that, a ban for an establishment of a cable television studio for the phone companies in the given area was canceled; practically, there is no limit to the number of TV stations, belonging to any physical or juridical person; medium-wave radio broadcasts were allowed to repeat; at the same time, a restriction for the possession of TV station and cable channels has been eliminated and so on.

In general, the problem of the monopoly can be approached from two directions in the media. First, the mass-media prefers to operate as the monopoly. Secondly, attempts of the world's major concerns and associations to influence the mass-media. The mass-media with more similar ideological trends and policies join by the fist way. Those, who are particularly exposed to the impact of large media magnates and cannot stand the competition, come together by the second way. Therefore, by combining these media corporations, the mass-media forget about the direction of their ideas and are forced to keep friendly relations with them. The first method is more met during the initial formation of media corporations, but the second direction is more recently observed. Recall, that during the creation of the first media corporations - in the early 20th century, the press organs united in the form of corporations and holdings and began to serve a single information policy. Next time, states made a step into a more complex relationship. That, in its turn, affected the media organs and looking for the mass-media like them, united in one organization. At present, those who are weak and cannot stand the competition, undertake it. As a result, several different mass-media focus, as a part, on one Media Corporation. A new trend appeared in journalism with the emergence of media corporations which combine the leading press organs and radio broadcasts in developed countries such as the USA, England, Germany and France. Lately, the corporations began to attract companies which didn't entirely fit in the information field.

The main goal of the companies from non-information sector was to get into corporations and increase their revenues. But the press organs realize their material needs in this way. The media corporations turn into a commercial structure in a short time and realize media business projects in this way too. The real competition for world's information market begins just after that. The weak perish in this battle, but the mighty implement their empire at the expense of their "lands". An American expert N. Solomon's own research has shown that media corporations, the number of which was 29 in 1987, was reduced to 10 in 1997. In the first half of 2000 totally 6 main concerns "acted as freely as one wanted" in the world information market. They often were called "great riders". The headquarters of five of them were located in the United States. Just one corporation belonged to Germany. We are talking about the "Bertelsmann" media concern which got involved with the "Rend House" newspaper of England in 1998. At the end of the 90s the "Time Warner" was considered to be a leader of the world information market. Popular TV channels like "CNN News Group" and HBO assembled in this giant corporation. There also was the "Warner Brothers" group which oversaw the sale of music products all over the world. Recently, large media corporations started to carry a transnational character moving across national boundaries. In 2001 the US's "Vanity Fair" magazine made a list of leaders of the world information market. The list included the names of fifty media corporations and altogether four non-American companies.

Despite the fact that the information of the newspapers like "Herald Tribune", "USA Today " and "Wall Street Journal", which belong to large media corporations, enter the market as international publications, these newspapers contribute to US policy. In 1990 15 % of annual income of the US's "Time Warner" and "Walt Disney" media corporations fell on the share of foreign countries. In 1997, this figure increased up to 30-35 %. Actually, the American media corporations own the world information market in the modern area.

The control of various mass-media creates favorable conditions for the corporations to expand their business and direct public opinion in any direction in other countries. In the next stage media magnates begin to compete with each other. They undertake different ways to expand their empire and increase the strength of influence upon the world information market. Today national and trans-national corporations are actively fighting with each other to lead the mass-media. The "General Electric" company controls NBC TV station, "Westinghouse" controls CBS, "Viacom" controls Paramount TV and MTV and "Disney" controls ABC TV station. Speaking about the competition of media corporations over the world information market, it is enough to remember just a famous media tycoon – Murdock's incredible risks done to win his rivals. It did not matter to him – no matter which way, the goal was to win the opponent. Together with printing 60 million copies of newspapers Murdock's company controls an activity of hundreds of TV stations during the week in regions of the USA, Europe, Australia and the Pacific Ocean. As a result of such occupation of the world information market by the "media emperors", the market is not only concentrated in the hands of a group of people, the number of independent press bodies begins to decline as well. The worst thing is that, the capital stream of unknown source and national identity begins to flow into the mass-media system of separate countries. The government authorities do not miss this opportunity either. Their interference in media activity is obvious. In general, the mass-media have the power to influence people's minds and emotions. That's why; the state always keeps the media as a weapon in its hands. But I wonder, with what purpose more, media corporations are trying to influence upon the world information market. According to theorists, their main objectives consist of showing the audience the psychological impact, spreading the fanaticism, generating distrust against political opponents and promoting proper attitude to other nations. The key party determines to remove any information, in any form to the world market. In short, the media sells booked information on the market.

From the view point of idea regulation supporters, an availability of a monetization guarantees the competition in the media sector. This, in its turn, generates conditions for some consumers to make a free and independent choice of information they are interested in. Only at the expense of competition and use of operational technical innovations, prices for information services are reduced, but the quality of service is improved. The competition provides access to the information market each owner, who is able to say his word. Thus, commercial means provide demands either of large masses or small sections of the audience.

To what extent the usage of market mechanisms is universal in the mass-media? To what extent is the maximum level of linear expansion of private television and radio channels justified? The general accepted rule is that, the "Press Freedom" conception significantly serves the interests of advertising companies and big business circles. We notice it through experiments conducted on these issues in modern and industrially developed countries. The advertising also puts forward its demands to the mass-media. Success of the programs ultimately depends on the advertising revenues. This, in turn, draws the border for serious creative search – the materials should be short, cadre or length of the sound range is shortened. The programs reflecting the interests of minorities, having politically controversial nature and innovative from intellectual or aesthetic view points are restricted in market conditions. The market competition often creates a specific market censorship. This censorship turns the commercial mass-media into the party which is not related to market relations and interested in non- profitable areas in the society.

Now let's look over unique features and trends of a monopoly which has always been a hot topic. In general, the problem of monopolies in the media can be approached from two directions. First, the mass- media prefers to operate as the monopoly. Second, attempts to influence the mass-media of the world's largest concerns and associations.

For the first time, the monopoly was established on the basis of the first direction in the mass-media over the world. This event was recorded in the US which is the world's leader in all areas. So that, in 1892 Scripps who had some experience in the field of press established the first "chain" consisting of five newspapers together with Mackie – his colleague. Since that day, the process of the mass-media monopoly has steadily accelerated. The further development of the monopoly however, went on the 2nd direction. According to the US researchers, since 1996 financial groups have "persuaded" 68 independent newspapers during the year. Consequently, the new leader had "seized" 38 daily newspapers and monopoly associations-34 newspapers during 7 months. In a short period of time, 13 hegemonic monopolies won the right to control 42 % of daily newspapers and 50 % of weekly newspapers. This, in its turn, has led to a reduction in the number of independent newspapers. Yet, in 1999 totally 269, i.e. 18 % of 1489 US daily newspapers were independent and the rest were owned by various corporations. For the first time in the mass-media, 1489 daily newspapers were published in 56 million 180 thousand editions by the monopolist US in1999. 70 % of them accounts for 149 trests, syndicates and companies.

The newspaper syndicates among the leading media corporations, like "Gannet Company Incorporated", "Night Reader Newspapers Incorporated", "Hertz Corporation", "Tribune Company", "New York Times Company", "New Publishing America", "Murdoch", "Times Mirror Company " and "The New House" have become an integral part of the US economy. Now the mass-media rapidly becomes the monopolist all over the world. On the one hand, the state takes decisions to prevent monopolies; on the other hand, it contributes to the acceleration of this process. For example, note that, in a number of European countries, telephone companies are prohibited by law to establish cable television broadcasting studios. On the other hand, there is no limit to the number of television stations relating either to legalor natural person in those countries. A permission granted to any person to possess either an ether or cable television is one of the factors accel-

erating the monopoly.New trends emerge in the field of the monopoly at a time of the sustainable development of techniques and technology. One of them is a geographical principle. So that, in the majority of the European countries, the fact of controlling all printing products by the same monopoly in a region doesn't evade the review. Another interesting trend is the creation of multimedia groups. Meantime, separate fields of the mass-media – newspapers, journals, radios and televisions operate under the supervision of one leader.

In general, when considering the monopoly problem on the media, the grouping can be classified as follows:

1. Individual-capitalist (family) companies. It has an edition or a type of the media organ.

The package of shares remains under the family's control passing from generation to generation and does not go beyond the narrow scope of the entrepreneur.

2. Varied concerns. They combine companies with different types of media – the press, electronic portals, radio and television in a chain form and convey general financial interests.

3. Conglomerates. They combine concerns and companies with different commercial activities.

4. The State – monopoly corporations.

Today, national and transnational corporations are actively fighting with one another to lead the mass-media. The "General Electric " company controls the "NBC" TV station, "Western House"– "CBC", "Viacom" – "Paramount Television", "MTV" and "Disney" controls "ABC" TV station. This is not random. So that, taking the control of various mass-media creates favorable conditions for corporations to expand their business and direct public opinion at any direction in other countries. We'll have a talk about it in details later in the next sections. Another advantage of monopoly creation is to release the mass-media from dependence on advertising companies. As they say, he, who generates a monopoly, dominates over himself. But for that, the company should bring revenue to its budget with its successful activity. Unfortunately, this is not always so. The respected newspapers like the "New Republic", "Nation", "Weekly Standard" and "New Yorker" are deprived of high income for many years. At one time, in the sphere of the media, there were monopoly generating TV channels, information programs and radio broadcasts of which didn't bring revenue only; they even were faced with danger of receiving financial support from government agencies and private funds; finally, losing "lands" from empire. This ultimately leads to reduction of human resources and budget of information department of the newspapers and radio stations which are in the hands of a new emperor. But, the new leader prefers more profitable entertainment broadcasts and frivolous news. But, the rate of research programs goes down to zero degree.

Recently, large media companies "tackle" the fields that have nothing to do with the mass-media. Now the newspaper trests are expanding their businesses from forest areas and paper-making factories up to electro technology. There are forest areas, pulp - paper products, publishing, radio and television, computer-programmer companies and film studios of Canada under the supervision of "The New York Times Corporation" company. Two giant corporations can be an example to those which have been affected by the economic processes. These are the "Viacom" and "CBS" corporations. Sumner Redstone is the leader of the "Viacom" and Mel Karmazin is the president of the "CBS". After their signing an agreement on the merger of these two information organization, a well-known publishing "Simon and Shuster", "MTV" cable network and new organizations as "Hollywood Studio" appeared inanew corporation. Now, the "Walt Disney" company is the main rival of this giant corporation. "Walt Disney" amalgamated companies like the "Time Warner" and "News Corporation".Because of cable networks are the leading fields of the company its annual income is too high. The famous "CNN" channel's name is on this list too. Now, a lot of companies in the information market are eager to join. The American "NBC" company and

Japanese "Sony" firm can be an example for this. Another example – "The Tribune Company" bought "The Times Mirror Company" of Los Angeles. As a result a new giant media–empire appeared. Numerous radio and television stations like the "Los Angeles Times", "Chicago Tribune", "Sentinel", "Baltimore Sun", "Harford", "Connecticut" and "Newsday" joined this giant media.

Now, the capital concentration and monopolization process of the media proceeds on the basis of present-day conditions. This process is not dependent on activity methods of company managers any more. It is also not possible to determine the "nationality" of capital flow to these companies.

One of the most negative aspects of the monopoly strengthening is that, as a result of this process, the international information agencies and media corporations have taken possession of control over information in a lot of countries. Monopolistic media corporations are obliged to dance for the foreign capital melody, i.e. do what the foreign capital pleases. Meantime, such a question arises: How realistic is to talk about the sovereignty of the country the mass-media of which is under the influence of external forces? The freedom of the country without a free press is, of course, mysterious. When the state adopts a law to restrict the work of the media the forces of discontent emerge. But there are countries which don't avoid this. There are no such bans in Western countries, of course. On the other hand, the flow of information doesn't recognize any country border in modern times. As a result of the globalization of information, the US prestige is growing day by day in the world information market. The United States is, actually, the owner of the world information market in modern times. The government directs the public interest in any direction it wants by means of establishing the information monopoly and taking possession of media corporations. The USA doesn't even deviate from using the information market for political games. The countries of the European Union are the main rivals of the USA in this field. This competition does not give the desired result yet. At present, the USA is the only country able to dictate its terms in the information market of another country. Not only because most of the information comes from this country; but also because, the USA is just the only country successfully implementing the global information structure and getting the keys to information highways. Taking possession of the global information structure means to keep under control the world information market. At this moment, the information security of other countries is called into question. The transmission of information by a satellite and computer network deprives countries of rights to control their domestic markets; because, the use of any television program or internet can't be banned by law. The only way out of this miserable situation, is the **"iron doors"**; because the susceptibility of public opinion to external influences is not permissible. At this moment attention should inevitably be drawn up to the **"information security".** "Information Security" is a pretty broad concept. This expression combines interests of both a person and the whole state. The information security is an integral part of an information provision. This concept can be approached from different aspects. The information war is one of them. It is not surprising, that the USA had used just the psychological war for the conflict resolution in Grenade, Panama and the Persian Gulf. In the USA no decisions are being made against the monopoly, even restrictions ever existed in this area are eliminated. For example, in 1941, most families were fond of 35 % of TV programs   and there was a decision in force to ban any company to pool TV channels in its hands. Later, that limit was increased to 45%.In 1964 any company was prevented from owning more than two TV stations operating in the same market. You would have two TV compa-
nies only then, when at least eight independent TV stations besides you, would have suggested their services in the market. Another concession was being done when information market was too large. One more decision restricting the monopoly was adopted in 1970. So that, the media companywhich led the regional radio and television stations, could not have been involved in new-

spaper activities in that region. Later that decision had lost its value. Now the decision maintains its significance in regions with only three or less TV stations.

Nowadays, new trends have been established in the monopolization process. So that, connections are realized by a geographical principle; i.e. a monopolist takes a possession of entire print publications in some regions and so on. Another destination refers to the establishment of "multimedia groups". Different mass-media: newspapers, journals, radio, television… combine in the entrepreneur's hands (individual or collective).

The communicators who investigate modern development trends and global information phenomenon in the foreign media systems speak about an existence of a new planetary structure − inform-sphere. It has got great intellectual energy potential. This potential should serve the preservation of civilization. At the same time, the researchers warn that, if these "fall under the pressure of an endless power of the information monopoly" they can be used against people and humanity.

The former US President Woodrow Wilson said: "Monopolization continues to maintain its existence. The monopolists will always be behind the wheel of the government. If there are the rich and strong in this country to get the power, they will have them".

Let's closely get acquainted with the most influential media magnates who have left indelible traces on the world market.

Rupert Murdock. Kate Rupert Murdock is an Australian. He was born on March 11th in the city of Melbourne. In 1952 a concern was left for him as a legacy after his father's death. That concern printed the "Gerald" newspaper. In 1954, he bought the newspaper "Adelaide" and expanded his business. In 1965, after buying the "News of the World" of London, Murdock entered the world market. An American businessman is the president of the "News Corporation" holding, founder of the global communication empire and owner of several British newspapers and book publishers. There are Murdock's innumerable magazines in the US like the "New York Post", "Boston Gerald", "Village Voice" and "New York Magazine". The owner of the 23 American TV stations took a possession of TV networks, the majority of shares of the "20th century Fox" film studio in the countries of Great Britain, Asia and Latin America as well. Besides this, Murdock has got a basketball club, national rugby league, a few recording studios. His legacy costs $11 billion.

Sylvio Berlusconi. He was born on the 29th of September in Milan, the city of Italy in 1936. In 1960-1970 he was successful in construction business. He established the first cable TV channel "Tele Milano" for the population of the built Milan region on behalf of his firm. In 1997 Sylvio bought one-third of an action package of the daily newspaper "Giornale". At the end of the 70s the "Fining West" company which was at Sylvio's availability, had several regional TV channels. In 1980 when private TV channels were allowed to be established in the country, Sylvio established the first private TV network − channel-5 in Italy. The "Media set" company was established to manage it. At the beginning of 1990 Berlusconi decided to sell her shares to be involved in politics. But the customers didn't agree a price she said.

Frank Gannet. He was born on the 15th of September 1876 in New-York city of the USA. He started his career as a journalist. Initially, he founded the newspaper in Ithaca. In 1906 he purchased 50 % of the shares which belonged to the "Elmira Gazette" publishing house. Later, his successful activity gave him an opportunity to own more than a few newspapers. In 1923 he brought together 6 editions in the "Gannet" corporation. In the late1940s, the media tycoon took hold of 20 publications and several radio stations in New-York. Frank Gannet died in 1957.

Leo Kirk. He was born on October 21st, 1926 in the city of Dillsburg in Germany. In 1956 he established a company specializing in the sale of films. Getting success in this case later, Leo established a monopoly on film productions of TV channels broadcasts in the Federal Republic

of Germany. In 1980 he became one of the main shareholders of the first private TV channel "Sat 1". Afterwards, the territories of Kirk Empire expanded in a somewhat – Pro 7, Cable 1 and DSFO. In 1990 financing a digital pay-TV project Kirk established the "Premier World" company. In 1990 the media tycoon acquired the right to broadcast sports events in the country. His purpose was to buy those broadcasts and sell at a high price. But when customers' opinion changed, the company went into debt. In April 2002, Leo Kirk admitted that bankruptcy. His "Kerch Grippe" company was sold in parts to other businessmen.

Jan–Luke Laggard. He was born on February 10th, 1928 in the village of Oboe in France. He began her career in the "Assault" aerospace company. In 1963 he was appointed as a Director General of the "Marta" company. In May of the same year he was appointed to the post of the radio station director. After that he began to establish his own media empire. In 1981 Jan–Luke "Hachette" acquired control over the "Hachette" publishing group. There was a famous magazine "Elle" in his Empire too. In 1986 he founded the "Europe 2" radio station on the basis of the "Europe 1". In 1992 the "Hachette" and "Marta" united within the "Lagardere Group". The media tycoon died on March 14th, 2003. The management of the media empire passed to his son Arno Lagarder.

Robert Maxwell (Yan Ludwig Cox). He was born on June 10th, 1923 in Czechoslovakia. In 1940 he rushed to Britain, changed his name and participated in the Second World War. In 1945 he worked as a department official of a censorship on the local press.

In 1951 he bought the "Pergamum Press" publishing. This company specialized in the publication of the scientific literature and journals. In 1964, owing to financial scandals, he was forced to get away from his business for a while. In 1980 he bought the "British Printing Corporation" company. He changed the name of the corporation to "Maxwell Communications Corporation". In 1984 he took a possession of the "Mirror Group Newspapers". This group was publishing a newspaper known as the "Daily Mirror". At the end of 1980s he had shares in 800 mass-media. In 1991 the media tycoon was killed having a rest in his yacht in Canary Islands. After that, Maxwell's company spread the information about the bankruptcy.

William Maxwell Aitkin (Lord Beaverbrook). He was born on the 25th of May in the city of Maple in Canada. In 1910, previously working in the field of construction, Maxwell moved to the United Kingdom and began to be involved in politics. In 1916 the media tycoon took a possession of the "Daily Express". For a short period of time, the newspaper gained a great popularity. Owing to this, he took the title of lord in 1918. In 1921 he founded the "Sunday Express" newspaper. In 1929 he took a possession of the "Evening Standard" newspaper. During the years of the World War II, he tried a number of the government positions. He rose from the minister of defense industry up to the level of the lord. William Maxwell Aitkin died in 1964.

Ted Termer. He was born on the 19th of November in the city of Ohio in the USA. In 1964, after the suicide of his father, he began to run his father's advertising company as an heir. In 1970, buying a small TV channel went on an ether in five years in Atlanta. In 1980 he established CNN, which was the first national cable network and broadcasting all day. In 1988 he established the "Termer TNT" entertainment cable channel. In 1996 the "Turner Broadcasting System" holding managed by Termer, was included into the "Time Warner"corporation. Later on, that corporation joined the "American Online" internet company. In 2003 Termer resigned and sold all the shares of the company. Currently, holding only 1% of shares, the media tycoon maintains his position in the Council of Directors.

William Randolph Hertz. He was born on the 29th of April in San-Francisco. After gaining a qualification of journalism at Harvard University, his millionaire father gave him "The San-Francisco Examiner" publication as a gift. The newspaper gained popularity in the city within a short time under Hertz's leadership. In 1895 buying the "Morning Journal" newspaper, Hertz

hit the New-York market. At the beginning of the 20th century, the media newspapers propaganda show controlled by Hertz was the main "inspirational force" of the US-Spanish war for the island of Cuba. In 1920s, on the heyday of Hertz's empire, there were 28 largest newspapers, 18 magazines (the "Cosmopolitan", "Harper's Bazaar" and etc.), several radio stations and specialized studio on film clips shot under his control. Hertz fell into the depression in 1930. He lost control over his own shares. Hertz died in 1951.

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MASS COMMUNICATION IN INDIVIDUAL AND SOCIAL CHANGE

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ABSTRACT

Communication is directly affected by technological developments. Mass communication aims to reach the target audience that has both individual and social meaning through different methods. Mass communication is fed by computers, tablets, or smartphones with the Internet; it has become an inevitable and even indispensable part of life.

Mass communication with written, audio, visual and similar diversity; although there are different working areas, it is a single field. Communication follows both technological developments and puts forth the effort to benefit more from it. Media products are prepared by mass media; on the one hand, it conveys individual and social change to the public; on the other hand, it has the function of shaping the same change.

Media products such as news, documentaries, movies and TV series conveyed to the target audience by mass media; it is in question that it shapes public opinion in terms of both an indicator of individual and social change and drawing attention to the problematic points.

The research aims to reveal a mass communication perspective on individual and social change. Approached with the methods of social sciences and communication sciences; movies, TV series, news and media articles were used as references.

Keywords: Mass Media, Cinema, News, Internet, Media Product.

INTRODUCTION

Communication sector; it is exposed to environmental factors and is directly affected by technological developments. At the same time, mass communication aims to reach the target audience, which has both individual and social meaning, with different methods as well as diversity; media products are prepared through "mutual interaction," which has gained a new face by scientific and technological developments. Mass communication fed by computers, tablets or smartphones with the internet, which has to update itself constantly (BIRSEN, 2003: 212), becomes an inevitable and even indispensable part of life.

Written, audio, visual, etc. Despite the diversity of the methods, the segment addressed and the different points of interest are unique. In terms of communication sciences, the expectations or shaping of the audience, which is considered as a "group within the society or a limited audience"; constitutes the field of activity of mass communication. Thus, the "target audience" is guided by the media products prepared by the mass media; as a result of this, it is seen that "changes in action and thought are expected" individually or as a group. (HEDEF, 2012)

The media from the "wake up to sleep again" of the individual becomes part of the local, regional, national and international "environment" (SUHER et al. 2012: 3); makes it ready for access without skipping the time in between.

The internet and its environment, which directly shape the field of communication and necessitates radical changes; on the one hand, the opportunities it offers, on the other hand, are constantly expanding in terms of access area, and it removes all kinds of distances between geog-

raphies, especially political and natural. Communication both follows the technological developments and reveals the effort to benefit more from it.

A culture that offers alternatives to its period with different tools (FISKE, 1987), that is, the close relationship between mass communication that transforms it into a lifestyle and the target audience; makes social mobility even more dynamic. The same mobility and dynamic situation is in question during the restructuring periods (ILASLAN, 2014: 32-55).

1. Road Map

The sustainability of the idea and establishment of the team; affect each other positively or negatively. Media, whether academic or sectoral, is a field where it is possible to progress with team logic or team spirit and achieve desired results with cooperation. Due to its field of activity, it has functions that can extend to the farthest reaches of society. At this point, the "target audience," in a sense, reveals the roadmap of mass communication. Both the preferred tools, the content of the message, and the correct determination of the target audience; reflects the "difference and characteristics" of mass communication (ATABEK-DAGDAŞ, 1998: 304-305).

In order for the social dynamics to be operated healthily, the abbreviation as "UTIYA" (AKKOYUN, 2022); media products to be prepared on the subjects of "Production, Saving, Employment, Investment and Fair Sharing" will provide gains for mass communication functions (BARAN, 1997: 55-59).

Words such as thesis, homework, student project, paperwork, literature review and group activity should not be underestimated. Research projects have been observed to challenge children and young people at every stage of education; if it can bring "individual or social" excitement, it will definitely turn into permanent works in the following periods. This means much more than the possible data to be obtained in field research on research, mass communication assumes the function of both a vehicle, a message and a source.

Media ethics; promotes values such as respect for universal life, the rule of law and legality. Media ethics sets the framework for how text, photographs and images transmitted interactively by the target audience can be used; develops attitudes and behaviors in the face of developments. On the one hand, the regulation reinforces academic dominance on the one hand and professional ethics on the other. Media Ethics (SIMSEK, 2001: 291-309; DEMIR, 2006) gives a positive impetus to individual and social change.

Media; written, verbal and virtual media successfully carry out perception studies. The perception of a "criminal person" is etched into their minds. By creating a perception, "then let the issue be resolved with digital law. Let the law of artificial intelligence be valid." is brought into consideration.

"Thus, if George in New York commits a traffic crime, or if a citizen in Cairo, Damascus or Istanbul commits a crime, he will make the legal decision about artificial intelligence, this decision will be known and necessary action will be taken wherever in the world it is! Traffic fines not coming after you? Aren't the cameras shooting and automatically penalized by artificial intelligence? If it spreads worldwide, a person who commits a behavior that the world considers a crime will be considered guilty by artificial intelligence wherever he is in the world! The person controlled by artificial intelligence will not be able to travel, shop, use a credit card, or enjoy citizenship rights. If he gets sick, he will not be able to go to the hospital! For example, in the "new world order" LGBT will be seen as a right, aside from being a crime in world law, and it will be a crime to write or speak against the intervention, let alone about the LGBT lifestyle. Because artificial intelligence will step in and you will be judged and punished for what you wrote and said. This means; "robotized human!" Our world is going to create a robotized human being who lives a soulless, faithless, aimless life,where there is no fa-

mily, woman and man, and women are encouraged to live with women and men with men. Agree with that! Fully mechanical Robotic Humans will invade the world! Who knows, maybe a robot or a robotized human will not be able to stand what is done to the world and people and will ignite the apocalypse. Who knows!?" (OZDEMIR, 2022) Undoubtedly, "distorting the truth, feeding fears" or "changing the face of the news" constitute the perspective of the media (RADFORD, 2004: 79-249). In the medium defined as "new media" in the academic community, "the one who hides himself, hides behind different identities, spews hatred and grudges", but stands out with the discourse of "freedom", depending on its place, "ignorant rudeness, insulting", "criticism, offering suggestions, expressing opinions", which knows no bounds. He is in a position that exceeds his innocence (AVSAR, 2022).

Among the functions of communication or communication tools (TURKOGLU, 2004: 127), the following points draw attention:

- Journalism: To collect, serve and distribute news and information in society.

- Socialization: Making them a part of social life by providing information about the society they belong to.

- Motivation: To contribute to the progress of individuals, institutions, organizations and society towards the targets they have determined in the near, medium and long term.

- Discussion-Dialogue: creating and channeling public opinion on related or unrelated issues, from local to global.

- Education: Individually, intellectual knowledge develops their abilities.

- Cultural Development: To meet the aesthetic needs of individuals, especially with media products related to cultural and artistic activities, and to make positive contributions to their personal development. Thus, developing the relationship between generations.

- Entertainment: To offer products at home more cheaply and easily, despite the costly, relatively arduous activities to be carried out in theaters and cinemas for quality entertainment.

- Integration: To present the possibility of communication between different individuals and communities.

- Contribution to economic vitality with advertisements.

It would not be wrong to say that there is a direct guidance center in these functions that can be increased even more. Ensuring that individuals or segments who are disconnected from each other live together in social cohesion, their integration and strengthening can be said here. While performing their functions, mass media also benefit from the opportunities (RADFORD: 2004: 11) provided by "scientific and technological developments" (CANOZ, 2006: 34). In general, individuals are "directed to overconsumption" directly under the influence of media products. (AYDOGAN, 2002: 22-23) The technological developments in question force the legal ground (AKALIN, 2011) and mass communication assumes a leading role.

The effect of media product advertisements (AVSAR-ELDEN, 2004), which transfers the supply channel to the demands of meeting the natural needs of the individual during busy or unknowingly intensified working hours, the effect of mass communication can cause negative results in the short, medium and long term.

2. Status of individual communication

Mass communication has pushed individual communication into the background, and digital platforms and the internet have completely isolated it. People who are "alone in crowds" feel much more in need of mass communication's guidance. It tries to influence the individual, including advertisements, which are the main income base of the communication sector as well as media products. Among many examples, the Turkish-named coke, which was presented to the consumer for the first time as an advertisement in June 2003, quite strikingly with its national discourse, was conveyed in different ways for more than ten years. "By producing different pro-

ducts such as 3-liter bottles, it surprised and disrupted consumer habits, offered cans or liter products cheaper than its competitors, and used the domestic product concept, which formed the main skeleton of the strategy of competition and holding in the market. This strategy was successful and Coke Turka started to break sales records." (TURKA, 2021) Advertising media products "use our fear and excitement to sell their products. … In recent years, the boundaries between advertising, news and entertainment have been blurring more and more." The harder it is to separate from each other, the "loser society." (RADFORD, 2004: 21-75)

The newsworthy events that will attract the attention of the public and have the feature of directing it; while conveying to the target audience, the news, socialization, motivation, cultural development and integration elements of mass communication are intertwined. If we go to a few examples; making contributions to Turkish culture and the world with his works centered on the Department of History of the Republic of Turkey, the late Prof. Dr. It has been learned that Enver Konukçu will be commemorated on May 29, 2022 at 15.00, hosted by Polyglot Multilingual Children's Club with the participation of participants from Ukraine, Tatarstan and Turkmenistan. Aydın Adnan Menderes University Nazilli Health Services Vocational School Lecturer Gülşah Şükran Kale Yolcu will contribute to the event moderated by Special Science Specialist Viktoriia Oleksandrovna from Ukraine, Economist Anastasia Kuznetsova Irem from Tatarstan, and Gülruh Abdyyeva, General Turkish History Scientist in Turkmenistan." (SAYGI, 2022) Media product; it covers much information that complements each other about personality, country, Turkish culture, and the Turkish world. "Especially in Eastern Anatolia, his great contribution to the unearthing of the mass graves created as a result of the massacres of the Turks against the Turks" (OBA, 2022) attracts the attention of many mass media from local to national. In addition, "our teacher had a vast knowledge of history and a very extensive bibliography. Therefore, he also had a very extensive and rich library. … With his loyalty to his hometown where he was born and raised, and his love and longing for his daughter, he donated his books to Düzce University in 2017 on the condition that his daughter's name be given. … In September 2021, he donated his diaries consisting of 50 volumes and approximately 17,000 pages, as well as his newspaper, photograph and document collection, to Erzurum City Archive (ER-SA) established within Erzurum Technical University. Thus, he showed a great example of loyalty to the city of Erzurum, where he served between 1968 and 2011." (DAYI, 2022: 74-77) Individual and collective memory; with the broadcasts of mass communication, it both preserves its vitality and allows the comparison of change. This comparison can also be made for a village, district, province or country.

On the occasion of the 46th Traditional Cooking Competition held in Erzurum, the tastes of Turkish cuisine are presented to the public, both regionally and nationally. "The regional flavors of Erzurum, which constitute the distinguished examples of Turkish cuisine, were highly appreciated by the jury and the participants. "Erzurum; is one of the most favorite and most distinguished cities of Anatolia with its thousands of years of historical and cultural history, traces of different civilizations it has cradled, and its natural and natural beauties, especially winter and winter sports tourism." "Even the city's physical and geographical location alone has a significant tourism potential; thanks to its high altitude and climatic qualities, it is especially suitable for sports tourism and is a center of attraction." "From our famous Ayran Soup to our Cağ Kebab; from Curd Stuffed to Our Evelik Beet; We consider our local tastes, which have a wide range from our Stuffed Stew to Mulberry Chulllama, to Stuffed Kadaif to Hasita, Haşıl and Kavut, both as important instruments of cultural tourism and as a valuable occasion for the promotion of Erzurum." (KOCAN, 2022) The news type media product conveys different material and spiritual elements from food to vegetables and fruits to the target audience, as in other examples, and provides economic guidance for suggestion purposes. The words uttered in the protocol speech of "The Commemoration of Mehmet Eröz, the Great

Scholarof Söke, Aydın and the Turkish World", held on the thirty-sixth anniversary of his death, were included in the local press with the headline "People of Söke Are Not Aware of Their Values"[1]; it will serve as a source for future research. The national press brought the city where the event was held to the headline and pointed to its contribution to the "science world" (EROZ, 2022).

Articles from media products also try to touch on mass communication issues from different points. Everything starts with the step of a single person and then becomes widespread. For example; "They try not to rush into public transport, but to take turns taking turns, not to usurp the rights of others, to thank if someone has given a treat, to offer treats to others, to make life beautiful with other elegant beauties, to instill a smiling face, kind words, kindness and delicacy. … There is a serious language discipline. This is how the lifestyle is. The children from those families are shaken when they hear the ugly words at school. … Adults who have tried to solve their problems with brute force, swearing and ugly words think that life is theirs. They do not know, they do not know anyone else. They try to instill the same in their children. The child who sees this in the family exhibits the same ugly and oppressive attitudes at school and among his friends. There are some families and circles; in fact, swearing is not heard or pronounced in those families. … It is necessary to work a lot more, perhaps additional work, in order to make kindness and niceness prevail in the society we live in. In schools, there should be additional lessons such as etiquette, explaining the importance of etiquette, language and behavior. These should not be optional but compulsory courses. It should be supported by TV programs, and the importance of courtesy and delicacy should be seriously placed in TV series and movies." (DEMIRHAN, 2022) In this media product, the educational and instructive function draws attention. Likewise, it is emphasized that positive attitudes and behaviors should be supported by other media products. It makes suggestions on the issues that should be added to the course syllabus.

Demonstrating mass media and media products as one of the addresses of eliminating the aforementioned negativities, conveys the responsibility of mass communication and expectations from it to the target audience. The point underlined here is that broadcast "kindness, delicacy" is seriously placed in all media products rather than TV series or movie suggestions. We believe that it would be useful to consider this issue in other studies. However, we can say that the series Bread Boat (Director: Osman Sinav, 2002-2005), Heart Mountain (Director: Yahya Samanci, 2020-…) are directly proportional to expectations. TV series, the first of which is in the past and the second is still ongoing, were defined as comedy genres and found a response in the social memory. In the aforementioned TV series, folk songs from different regions of Anatolia are delivered to the target audience. Thus, individual and social change is supported by Turkish culture.

Mass communication is also important in terms of reflecting social change with "media products". Scientific evaluations can be made on interests as well as comparison periods. It is also underlined that academic studies provide materials ready for scientific research on the issues that are news about the issues that are experienced in the region and are conveyed to the target audience for this reason. As it is known, one of the basic dynamics of Turkish culture from the place where the sun rises to the setting is healthy marriages. Individual and social continuity is always accepted as centered on this social institution. This dynamic establishment has rituals with a long history ranging from handicrafts to entertainment. The following media product in the type of news has been chosen as one of the examples indicating this issue: "In the past, handcrafted dowry such as etamine and cross-stitch, which the bridesmaids had handcrafted with a great deal of effort, are waiting for their buyers in the Flea Market in Aydin, where second-hand

products are sold. Handcrafted products such as cross-stitch and etamine embroidered loop by loop on sparsely woven linen cloth, which required a long effort and manual labor, which adorned the dreams of young girls in wedding dresses, are now gradually being forgotten. Young girls, who were able to reach the ready-made dowry, which was prepared with needle and thread with the developing technology, also avoided excess items. As such, handcrafted knits, which have an important place in the dowry tradition, which has an important place among the important traditions of Anatolia, lost their value and fell into the Flea Market… [the woman trying to make the sale in the marketplace] "I also attached great importance to handicraft for my dowry. Sometimes I even have to stay up in the morning and weave dowry stitch by stitch in order to finish the work at hand. Young girls do needlework according to their hearts in their spare time with the needlelace they learned from their mothers. They used to bring out the best examples of both art and culture. However, nowadays, young people do not prefer such products, and they lose their value. Now our girls stay away from both goods and this kind of handicrafts. Older women who come here often examine these products with tears in their eyes, "They share their old dowry stories with us. Although we are sad about this, the world and people are changing. Many technological products that make life easier adorn the dowry of girls instead of handcrafted products." (BEKLIYOR, 2021) Each of the matters conveyed in the media product has a communication value. Namely; technology, which develops and continues to develop, fundamentally changes the weight point by encompassing people in every field; in the second homeland of Turkishness, its deep-rooted traditions are losing their value; while the most beautiful cultural examples inherited by hand labor between mother and daughter ensure continuity, the communication channel is now closing; the return of values from the mass to the individual; nostalgic value, etc. All of the issues are presented to the target audience in a single news published in a local media organ. It seems possible that these issues will be of interest to the target audience.

"Now we are all the target of magazines, television, phones, tablets, movies, and commercials. These are all references to influence what we think about." (KAYHAN, 2022) Here, too, integrity is ensured between the source and the target audience, in fact, the transformation of everyone, especially the members of the media, into the market with a sectoral expression is expressed. It should be kept in mind that advertising and advertising are at the forefront of media products as well as communication higher education.

It is also not ignored that there are striking claims both in media products and in academic research that some of the messages are misleading and intended to waste time.

Broken refrigerators, smoking habits, "one of us, the people's lover" posters and other examples of "don't tire your mother at home" in the film, the purity and cleanliness approach from the preparation stage of the advertisement and the final in the comedy **Man with Number Hundred** (Director: Osman F. Seden, 1978) film. It was transferred very successfully and attracted great attention from the target audience.

1. Variations from the movies

Documentaries, TV series and movies stand out more in terms of "time and money" in terms of preparing and serving mass media among media products. It is also known that other media products have been prepared about them. Each of them has an impact on individual and social change and memory, and constitutes material for different research topics.[2] If a variety is presented on media products that nourish, exemplify and bring to the big screen or screens individual and social change;

Esenler Bus Terminal: Downstairs (Director: Umit Oktay Aymelek, 2019) "The images, the stories are incredible. The lower floor of the bus station is a dystopian world with its own rules, with alcoholics, drug addicts, women who were raped and killed, suicides, fights resulting in death with guns and sticks, unused derelict shops, the pungent urine smell all around, and scary dark places.In the field of urbanism and architecture, the city is likened to a living organism

This analogy is not entirely wrong. It is impossible to separate the physical existence of the city from the human being. With its demographic structure, social conflicts, and changes in daily life practices, the city is like a living creature that is constantly moving. Every intervention in the city needs a period of absorption by the people living in the city. If you ignore the human scale and duration, and make harsh interventions by looking at the city from above, all you will get is uncontrollable anomalies. Remember the Sülüküle demolitions and their current state. Another facet of such a situation over Esenler Bus Terminal." (YIRTICI, 2019)

Güvercin Ada (Produced by Turan Akkoyun, 2021) is a documentary type film created as a result of the academic evaluation of the decisions taken on the way of Cultural Heritage Assets. It presents sections from the evaluation of the data obtained from the walls of the castle, which is mentioned in the UNESCO World Heritage Tentative List, which attracts the attention of local and foreign tourists.

Above the Sea: Lives Dedicated to the Sea (Director: Furkan Alperen Demir, 2021) Describing maritime in Sinop, "For some, the sea is a real passion or a means of livelihood, they put the sea in a very different place. … A film that tells through the eyes of two different fishermen and two divers" (SINOP, 2021) aims to contribute to mass communication. The interest it receives in national and international festivals is the equivalent of its purpose.

In creating public opinion, **Black Diamond** (Director: Adem Ayral, 1990) was shown on TRT screens as a two-part television series, and it reinforced the convictions in favor of coal workers who carried the dark corridors of the mines to their homes. In the series, cultural transfers were made, especially family and daughter.

In terms of lived experience or communication sciences, in terms of social memory, especially documentary type media products have been kept on the agenda. **Misty Journey** (Director: F. Neslihan Semerci: 2022) has been the most up-to-date example of the media combined with academy and art. Consulted by Prof. Dr. Prof. Tufan Gündüz took part in the documentary. Dr. Sinever Esin Derinsu Dayi, Prof. Dr. Mevlut Celebi, Prof. Dr. Seyfi Yildirim, and Dr. Zekeriya Türkmen provided historical science support. In the documentary, besides the important processes of history, many lesser-known anecdotes were shared with the audience. The documentary, specially prepared by TRT, has meticulously blended images from dozens of different sources regarding the occupation, Anatolia and Istanbul of the period, creating a new archive resource. The **Misty Journey** was chosen in reference to Mustafa Kemal Pasha's return to Istanbul by train from his position as the Group Commander of the Lightning Armies on 13 November 1918. As a strange twist of history, November 13 is the day that Istanbul was actually occupied after the Armistice of Mudros. It was the beginning of a period when the navy of the Entente States entered Istanbul, took the military-national authority, and appointed high commissioners in Istanbul to carry out their affairs. Pasha will say his famous word when he enters Istanbul's misty and misty environment on the same day. "They go as they come!" There is no time, no space, no mention of a distant future or a dream in this phrase. While Istanbul is experiencing the pain of occupation, Mustafa Kemal Pasha and his entourage, for the next six months, are prepared for the death-and-death war on the horizon, as if preparing for mobilization. Finally, he finds the key to the exit to Anatolia. Mustafa Kemal IX. As the Army Inspector, he will go to Samsun with broad powers, inspect and report the disturbance in the Black Sea without giving rise to the invasion of the Allied Powers. All kinds of media products, especially documentaries, can be prepared about cultural events.

Mass communication can also transfer media products to cheap entertainment material to the individual. For example, New Year's Eve, holiday programs, national and international competitions are the leading ones. TV series are also projects prepared by taking into account social content (ŞAHİN, 2011: 270). When we look at the TV series that came to the fore in the 2000s, **European Side** (Director: Hakan Algül, 2004-2009) "The episodes are still watched on

the internet from time to time with their typings and unforgettable lines"; **Leaf Dump** (Director: Mesude Erarslan, 2006-2009) "With Ali Rıza Bey and his family moving to Istanbul, all members of the family are slowly falling apart and the period called Leaf Casting begins."; **Asmalı Konak** (Director: Cagan Irmak, 2002-2003) "Seymen and Bahar, who met in New York, decide to get married and come to Cappadocia, where Seymen's family lives. Bahar, who is trying to adapt to Seymen's family structure, will continue the rest of her life in Asmalı Konak. Asmalı Konak is one of the serials that are still talked about."; **Remember Dear** (Director: Ümmü Burhan, 2006-2008) "The children of two friends Rıza and Sevket, who are separated due to their political views, fall in love, with each other in the TV series that was mostly shot in Büyükada. **Remember Dear**, which reflects the change of characters as well as the political events between the 50s and 80s, is among the still unforgettable Turkish series"; **Magnificent Century** (Director: Taylan Biraderler, 2011-2014) "The series about the period of Suleiman the Magnificent, The Magnificent Century, which brings the life of the Harem, the fight for the throne and other events that took place in the period to the screen with the character of Hürrem Sultan, has been the focus of many criticisms while being acclaimed"; **Bread Boat** (Director: Osman Sinav, 2002-2005) "The family series, which tells the story of Baker Nusret Baba, Ayhan Anne and their five daughters, was able to convey to the audience the sincerity that perhaps cannot be caught in most TV series nowadays. Side characters such as Herodot Cevdet and Korkut added a special pleasure to the series."; **Poplar Win** (Director: Cevdet Mercan- Osman Taşçı, 2007-2011) "Although **Poplar Win**, who raised a generation, started the story by telling the life of a group of high school friends in İzmir, over time, young people won a university, got into business life and even married and had children. Projected onto the screen. Friendship, family, love, intrigue, comedy, drama... You can find everything you are looking for in the series. Maybe that is why it was so popular at the time." Selected series; young people, tradesmen, Ottoman life, individual backgrounds of the political experiences of the Republican period, the connection of heart between Anatolia and abroad, family, the social change destroying the family for different reasons, and the naming of the cultural structure with the natural phenomenon have left permanent traces in the memory.

CONCLUSION

Mass communication aims to reach the target audience with media products; it is more effective in public opinion by making use of the scientific and technological developments that it closely follows. The individual remains a part of local, regional, national and international media all day long. The close relationship between mass communication and the target audience, which transforms it into a culture, that is, a lifestyle that offers alternatives to its period with different tools, makes social mobility even more dynamic.

Mass communication, whether academic or sectoral, is a field where it is possible to progress with team logic or team spirit and reach the desired result. According to the field of activity, it has functions that can extend to the far reaches of society. It promotes values such as media ethics, respect for universal life, the rule of law and legality. Media ethics determines the framework of how text, photographs and images transmitted interactively by the target audience can be used, and develops attitudes and behaviors in the face of developments. Media products prepared within the framework of ethical rules allow individual and social change to flow naturally.Functions of mass media; "Journalism, Socialization, Motivation, Discussion-Dialogue, Education, Cultural Development, Entertainment, Advertising" is renewed and delivered to the target audience with all kinds of scientific and technical developments.The individual who becomes more lonely among mass communication, digital platforms and internet environment and virtual crowds; needs much more media direction. It is waiting for the target and market of the message to be produced according to its situation. No matter how

lonely he gets, the individual gains meaning only in society and becomes a part of the public.The newsworthy events that will attract the attention of the public and have the feature of directing it; while conveying to the target audience, the news, socialization, motivation, cultural development and integration elements of mass communication are intertwined. Birth, entertainment, shopping, competition, life's challenges, death, events, etc. While the events are mostly conveyed to the target audience with news or comments based on it, they can be a source of inspiration for producers, directors and screenwriters for documentaries, series and films.

Media products that nurture, exemplify, and bring to the big screen or screen individual and social change; reveal the materials needed by both mass media and academia. The transfer of places where people constantly visit, protect their cultural dynamics, where their efforts are not rewarded, and where they struggle for independence through the language of cinema and camera; raises awareness as well as change.

All kinds of mass communication messages that amuse, think, inform, teach, expand the horizons of imagination and raise awareness; it provides a healthy touch to individual and social change.

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ARTIFICIAL INTELLIGENCE IN THE NEWSROOM

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ABSTRACT
The rapid development of the Internet has influenced the media and other spheres. This has led to the emergence and application of new concepts.
One of the new directions in journalism is robot journalism. So this new field of journalism is based on Artificial Intelligence (AI). Recently, robot journalism is gradually emerging in the leading media agencies in many developed countries.
The rapid collection, preparation, and dissemination of information and the low cost of the final product put robot journalism at the forefront of the media. It actualizes the study of the experience of leading countries in this field.
Keywords: Artificial Intelligence, algorithm, robot journalism, automated journalism.

INTRODUCTION
In recent years, high-tech tools have been more widely used for the collection, preparation, and dissemination of information in the media. As a result, these technologies provide many advantages in terms of security, in addition to providing prompt and quality information, so the possibilities of drone journalism can be mentioned as an example. These technical devices can be used to obtain parts and images of places that are difficult to take pictures of, like caves, forests, oceans, deserts, etc. They also become an indispensable tool during natural (hurricanes, earthquakes, floods, etc.) or technological (forest fires, collapses, etc.) disasters. Thus, drone journalism has great advantages as a source of information. Today we see the rise of the use of new methods based on AI in the direction of automated journalism in the world's leading media organizations simultaneously. Automated news was introduced to newsrooms around 2010 in the United States by software companies like Narrative Science and Automated Insights.

1. Automated journalism

Automated journalism is also called algorithmic journalism or robot journalism. Here, news texts are prepared by computer programs. Computer programs analyze data and format it in a way that humans can understand. The algorithm usually examines a large amount of information provided, chooses from various pre-programmed article formats, and includes important points (information such as name, location, amount, rating, statistics, etc.). In general, automated journalism involves the use of algorithms that acquire information from external or internal datasets and then fill in the gaps left in pre-written templates. Thus, in robot journalism, data becomes news reports. Natural Language Generation (NLG) techniques are used to accomplish this. When structured data is available and the problem is repetitive, robot journalism is ideal. Collecting data, identifying noteworthy events, prioritizing insights, writing text, and ultimately producing news are the five stages of automated journalism. Automated journalism is seen as a way to free journalists from routine reporting and give them more time to work on more challenging projects. Moreover, it provides greater efficiency and cost reductions, which alleviates some of the financial pressures many news organizations are under. Many news organizations have been working on automated journalism in quite a fewdif-

ferent ways. We have to note that we observe the use of Artificial intelligence (AI) technologies mainly in the media of developed countries. Natural disasters, judicial, financial, sports, and weather news are all written by robots in countries such as America and England. Major news organizations such as the Associated Press, Yahoo, and Forbes have also integrated artificial intelligence technology into their journalism practices in cooperation with IT companies such as Automated Insights and Narrative Science. At least in sectors that rely heavily on data, such as sports and finance, robot journalism is becoming the norm. The leading media organizations in the world are already taking advantage of the opportunities opened by new technologies in their activities.One of the leading countries in this field is the People's Republic of China (PRC). According to the "New Generation Artificial Intelligence Development Plan," China intends to pursue a "first-mover advantage" to become the "premier global AI innovation center" by 2030. (Vincent; Huw; Josh; Jesica, 2019)

A survey of 71 news organizations in 32 different countries regarding AI and associated technologies was conducted in 2019. Based on that, Charlie Beckett, director of the Journalism AI project, reported that nearly four out of ten organizations have already deployed artificial intelligence strategies. (Laurence, 2020) Beckett believes that artificial intelligence will soon become more prevalent in everyday journalism. This is to lighten the journalist's work, ensure the security of news preparation, and reduce the financial resources of the material In his 2017 study, Austrian journalist Aleksander Fanta points out that the majority of European news agencies prefer automation. According to Fant, typewritten stories lack the depth and critical examination of the facts presented, but may provide a summary of news figures or the first version of a story. At the same time, it should be taken into account that journalism cannot be completely automated. The human factor is very important here. Journalists provide more than just information. A former journalist, and professor at the University of Porto on cybersecurity Fernando Zamith, said: "Accuracy requires proper verification. Robots cannot get it right every time." (Laurence, 2020)

2. Pros and cons of robot journalism

Automation enables rapid news distribution—once the source of the information is available, a story can be produced almost instantly. Robot journalists are designed to produce large amounts of information faster. As long as they can produce 150-to 300-word pieces, journalists are required to crunch numbers and compile content using data from other agencies. If routine articles and activities are automated, journalists will have more time for difficult tasks such as investigative reporting and in-depth analysis of events. Also, automated journalism costs less, as more material can be produced in less time. It also saves on the salaries of news organizations. Reduced human activity in the preparation of information means reduced costs for wages, paid vacation, and employment insurance. For news organizations wishing to maintain coverage and quality with limited resources, automation is a natural cost-cutting option.

In addition, automated journalism systems are less prone to errors as they do not make gross errors such as spelling or mathematical errors. In other words, their accuracy is superior to that of their colleagues. It provides that the code is correct and the basic information is accurate. (Sumana, 2019) On the other hand, automated journalism can be used to create personalized news content. Thus, based on the behavior of readers on a news site, algorithms determine the types of news that individuals like the teams they like, and the region they live in, and can offer "personalized" content to each reader. Along with the advantages of automated journalism, there are also disadvantages. Let's pay attention to these points:There is sometimes confusion about who should be credited as the author of an article written by an algorithm.

Research on authorship found that some participants saw the programmer as the author, while others saw the news organization as the author, emphasizing the collaborative aspect of the work. In addition, the issue of how the news written by the robot is assimilated by the reader also arises. Also, one of the most important risks posed by the practice of robotic journalism is the generation of incomplete or erroneous (disinformation) news texts by algorithms. Due to technical errors in the process of creating news texts based on data, some data may be incomplete or incorrectly presented. Therefore, a situation such as incomplete and incorrect information may arise. (Sumana, 2019)

3.Robot journalism experience in the world's leading news organizations

The development of this field requires large financial resources, so leading media organizations have greater access to these technologies. Let's take a look at the work of the above-mentioned "Associated Press" news agency (AP) in this field. In the about section of its official website, the AP news agency states that two-thirds of its employees working in 263 offices located in different parts of the world are "professional" journalists who have received journalism education. With an average of 2,000 news texts a day, 1 million photos, and 50,000 videos a year to deliver to audiences, the AP's workload is understandable. For this reason, AP announced in January 2015 that it started using artificial intelligence technology, i.e., algorithms, in the creation of news texts. In this institution, the practice of robotic journalism is used, especially in the preparation of economic news, and thus a significant part of the work of AP journalists has been transferred to "algorithms." Algorithms seem to be extremely useful in turning the quarterly American economic data into news texts. Because, based on the data, it was said that the robot journalist, who wrote a total of 3000 news texts, wrote 10 times more news than an employee of this institution could write. In addition to economic news, the AP news agency also uses artificial intelligence technology, i.e., algorithms, in writing sports news. Since 2014, the Los Angeles Times has been using algorithms, in other words, robot journalism, in the creation and presentation of disaster and crime news texts.

CONCLUSIONS

Robot journalism can be defined as computer software that automatically extracts new knowledge from huge data silos and algorithms that automatically convert these insights and knowledge into readable stories without human participation. It offers multiple advantages for news organizations, such as more economical and faster production of news than traditional news production practices.

There is no doubt that AI will affect the work of the media in many areas. Right now, only 15% of the work of reporters and 9% of the work of editors in the world is automated. Of course, many jobs and tasks will eventually be done by robots. In news texts, even in sentences, the words used from time to time are the same. There are dangers such as presenting incomplete or incorrect news due to technical problems; who will be held legally responsible in case of ethical violations in the news; journalists being unemployed. But AI will certainly not completely replace journalists in the near future. On the contrary, humans will remain the controllers of AI and will benefit from these technologies to do their jobs faster, more accurately, and more efficiently.This global trend toward greater use of AI would force many media institutions to adapt quickly and make greater efforts to train their employees on these programs and technologies. It is expected that robots will produce 90% of business and financial articles within the next 15 years. (Saad; Talat, 2020)Referring to what we mentioned above, we are able to say that the main news agencies that first benefited from AI technologies in the preparation of news texts are In other words, the opportunities offered by robot journalism are the Associated Press news agency, Forbes magazine, the Los Angeles Times.

newspaper, and "Yahoo". This can be cited as an example (Saad; Talat, 2020) At this point, there is no example of automated journalism in Azerbaijan. However, given the size of major news organizations adopting robot journalism practices around the world, it can be predicted that large news organizations with strong economic and sound financial foundations will be the pioneers to adopt robot journalism practices in our country.

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SELF-REGULATION IN THE MEDIA

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ABSTRACT
Increasing technological developments affect the media sector directly as it affects every field. Opportunities and resources to receive news are increasing day by day. However, rapidly developing technology brings with it some problems. In simple terms, there are so many news and broadcast sources today that it is impossible to control all of them quickly and effectively. In the current process; we look for the answer to the question of what kind of control mechanism can be applied within the sector itself. The self-regulatory mechanisms that the media have established through their internal dynamics come to the fore for the media to broadcast and report freely without being under tutelage. Such mechanisms are of great importance to prevent possible negativities in the news creation process. Although the sanction power and effect of self-regulation mechanisms are open to discussion, when evaluated in terms of democracy and freedom of the press, it seems to be the best right decision to choose.
In this study, the importance of the concept of self-regulation in terms of the media sector has been tried to be brought to the agenda by using observation and literature review methods.
Keywords: Media, Democracy, Self-regulation.

INTRODUCTION
When we look at the diversity of news sources, we see that various media tools have emerged in the last ten years and these new media channels are increasing day by day. Developing technological possibilities have a direct impact on the diversity of news sources. This situation, which seems positive at first glance, brings with it some problems (Ward and Wasserman, 2010:282; Barrett and Lynch, 2020:2). Problems such as the lack of a clear source of the news and the absence of an institutional interlocutor create problems in terms of reliability. There is a serious lack of trust, especially in the presentation of news and information over the internet. This resulting lacks of trust make audit and control tools inevitable.

Thanks to the self-regulatory organs in the media: it is easier to adapt to the ethical values and social rules adopted by the society, taking into account the philosophical, cultural, historical, and religious values of the society. Self-regulatory boards; provide serious benefits such as protecting the dignity of the journalism profession, preventing the abuse of some professional advantages/privileges, and eliminating the reasons for government intervention.

The ultimate aim of self-regulation practices in the press is to provide accurate and reliable information to the audience and readers and to secure the reader in this direction (Lee and Padgett, 2013:27). There is no doubt that self-regulation protects the publisher and journalist as well as the reader. At the same time, it appears as an application that ensures democratic life and multi-coloreds (pluralism). It is aimed to reach reliable and accurate news by establishing various control mechanisms with internal and external structures created for self-regulation.

1. Conceptual framework

Audit refers to the process of comparing the results of the inspection with these determined standards and taking some corrective measures and recommendations on the issues that are needed, by creating some standards in order to conclude activity in accordance with the previously determined goals and objectives (Eryılmaz and Biriciklioğlu, 2011: 24).

The concept of self-regulation, as the name suggests, corresponds to the control that the person or institution carries out without being subjected to any direction or pressure other than their own.

Self-regulation can be individual as well as institutional. Because the first inspection begins in the conscience of the people themselves. Self-control is what is put in place to align our behavior with a motivational commitment, such as intent or better judgment, in the face of conflicting motives (Duckworth and Kern, 2011: 260). In this respect, it would not be wrong to state that self-control is a process (Sripada, 2020; Duckworth, et al., 2016). Explanations for self-control in both philosophy and social psychology vary widely. If there is consensus on this issue, it can be said that self-control is what enables a person to resolve a motivational conflict and act accordingly. Because, to prevent a strong urge to act consciously, to follow one's own ethical values instead of desire, or to give up on something smaller means performing self-control (Koi, 2021:3).

According to the Cambridge dictionary, self-regulation is defined as "the act of making certain yourself that you or your employees act according to the rules, rather than having this done by other people" (Cambridge, 2022b). It should be noted that the phenomenon of self-control, which basically develops within social responsibility, is an action that can be realized institutionally as well as its personal structure in its basic definition. Accordingly, self-regulation can be defined as an individual phenomenon that can be institutionalized. Just as a journalist can apply for self-regulation while preparing their news, the editor-in-chief of the newspaper can perform high self-regulation by examining all the news before publishing the newspaper and interfering with the content of the newspaper. Thus, the practice of self-regulation can also be in question for the corporate personality of the newspaper. In addition, the professional organizations of newspapers and journalists (such as chambers, societies, councils) carry out the act of self-regulation through their members in the field of press. Apart from that, another concept is self-control. We can be evaluated self-control for the media in two different ways: First, it is the application of self-control by taking into account the future responsibility of a person working in the media sector, and second is controlled by an upper unit (Arvas, 2011: 84-85).

2. Audit

Although the concept of audit has a very old history, it has been institutionalized in the modern sense with the spread of the traditional public administration idea (Telsaç, 2020). When the reasons for the emergence of media control, in general, are evaluated, we see that one of the most basic reasons is the right of people to obtain accurate and reliable information. In this context, administrative control in media institutions/organizations; can be considered as restricting the arbitrary movements of the employees in order to create accurate and reliable information sources, create a corporate culture in this direction, and prevent the negative reactions of the public (İşbir, 1977:3; Şahin, 2014:257). In addition to this, the organization-based audits; we see that it is shaped by the principles of ethics, honesty, and the presumption of innocence, respect for private life, effectiveness, and efficiency.

2.1. Audit in the Media

Control mechanisms constitute the most accurate method of understanding how healthy functioning is. In this sense, it becomes evident as the most important of the basic conditions for ensuring the sustainability of audit management elements. Inspection is an inevitable element of necessity in order to realize the desired purpose in accordance with the desired form. This requirement is an effective method in terms of not allowing jobs that are deemed inappropriate or inconvenient to be done. In a positive sense, thanks to supervision, a suitable environment and opportunity are created for the realization of the goals in the desired direction. In order to provide the desired benefits of the audit, the managers make an effort to carry out the activities in an orderly and duly manner with the supervision mechanism. Auditing is a

facilitating mechanism for overcoming obstacles and raising standards in order to ensure that the services carried out in the media sector are impartial, fast and effective at the desired level. Mostly, what kind of measures will be taken to prevent the repetition of undesired activities and results is shaped according to the results of the inspection. In this way, auditing enables the work to be carried out efficiently (Telsaç, 2022.93-94).

When it's about the media; the word "audit" should be used very carefully. Even if the control of the media seems advantageous at first glance, it can make negative effects on democracy and freedoms in the long run. At this stage, it is of great importance by whom and how the audit is carried out. We can say structurally, it will make more democratic if the media control is carried out by a higher unit established by the sector's own employees. Judicial institutions have an undeniable role in the protection of the law. However, for democracy to function well, the press must be free from excessive political and judicial interventions. In this case, it would be more appropriate for the press to prefer self-regulation or to delegate the regulation to an independent body. Of course, freedom of the press is not unlimited. Moreover Achieving balance cannot always be easy. Especially when it comes to the public interest and social ethical values, the limits of freedom of the press are determined. For this reason, in principle; in terms of professional qualifications and social responsibilities of members of the press, it is likely that self-regulatory mechanisms created by themselves will be more successful than the others. Because in this way, the establishment and continuity of professional standards can be ensured.

Self-regulatory bodies set the boundaries between the legitimate rights of a free press and the legitimate rights of citizens. In this way, it can guide journalists and the public on what practices are acceptable and the standards expected from sector (Hulin and Stone, 2013: 34). At this point, it should be noted that there is an intellectual basis between professional standards and ethical values. Accordingly, while establishing professional standards; basic ethical values such as impartiality, honesty, merit, objectivity, transparency, accountability, justice, equality, prioritizing public interest, professionalism, frugality and effectiveness, avoiding gifts and bribery come to the fore. These prominent elements are; it is also in a multifaceted relationship with the ethical phenomenon that consists of law, philosophy, tradition and political values of societies. The multifaceted nature of this relationship allows for more conciliatory and pluralistic professional principles to be established by involving interested parties.

2.2. Self-regulation in the Media

Starting from the second half of the 1900s, media organizations started to establish in-house organs under the name of ombudsman and press councils in order to avoid undesirable lawsuits and the press regulations of central governments. Trying to build a stronger connection with the public, some newsrooms; have engaged in participatory initiatives on citizen journalism, citizen advisory councils, town hall meetings and guest editorships of citizens groups. Although most of these initiatives did not achieve the desired result, it is not to be wrong to say that these initiatives paved the way for the emergence of self-regulatory institutions in the media sector. Also, we see that these initiatives have helped to establish a new communication order based on dialogue in many places (Schelling, 1999:168). The audit is a mechanism that is considered important in every institution/organization and every public activity. But when it comes to the media and the press, the situation is a little different. The fact that the media, which is considered the main engine of democracy, is indisputably the freest business line is accepted by all modern states. In terms of the critical role played by the media, the media should provide its own control by its own organs. The supervision of non-compulsory professional media inspection bodies (associations, societies,chambers, councils, boards, federations, media ethics councils, ombudsmen, etc.) is of course of great importance in terms of establishing profes-

sional standards. But the most important point is one's own conscience, moral values and way of interpreting life. The concept of self-control, which comes into play here, primarily evokes a human-based approach. Callahan's view that "Journalism is a practice and profession devoted to truth and the common good" explains this people-oriented approach very well (2003:11).Self-control in terms of the media sector; is the professional inspection of articles and publications that are considered to be contrary, by evaluating them over a set of rules consisting of laws, law, philosophy, tradition, and political values of societies. Self-regulation in the press has two functions. According to this; apart from the self-control of journalists, it also means the body that ensures the implementation of the rules created by the press workers and organs of their own accord. Regarding these organs; we can say the systems created by the press voluntarily are more common in liberal and democratic societies. In underdeveloped and developing countries, the types established by the state or under the control of the state informally are more common. In this respect, determining the rights and responsibilities of the media sector, establishing the principles of press ethics in the common discourse, and overseeing the self-control of the press and their implementation; press council, media councils, press ombudsman, media ethics councils, journalist chambers, journalist associations/societies, reader/audience representative etc. takes shape through applications (Uğurlu, 1993:283-284). The press ombudsman, which is among these organs, has a very special place. It is very functional as it is a structure where readers/viewers can express their problems or discomforts and find solutions as a first step without resorting to a judicial court. This intermediary body, which knows the rights and sensitivities of both the readers and the press, needs to become more widespread. Especially when an evaluation is made on Habermas's communicative action theory; it is understood that there is a deep intellectual discussion ground in the field he draws. The Ombudsman has a theoretical ground that can be related to different disciplines beyond just a simple auditing tool. As a matter of fact, Habermas's views within the framework of the theory of public sphere, communicative action, and democracy bring vitality to the ombudsman with the concepts of participation, democracy, and legitimacy, and thus the ombudsman promises great hopes for the media sector (Doğan, 2022: 1197). Because the ombudsman is a citizen-centered and easily accessible control mechanism (Parlak and Doğan, 2015:126). In some cases, legal legislation is not sufficient to ensure that journalists act in accordance with the professional ethics expected of them. When such situations arise, the ombudsman institution creates a real opportunity for self-control in terms of eliminating the existing deficiency.It is often not possible to shape the press in all aspects according to legal limits and normative laws. In addition, the free press, which is one of the main protectors and guarantees of democracy and freedoms, should not be subjected to unnecessary restrictions in this regard. But in this case, Rather than creating a press that is not stuck with normative legal principles, it would be a better approach for media workers to establish their own organization and control mechanisms. Of course, as in the past, the limits of freedom of information are controversial today. However, while determining these limits, they should be determined with a professional ethical approach. Because a free press is the guarantee of a free society. Professional ethical principles and self-control practices come to the fore as the rules that show how journalists should behave while fulfilling their duties and also determine the rights and responsibilities of the people in question (Uğurlu, 1993:291-292).

2.3. Self-regulation Advantages

In modern press organizations, we see that, in addition to self-regulatory organs, various in house self-control methods are also included in the creation of news. For example; during the creation of the news, from the cameraman and reporter to the editor; from the editor to the

editor-in-chief, news passes through certain filters. The news made by the reporter first passes through the editor filter and then the news director and the general broadcast coordinator or director. All these transactions are recorded in the broadcaster's own systems, so every change made on the news is recorded in a way. In this direction, some broadcasting organizations that attach importance to social sensitivity and ethical values hold a meeting with a team of news editors, news directors and chief editors, especially before the main news bulletin, and they decide together which news will be screened. In this way, these organizations, which create their own self-regulation mechanisms, ensure that the news presented to the public is more accurate and free of drawbacks (Gül, 2013:155).

Media institutions get some advantages through self-regulation. Regarding these (Özgen, 1998, 80; Özgen, 2018: 36):

- ✓ The profession of journalism can offer them some privileges because of the work they do. Self-control has an important place in terms of preventing the abuse of professional privileges, which are based on both legal and social advantages, and protecting the dignity of the profession.
- ✓ Self-regulation; it helps to prevent as much as possible external interference to the press, which is one of the basic building blocks of democratic life.
- ✓ Self-regulation; it plays a serious role in preventing coercive and effective legal measures that can be taken by central or local governments and in creating common sense.

Likewise, there are advantages for viewers/readers on the subject. By means of self-regulatory bodies, mediating between both parties in a dispute offers a fastly, impartial, and effective solution. Because the problems that are tried to be solved through judicial authorities may require much more time and effort (Hulin and Stone, 2013:35). While it is stated that self-regulatory mechanisms are very valuable from a democratic and social point of view, it is also necessary to state that some problems are encountered in practice. For example, in some countries where democracy is not fully established, it is seen that self-regulatory institutions are sometimes under the influence of capital or power in terms of implementation. Such a situation makes the self-regulation organs meaningless (Kandeğer and Telsaç, 2022a:168; Kandeğer and Telsaç, 2022b).

In order for the control mechanism to function properly, it must also have the power of sanction. This is perhaps the most studied aspect of the phenomenon of social control. Although it is not an expectation specific to the press, similar reactions are observed in all democratic countries. In order for the audit to be effective, there must be a sanction established as a result of the audit (Eryılmaz, 2016:376-377; Telsaç, 2022: 104). However, in Turkey, according to a study conducted by Gül in 2013 on self-regulatory practices in the field, all of the broadcasting organizations participating in the research; stated that although they are members of some of the self-regulatory mechanisms such as the Press Council, Journalists Association of Turkey, Media Ethics Council, and the Media Association, these mechanisms do not provide sufficient self-regulation. Because, they do not have the power of sanction. According to the statement made by the participants; they stated that the self-control mechanisms in question do not have a holistic structure and do not meet the needs of the era we live in. In particular, they say these institutions are not taken seriously due to the lack of sanction power. On the other side of the picture, in Turkey, all of the participants stated that they carried out and took into account the decisions, suggestions and opinions of the Radio and Television Supreme Council (RTUK) as much as possible. This situation shows that RTUK's sanction power on broadcasters is effective and it imposes deterrent penalties(money, program cancellation, etc.) (2013:156). In terms of democratic development, the media is undoubtedly the institution that plays the most critical role in bringing social awareness to higher levels.

In this respect, the media must have two important features in order to achieve this development. Accordingly, first of all, the press should be free. Another is the protection of the freedom in question by itself (with the press self-control) with a sense of social responsibility. It is possible to evaluate exactly this point as the intersection of the concepts of press and self-control (Arvas, 2011: 84).

CONCLUSION

Freedom of the press and democracy are among the most associated values in many countries. There is a high correlation between these two cases. Because the press and broadcasting organizations have an undeniable effect on societies having a transparent, accountable and democratic structure. However, rapidly developing technology brings with it some problems. In simple terms, there are so many news and broadcast sources today that it is impossible to audit all of them quickly and effectively.

The media is one of the most important occupational groups due to its important role. Accurate and impartial information has an undeniable place in the formation of social public opinion. Freedom of the press constitutes the most fundamental element of democratic development. A free press is the biggest guarantee of a society's democratic future. So, what should be the limit of freedom of the press?

The audit is the most important trust mechanism in all societies. Considering the structure and size of the media sector, it cannot be excluded from the audit. It is clear that internet broadcasting, which is called alternative media, needs serious supervision. So, what should be the limit of the audit?

There is no easy answer to either of the above questions. But that doesn't tell us that we shouldn't do something. It is necessary to establish a balance between the protection of social values, the priority of public interest, and freedom. It should be noted that the basic limit of freedom of the press is social ethical values and public interest. In terms of the freedom slat; the fact that the audit is carried out mostly thanks to the self-regulation created by their own organs will produce more democratic results. However, at this point, it should be noted that self-regulation mechanisms should work very well in order to prevent the need for external audits. Self-regulatory mechanisms have a multifaceted structure that mostly consists of laws, law, philosophy, tradition, and political values of societies. These values have a great practical and intellectual importance on society and media workers. While trying to defend their activities, media professionals and broadcasters tend to develop a defense based on ethical values for self-control. The concept of self-regulation, which basically develops with the awareness of social responsibility, needs to be carefully followed in terms of the professional organizations of which newspapers and journalists are members. The concept of self-regulation can be evaluated in two different aspects: it includes self-control of a person working in the media sector, taking into account their future responsibility in the face of a possible event, and supervision by the boards. The main role of self-regulation here is to prevent the need for external audit. The enforcement power of self-regulatory bodies should be supported by law and encouraged in terms of establishing professional standards. Despite all these efforts and methods, it should be noted that the basic element is trained human capital and the most determining factor is always citizens. Finally, for the topic of democracy and self-regulation, I would like to continue with a sentence about the importance of democracy, understood in its absence of it. Democracy allows people to be governed by organs they choose in line with their own free will; it is a pluralist, egalitarian and participatory management system (Yılmaz and Telsaç, 2021:251). In terms of consolidating democracy, the media is undoubtedly the institution that plays the most critical role in bringing social awareness to higher levels. In this respect, the contribution of free press organs to democracy has enabled them to become indispensable institutions of democracy in

terms of their qualities. The most basic information source of society is the media. While societies create a common consciousness and culture, they are mostly under the intense influence of the media. A media that is not free or cannot set its own professional standards cannot be expected to inform the public as it should. Although basically stating that the boundaries regarding this are not very clear; It is often not possible to shape the press in all aspects according to legal limits and normative laws. Because when the public interest comes into play, the limits of freedom of the press appear. Auditability in terms of transparent and accountable media is a vital function of democracy. The fact that the media, whose main purpose is to provide public benefit, is subject to such a restriction, although it seems contrary to its existence, is not fundamentally contrary. At this point, we come across the intellectual foundations of democracy and self-control. Because, if self-control is established on social ethical values, there is no need for it to be subject to any external control. If the insistence on external audit is not based on public interest and social ethics, it poses a major problem for democracy. Based on the negativities of both outputs, it seems like the right choice to follow a balanced audit policy. In addition, we see that the concept of self-regulation works much more effectively in socially and economically developed societies. Finally, it should be noted that the free press, which is one of the main protectors and guarantees of democracy and freedoms, should not be subjected to unnecessary restrictions.

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THE CIVIL LIABILITY OF A JOURNALIST BEFORE THE SOCIETY

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Abstract
Responsibility for a journalist is a professional duty. Because a sense of responsibility regulates the activities of a journalist. A journalist is a citizen of his country and must act as a citizen. The civic duty of a journalist is to be objective, rely on facts, to bring the truth to the audience.
Keywords
Journalism, journalist, press, media, citizen, society, responsibility, profession, accurately, objectively, impartially

INTRODUCTION

As the freedom of speech and the press increases in journalism, the responsibility of the printed word also increases. Here, a great responsibility falls on the journalist. In addition, every journalist should know that, as stated in the new law of the media, for open calls for changing the constitutional structure of the Republic of Azerbaijan, dividing its territorial integrity, and holding or maintenance of power by force, for incitement of ethnic, racial, or religious hatred and enmity, terrorism, the license shall be revoked by the decision of the court based on Council's petition (On Media,2021).

A person cannot be isolated from information given power. Because people are isolated from information, according to the words of James Madison, one of the founders of the American constitution, a people deprived of information is on the verge of a power that causes ridicule and tragedy.

If the journalist is given the freedom to express his opinion, the use of this freedom and the responsibility for his character becomes higher. The greater the freedom, the greater the opportunities for the journalist to influence the life of society.

Responsibility for journalism and journalists is both objective and subjective. By objective, it is meant to comply with the requirements of reality arising from social and historical necessity, regardless of human will. Subjective refers to compliance with the requirements set by the information policy of mass media where journalism and journalists are represented by relevant legislation and ethical codes. The journalist's responsibility means that he has a professional approach to the demands arising in his activity, and that he does not forget that professional duty is important when comparing and analyzing the happenings.

Being responsible is the professional duty of a journalist. Because the sense of responsibility regulates the activity of a journalist. A non-objective journalist cannot gather an audience. The Code of Ethics of the Society of Professional Journalists states: "The important goal of journalism is objectivity. This is the criterion of professionalism" (Journalist ethics,2000, p. 105). A journalist who feels his responsibility always tries to find such moments in his activity that will serve as a basis for fulfilling his social duty. The activity of a journalist meets with the judgment of the public. For example, violation of the legislation may end with a court decision, unethical action with a "court of conscience", and deviating from the demands of the mass media may result in a discussion among colleagues and, in some cases, termination of the contract with the journalist. Journalism researcher Y.P. Prokhorov writes that the conflict between an honest journalist's duty and real behavior can lead to self-preservation, in which case he should either return toresponsible behavior or not resist and act according to the situ-

ation (Rustamov,2013, p. 282).The value of Russian poet Nekrasov's words "You may not be a poet, but you must be a citizen" is very important today. Civic responsibility is an important part of social responsibility. The civic responsibility of the mass media of different social groups, as well as individual journalists, can emerge during specific real journalistic actions. Of course, even if there are socio-political differences, the responsibility of the citizen's behavior has certain limits that require an approach.

A journalist, like other people, is responsible for the formation of his specific socio-political views and citizen's position. Here we are talking about how such a position will be: either it will be closer to maximum objectivity, or a position that is very subjective and serves the interests of separate groups and interests. It is natural that in the era of pluralism, ideology, politics, and culture, a journalist has the right to take any position. But the choice requires responsibility. This responsibility means choosing one's position seriously, which must meet the interests of the people and the general humanistic requirements of social development. In such a case, the responsibility becomes more reliable.

In fact, despite all the serious discussions, there is one basis behind the high civic responsibility: to take care of the country and the whole world. The realization of such a position has a very important feature, turning into a constructive position and carrying concrete content takes place.

From this point of view, the sense of responsibility towards society for journalists and journalism comes to the fore. A journalist is fully responsible for providing clear information to the audience about the events taking place both in the country and abroad, and for drawing any conclusions. David Pritchard, an expert in journalism, believes that "Journalists and mass media should act with a sense of responsibility to society and should always remember that they may face the demand to explain their actions. These are at the root of the concept of media responsibility" (David,2015, p. 45).

Let's remember one incident, when Turkey shot down a Russian military plane. At that time, when the Russian plane was trying to cross the Syrian border into Turkish territory, the Turkish side shot down the plane. They even called Turkey an enemy in the TV debate and shouted nonsense slogans like "it is necessary to liberate Istanbul from the Turks and return it to the Christians".

Of course, depending on the direction of the mass media where the journalist works, there may be a difference in "how to see the world and events". Let's say that the official information provided by the Ministry of Defense from the border region is presented by the journalist in a distorted form. This creates distrust in the army among people. In this case, the journalist is responsible. Because the audience is responsible for how to form an opinion. Responsible behavior is against rumors, lies (like someone saw something or heard something), etc., hiding or changing the real position or situation.

It is known that we often come across suspicious news. Such news can never be considered reliable. Sometimes the informant does not want to be named, he wants to remain anonymous. But the journalist publishes taking into account the importance of information. Professor Gulu Muharramli writes that today in Azerbaijan, a source who gives information to the press on a fundamental issue prefers to remain anonymous. I think this point can be understood due to national psychology and life realities. The main thing is that the information given by that anonymous source should be true and honest (Savash.org,2020, p. 147). Let's note right here that the journalist should know the source well and trust him. Researcher Desbarats writes that "Responsibility is one of the biggest unsolved problems of modern journalism" (Journalistic responsibility,2002, p. 44). Every journalist can make a mistake in his work. But responsible behavior requires that the journalist admits that he made a mistake. Not correcting the mistakes leads to deceiving the audience, and can lead to a loss of trust in the media. In short, a journalist

should understand that the word and press we use belong to the whole nation and can play a decisive role in the fate of people. It goes without saying that journalists and the media must act with a sense of responsibility to society and must always remember that they may face the demand to explain their actions. These are at the root of the concept of media responsibility (David,2002, p44), not slander, "Lies are the refuge of weak people" (Francis Bacon).

Journalism is an open and transparent field. The civic duty of a journalist working here demands that they express their opinion against articles that violate objectivity, do not show the truth as it is, mislead the audience, and harm relations between countries. When the deputy of the Russian State Duma threatened to hit Baku with an "Iskander" missile, the army of journalists of Russia did not answer this irresponsible deputy and did not reveal his civic position. A coherent and logical answer was given by Yüsel Karauz, the former military attaché of Turkey in Azerbaijan, a reserve general of the army: "Within the framework of the Shusha Declaration, the security of Baku passes through Ankara, and the security of Ankara also passes through Baku". (On Media,2021)

Every journalist is a citizen of his country at the same time. Today, there are hundreds of talented journalists who are committed to their country and people in the Azerbaijani media.

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MASS COMMUNICATION // Public Relations

PUBLIC RELATIONS - FROM OUR HOME TO THE GLOBAL STAND

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Abstract
The rapid changes brought about by the globalization process, communication and information technologies, and the efforts undertaken by organizations to succeed in a global competitive environment have revealed the strategic power and importance of relationship management. It is becoming increasingly difficult to "differentiate" organizations that use the same means of production, operate in similar markets and appeal to a close target audience, and they need to work harder than ever in order for them to be liked by their target audiences and to do more work.

Businesses differentiate themselves and ensure their competitive advantage by their corporate identities, corporate cultures, images and relationships rather than by the products and services they produce.

The most important factor that distinguishes organizations in a global competitive environment is public trust, confidence and reputation.

Key words: communication, public relations, marketing

INTRODUCTION

At the same time, all this is one of the most difficult issues for organizations to achieve.

Public relations, which has become a strategic management function, undertakes the task of closely investigating and analyzing the behavior of the organization's target group and sharing the results with management. The public relations department, which ensures that the researches needed by the organization are conducted and the results of the studies are used in the plans prepared for the future, is also responsible for establishing healthy relations with the mass media of the organization. Public relations, which have become an integral part of management, also make very important contributions to the management of the image and reputation of the organization. (John Vivian, 2021: Mass Communication Media 136)

Focusing on the target audience is a strategic process for public relations management.

Relations management, the purpose of the organization, mobilizing all sources of information to get to know its audience better, using the opportunities provided by communication technologies should be determined through research and investigation.

All this information is used in the development of a strategic plan. After the approval of the management, the organization's strategic public relations and communication plan is implemented.

Today, organizations that communicate well with their target audience and gain their trust have long-term success. Because the global economic order brings with it many risks.

The only thing that will keep organizations afloat in crisis environments is the right target audiences.

Observations show that organizations that create a reliable, authoritative and respectable image in front of their target audience are less affected by crises.

Avi Ledbetter Lee is considered the founder of public relations. He has represented many large companies during his multi-year career. Lee introduced many strategies for communication and relationship building that remain the cornerstone of modern PR.. (JohnVivian,2021:Mass Com-

munication Media 141) Public relations can be considered as a reputation business that has maintained its existence throughout history. Persuading and guiding people has been discussed and practiced since Aristotle. The fountains and mosques built by the Ottoman sultans to raise their prestige in the public eye can be considered as a Public Relations activity. Mustafa Kemal Atatürk's creation of Anadolu Agency to create public opinion and war motivation among the tired people during the war years, and writing persuasive articles in newspapers under a pseudonym seems to be a more relevant public relations activity. However, today's institutionalized Public Relations activity in the United States has grown and shaped on two main axes - economic and political.

The intensity of competition in the market, the need to create feelings about the brand and the organization in the masses is also an important development that emerged in the 20th century. Today, the concept of "Public relations" creates some semantic problems.

The concept of Public Relations contains a misunderstanding that indicates the relationship of an organization with the whole society. From a technical point of view, the concept of public relations refers to the public; it describes those who are affected by the actions and works of the organization, those who influence the organization with their thoughts and actions, and groups of people with common interests. The same public relations concept for a global business can include global customers, government officials, and other global businesses that provide complementary services. In some cases, it seems that the concept of Public Relations is used as Press and Public Relations, especially in government institutions. This situation arises from the necessity and rationality of using mass media in connection with the information-educational activity between the public and the state institution. At this time, mass media is used as a tool between the public and the organization. The Press and Public Relations Department communicates administrative or day-to-day activities, events and decisions to the public through press and broadcasting organizations. In such cases, the Press and Public Relations Department operates only as an autonomous department under the head of the organization and conveys the approved content to the press. Today, public or private institutions not only benefit from mass media, but also use the internet and social media a lot. The former president of the United States of America, Barack Obama, used YouTube videos during the election campaign, and the other president, Donald Trump, used Twitter extensively and conveyed many political messages to the public. When considered in the process, the concept of Press and Public Relations today includes the messages of the organization through social media.

In this context, public relations is a discipline that deals with all the people/groups related to almost all social sciences. The main purpose of Public Relations is to develop positive interaction between the organization or institution and related target groups: these organizations are directly related to fields such as Business Administration, Public Administration and Political Science. The communication function involves the interaction of Public Relations with the communication sciences, communication media, and communication arts, where advertising, sponsorship, corporate communication, press, and Internet relations come into play. Advertising or press relations also brings the concept of public relations to the fore in graphic design, photography and visual communication.

Before moving on to the goals, methods and tools of public relations, it is necessary to transform the function and position of public relations in the organization into a model. (Aydoğan, Public Relations D. 2018: 6)

1. PUBLIC RELATIONS PURPOSES

After linking public relations with the concepts of management, organization and marketing within the organization, more specific goals can be stated. These main objectives can be listed as follows:

- Influencing the target audience and the public

• To reflect the corporate image and personality to the environment, to ensure the trust and support of the target audience and the public

• To inform the target audience about the corporate position

• To establish positive relations between the institution and the target audience, facilitating relations with the management

• To obtain and evaluate input from the public to ensure that policies and decisions are accurate

• To ensure that people comply with the ban by providing educational information

• To ensure cooperation for better performance of services

• Effective communication between management, employees, and the public is the people's desire to detect and correct deficiencies in laws and administrative procedures. After hearing their advice and complaints, new targets can be added to the list of goals. What is important and must be considered is that Public Relations is a dynamic relationship between the organization, management, marketing and the environment.

2.Advertising

Advertising is the term most often confused with public relations and sometimes used interchangeably with it. Public relations is a long-term organizational activity. Advertising is an attempt to promote products/services, ideas or institutions for selected purposes through mass media and methods. (John Vivian, 2021: Mass Communication Media 136)

Advertising focuses on selling products or services to a target audience, while public relations focuses on understanding the target audience and communicating information to the organization. Advertising is a form of communication that a business uses to achieve its marketing goals.

This is not an organizational function.

3. Propaganda

Public Relations is a planned, timely, systematic and strategic persuasion effort. Propaganda can be evaluated as a one-sided, fast and intense redirection effort in the short term. Propaganda activity, dating back to the oldest periods of human history, gained a significant speed with the rise of mass media in the 20th century. Propaganda has been used by states throughout the 20th century to prepare or persuade societies for war. The most striking example of this was practiced by Hitler during World War II, where the German people were driven to war by fear or excitement around a certain idea. In this activity, messages are unilaterally selected, concentrated and directed to the public. The purpose of propaganda is not to encourage and mature people to think about an idea, but to create a quick attitude and behavior change in people.

In this context, states and power centers in the international balance of power in the modern world continuously use various propaganda methods; Military, political, economic and cultural propaganda applied in this process are different methods. For example, before the US invaded Iraq, it carried out an intense propaganda process and tried to legitimize the war by convincing the world that there were chemical weapons in Iraq, and with the same excuses, it convinced the American people to go to war. However, propaganda does not necessarily have a negative meaning. Propaganda is an attempt to spread an idea, work to the public, to gather supporters. People don't always have to be negative and hurtful. (John Vivian, 2021: Mass Communication Media 144) It is not a two-way process like Public Relations, but a one-way process of persuasion. What makes propaganda good or bad is its intended purpose. Today, political parties also carry out intense campaigning during election periods and try to convince the public that they will be the best governance. When examined closely, education systems also emerge as propaganda tools. The most important propaganda tool that states use to create any form of citizenship is education systems.

States do not always rule societies by force and violence, so consent must be formed between people. The Italian philosopher Antonio Gramsci first drew attention to the importance of the concept of elite hegemony and consent.

He states that the state uses some ideological means for this and that schools are at the forefront of this. Indeed, if we consider Public Relations as a communication process that convinces and directs the public, which is the target audience of an institution, there cannot be a more appropriate thing than the education system in terms of public relations of states. For this reason, modern education systems should be designed and implemented in such a way as to develop the ability to analyze and synthesize, rather than to accept ideas. Propaganda can be short-term, like a political party's election campaign, or long-term, like the way a government uses it during war, but there are some immutable rules of propaganda. The first is to direct the entire audience to a single enemy using the simplest language. The second rule is to reinforce positive information and distort negative information and misinformation. The third rule is the rule of renewal, people tend to believe and get used to things that are repeated many times. In this context, business slogans should be prepared in simple language and constantly repeated; For example, although it has nothing to do with it, Coca Cola renews the idea of happiness in its slogans and tries to associate this concept with its brand.

"Access to knowledge and Facebook Reputation Knowledge is power" - this very common sentence depends on the asymmetry of information. That is, when one side has no power, the other side has power.

Knowledge becomes power. For this reason, power centers throughout history have wanted to keep information and the channels through which information flows in their hands. In today's world, information and very different results can be obtained with very different data collection methods. In particular, statistical analysis performed by search engines that follow the behavior of individuals can reach information that no one knows and turn it into power by connecting certain concepts. For example, when people in one region of a country intensively search for the words "lemon" and "cold", it can be determined that the disease "flu" has appeared in the same region. The system, which has been following this process for years, can find out when the next flu epidemic will occur earlier than the Ministry of Health of that country and provide consulting services on applying for flu drugs to pharmaceutical companies investing in the region. Such current technologies as "Big Data" and "Data Mining" take advantage of people's behavior and traces on search engines and social media platforms. While there are objections from people and non-governmental organizations that they don't want to be tracked, Google and similar service platforms say that a free service should be paid for and that people who don't want to be tracked can achieve that freedom. As these ethical debates about computer technologies continue, the resulting data attract companies and political organizations that want to conduct environmental surveys and become an important public relations and marketing resource for management activities. Platforms like Google, Facebook, and Instagram also earn significant amounts of revenue by selling the statistics they get to their customers. In this context, although there are legal regulations that vary from country to country, it remains unclear where the ethical problems start and how to solve them. In principle, it is acceptable for these platforms to produce interesting information based on the actions of the population, but it is not acceptable to share personal information. However, personal data and the facts emerging from that data attract the attention of companies and political leaders. The tendencies and attitudes of the American electorate attracted the attention of Donald Trump. Knowing the attitude and perception of the target audience while remaining ethical is the most important desire of public relations! Donald Trump accessed the data of about 50 million American voters through the data collected by the Cambridge Analytica application on the Facebook social network and used it in the elections. "Cambridge Analytica" collected and sold the data not on-ly of people, but also of people's friends.Facebook, which failed to protect users' data and rights

during this period, apologized to the public after a media outlet reported on the incident and declared that they will take the necessary care to protect data. But the public backlash and resulting loss of reputation turned into a "Delete Your Facebook Account" campaign, and millions of users deleted their Facebook profiles. At the end of the process, Facebook lost approximately 50 billion dollars in value and suffered an irreparable loss of reputation.

Its strategic importance, as well as the importance of gaining and maintaining a public reputation, is evident in this example. Although the above-mentioned case study is related to the American election, it is not known what information Facebook is selling in other countries and to whom, so people from different parts of the world are closing their Facebook accounts en masse. Facebook could spend years and billions of dollars rebuilding its lost reputation, eventually becoming a trusted platform again, or it could lose users to other platforms after failing to manage its reputation, which could spell the end. Loss of reputation can cause unexpected costs, especially in brand relationships based on membership, loyalty and sustainability.

4. Good communication with the target audience during the crisis

Social responsibility projects are one of the points that add value to institutions.

Contributing to campaigns or leading such projects to solve problems in areas of concern to the general public, such as education and health, creates a very positive impression for organizations on public opinion and target audiences. The purpose of the institution should not be to make money, but to make them feel sensitive to social problems.

Today, organizations are no longer able to create a competitive advantage by the quality of the products they produce and provide, but by their corporate identity and image. Institutions influence certain target audiences, create public opinion, trust and reputation by adopting certain attitudes and behaviors in the public and improving their attitude towards business in a positive way.

There are many definitions that look at the concept of public relations from different aspects. When examining the social role of public relations, six different views are identified; pragmatic, neutral, conservative, radical, idealistic and critical social roles **(Grunig, 2005: 1 8).** For example, public relations theorist Vy believes that pragmatic relationships make it easier for customers to achieve their goals because they see it as a rewarding experience that provides value.

On the other hand, public relations is a way of defending the interests of the economically powerful.

The asymmetric aspect comes to the fore in the definitions of those who belong to the conservative social world that maintains the privilege system. Not enough importance is given to the concepts of symmetrical communication. (Kalender, 2008: 18)

Public Relations (PR) covers a wider area than writing a press release. We live in a digital world where PR overlaps with other communication channels, especially content marketing. Therefore, first of all, we need to design a modern PR plan related to your brand.

5. Crisis communication in public relations

As you know, in the age of the internet and social networks, alternative marketing tools can work for a brand as well as against it. Any negative news, opinion about the enterprise can be spread to a wide audience in a short time through social networks and mobile phones. What should be done to protect against it, and most importantly, to prevent it as much as possible?

A crisis situation is any threat that can harm the reputation of an enterprise or brand.

Crisis can be of 2 types:

1. Predictable

2. Unexpected

Predictable crises can arise from changes in the company's current operations: layoffs,

closure of a subsidiary. On the eve and in the process of these events, the management and marketing staff of the enterprise must take measures to prevent all possible negativity, and must be able to satisfy all interested parties.

But experience shows that unexpected crises are more dangerous. TABIB has created Working Groups to be prepared in advance for such cases. These groups include lawyers and heads of relevant structural departments.

6. **The main activities of the groups:**
   - Collect operational information about the problem
   - Prepare a plan to get out of the situation with minimal damage
   - To declare the initial position of the enterprise

The first task of the crisis management team is to appoint a person who will speak on behalf of the enterprise during the crisis, to issue a statement and announce it to the public. This spokesperson will communicate with the media and stakeholders (patients, partners, government agencies) to assure them that the issue is under control.

It is known that when a crisis occurs in an enterprise without crisis management, all officials at once avoid responsibility, no one wants to make a statement. In this case, the public naturally understands the admission of guilt as a weakness of the enterprise. But a person coming out on behalf of the enterprise and making a reassuring statement will lead to the belief that the problem will be solved in a short time. Depending on the seriousness of the matter, the status of the spokesperson may change: in the case of his death, the head of the enterprise will definitely speak, and middle managers will be appointed to solve smaller problems.

7. **REACTIONS that can be given when facing a crisis:**

Sharing responsibility is a method of crisis management. The head of the enterprise can talk about the unpredictability of the problem beyond their control. He can show that crisis can happen to anyone, and the main thing is how the crisis is managed. Experience proves that not every crisis is harmful, because a crisis can be a good opportunity to strengthen the company and brand. Everything depends on the correct marketing of the crisis, accurate and competent steps.

2. **To refute the claims** - to prove that they are unfounded and to sue the claimants. Suing the claimants will be seen as a step to prove the company's self-righteousness.

3. **A timely apology** is the best response, if the fault lies with the company. Even if the enterprise is not at fault, if it cannot prove otherwise, it must apologized, and the possibility of this situation should be accepted. People tend to forgive the guilty, especially if the brand has a positive image. Such a step will minimize possible damage and calm existing patients.

4. **Distraction from the problem** is one of the methods of feedback. As soon as a problem arises, the enterprise can start an image advertising campaign, PR its past positive work, and engage in charity events.

5. **Responding with silence** is often seen as an admission of guilt, and more likely versions emerge. This can lead to disagreements, which can buy time to find ways to get out of the situation.

To summarize, **if there is a problem**; if the fault lies with the enterprise, the initial position of the enterprise should be to apologize. Otherwise, compensation must be paid for the damages. For example, the compensation paid by the medical institution to its patients for a wrong diagnosis or wrong operation shows this medical institution accepts its mistake and is ready to share the moral and material damage they have suffered. **If the company is not at fault**, it should take appropriate steps to reassure everyone that the matter is being investigated. For example, a few years ago there was a rumor that there were syringes in Pepsi's iron containers. Pepsi reacted without delay and released a statement on the formation of the commission of inquiry.The chief technologist of Pepsi said that the issue is being investigated, and that such a situ-

ation is generally not possible in the production process. The delegations of journalists visited the factory and got acquainted with the production process. It wasn't long before the matter became clear: supermarket cameras captured several people putting syringes into a Pepsi's iron container. The highly professional management of the crisis showed a positive marketing result: trust in the brand increased, its positive image became stronger.

It is possible to come to such a conclusion that public relations is a prolific mass media news producer. Despite the breadth of its activities, public relations functions are mainly performed behind the scenes. Effectively organized PR work strengthens solidarity with the media. Although often confused with advertising and news, PR is significantly different.

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MASS COMMUNICATION // Media Ethics

JOURNALISM
Scientific Research
Laboratory

MEDIA ETHICS

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ABSTRACT

In our rapidly developing world, with the transformation of mass media into a completely different structure, the management and reliability of the information process is an issue that increases in importance day by day. In this regard, for news and publications presented to people through the media, the extent to which ethical rules are followed is of great importance. Because the press has an indisputable place in terms of its degree of influence. The increase in the diversity of the media by constantly producing new tools increases the importance of ethical values that must be followed in a way. High values such as impartiality, reliability, accuracy, and transparency stand out as important elements that must be respected in terms of media ethics.

In this study, the importance of ethical values in terms of the media sector has been tried to be brought to the agenda by using observation and literature review methods.

Keywords: Media, Ethics, Moral Values.

INTRODUCTION

Our globalizing and developing world is changing in every respect. Since the day the means of communication became part of our lives, journalism has undergone multiple transformations and has always proven its commitment to its inexhaustible goal of offering the best (Meyers, 2010:1). In terms of the media sector, we see that a wide variety of media tools have emerged in the last twenty years and these new media channels are increasing day by day. Undoubtedly, the most obvious change is internet publishing (Knight and Cook, 2013:3; 95; Couldry and Hepp, 2017:47). New forms of communication technology due to the internet increase the possibilities for democratic participation (Ford, 2018:135). But this online communication model, which is called "fifth media", "alternative media" or "cyber media" (Ward and Wasserman, 2010a:282), has some advantages as well as some disadvantages (Hyvönen, 2018:127). There are serious problems of trust, especially in the presentation of news and information on the internet (Barrett and Lynch, 2020:2).

Ethics; has a multifaceted structure consisting of law, philosophy, tradition, beliefs and political values of societies. There are basic issues that each community is sensitive to. The main plane regarding these issues is shaped around education. The media sector is a business line that is most closely intertwined with the public and has a relatively high influence. It is of great importance that the content produced by the media is suitable for the social structure. The media is a field that should be maintained by considering the public interest. At this point, the concepts of control and ethics come into play. Ethical values and ethical awareness provide real self-regulation in this context.

1. Conceptual framework

Ethics comes from the Greek word "ethos" meaning "character". In general terms, it is a set of value judgments in which people's relations with each other and with institutions are characterized as good, bad, right, and wrong. Ethics is often associated with the word morality and ethics encompasses all moral principles. But to make a distinction between them; ethical values and principles show a more universal quality compared to morality (Yüksel, 2005: 50). According to the Cambridge dictionary, ethics translates as "a system of accepted beliefs that control behavior, especially such a system based on morals" (Cambridge, 2022). It seems that

the concept of ethics refers to the behavior that is deemed appropriate through social values and that there is a comparison based on morality in particular. In this case, the moral rules that determine the good or bad character and behavior standards also constitute a valid pool in terms of ethical rules. According to this, ethics; points to an important concept that represents principles and values such as impartiality, honesty, merit, objectivity, transparency, accountability, justice, equality, prioritizing the public interest, professionalism, frugality, and effectiveness, avoiding gifts and bribery. From a general perspective, the management that makes decisions and activities based on these principles and values is called ethical management. The realization of individual actions carried out in the same manner by taking ethical values into account, on the other hand, finds a response in the form of ethical behavior. Ethical values show a common appearance in principle. This concept, in which moral and social sensitivities are prioritized, is expressed in four ways: individual ethics, professional ethics, corporate ethics and social ethics. The common aspect of all titles is the prioritization of social values (Shafritz, et al., 2009: 198).

2. Media ethics

The birth of media ethics as we know it coincides with the late 19th and early 20th centuries. It would not be wrong to say that the journalism of that period consisted mostly of a small opinion press based on economic subscriptions and political patronage. Over time journalism has become a growing sector and has become one of the most important advertising sources with sales in large circulation. The mass commercial press has become a powerful informant of public opinion, mediating between the public and governments through mass communication. Journalists, who were at the center of these changes, started to establish associations and write ethical codes in order to raise standards and protect journalism from external influences. The rules of ethics largely provided an institutional basis for journalists to be professional and, prioritize the public interest, report impartiality, separate news, and opinions, and maintain editorial independence (Ward, 2010:142-143; Barnhurst and Nerone 2001:1-2).

The basis of ethics; points to an important concept that represents principles and values such as impartiality, honesty, merit, objectivity, transparency, accountability, justice, equality, prioritizing the public interest, professionalism, frugality, and effectiveness, avoiding gifts and bribery (Kaplan, 2009:345; Nohutçu, 2004:390; Eryılmaz, 2018:8; Eryılmaz ve Biriciklioğlu, 2011:37). From a general perspective, the management that carries out news and broadcast activities based on these principles and values is called ethical management. Due to its structure, news broadcasting constitutes a unity of action that requires continuity and a sense of responsibility.

Ethics in terms of media and press; is to internalize these values in all employees in the institution, from journalists to editors, by dealing with issues such as honesty, impartiality, respect for private life, and trust.

It is extremely important for employees to act in accordance with universal ethical values in order to ensure the impartiality and public interest of news or broadcast by using it correctly and appropriately. In line with this awareness, journalists and publishers are expected to be very careful and show the highest sensitivity regarding possible false news, targeting, breaking the presumption of innocence and impartiality. In the media sector, where honesty and accountability are essential, this situation creates important responsibilities for employees. It is necessary to constantly remember this emerging social responsibility when reporting or providing broadcast services and to act in this way.

2.1. Ethical Values

Media professionals need to develop and internalize the ethical values that will guide them and the professional standards of their work. In addition to this; in order not to make news and pub-lications contrary to ethical principles and values; it is necessary to establish mechanisms that

will allow effective self-regulation. Because of this situation, developing and applying both internal and external ethics seems to be the best way. Often the important decisions made by senior executives in the media often manifest as a mixture of professional and individual values. Rarely, apart from these values, managers' own goals and agendas can also be effective. Of course, they are not the only reasons in terms of decision-making and activism, but it should not be forgotten that they have a large share. It is clear that the ethical values internalized by a media worker who is at the point of reporting and broadcasting will help him move in the right direction at that moment.

Ethics; it has a multifaceted structure consisting of law, philosophy, tradition and political values of societies. These values have a great practical and intellectual importance on society and media workers. While trying to defend their activities, media professionals and publishers tend to develop a defense based on ethical values. Laws do not always provide detailed information on how a job should be done. In such cases, actions that people consider ethical or deem appropriate take place (Thompson, 1985:556; Cordeiro, 2003:267; Peck and Reel, 2013:19).

In terms of specifying the ethical rules and values that employees in media and press organizations must comply with (Telsaç, 2022: 98-99):

1. To be aware that the media and press business is actually a public service (Picard, 2010:366);
2. To know that the main output of the activities carried out for the public is the public interest;
3. Strictly complying with the service standards specified in communication and broadcasting;
4. Respect for belief, language, religion, liberty and freedoms;
5. Not presenting obscene images/texts in public publications;
6. Respect for privacy rights;
7. To show Stability in terms of purpose and commitment to work, with the awareness of how important it is to inform people;;
8. Avoiding false or biased statements by media institutions and their employees;
9. There should be honest and impartial behavior of media workers in their activities and decisions (Lăzăroiu, 2018:116);
10. People working in media and press organizations should be respectable and trustworthy (Peters, 2018);
11. Media professionals should be courteous and respectful to citizens within the scope of human rights, moral rules, right to private life, the presumption of innocence, personal rights, corporate rights, commercial rights, and social rules;
12. Providing accurate and timely notification to the competent authorities in cases and developments with an element of crime or suspicion;
13. Publication policy that will not encourage harmful substances;
14. Should to attention to behavior or content of an undesirable nature, such as violence and offensive words;
15. Media professionals should stay away from individual and corporate conflicts of interest;Preventing the abuse of their media power (Ford, 2018);
16. Media employees do not receive financial gifts from places, areas, institutions, and persons they report on, and comply with prohibitions on activities that may yield benefits;
17. Media workers should (newspaper, magazine, television, internet, etc.) take care to use the goods and resources of institutions (Hyvönen, 2018:127-128);
18. Against citizens and the public; implementation of the principles of information disclosure, transparency and participation;

19. The media to act cautiously by calculating that there may be a child viewer, follower or reader while broadcasting;
20. Demonstrating the necessary sensitivity regarding the social and private lives of some disadvantaged groups or people (disabled, immigrants, women subjected to violence, children subjected to abuse, etc.);
21. Obligatory questioning of the acquired information and its source (Berry, 2016);
22. Except for the express declaration and consent of individuals and institutions; not reporting on their private lives;
23. Realizing accountability of media professionals, newsmakers and especially managers;
24. And lastly, can be stated as important the declaration of property by media workers.

Ethics guides individuals while making decisions and conducting services, adds quality to media services, and gives a stronger sense of responsibility, in areas that are not regulated or that leave gray areas, or that are not very practical to be regulated by law. It is possible to state the main inference at this point as follows. While law tells us what can be done within the framework of the judgment, ethics is a concept that reveals what should be done (Yüksel, 2005: 60).

2.2. Barriers to Ethical Values

Often there is a direct relationship between the mission of the person who will perform the self-regulation and ethics. The values that the concept of ethics contains and the task it undertakes also have an important place as a self-regulation mechanism for individuals. As part of a permanent value and belief system, moral, ethical, or social values play an important role in responsible behavior (Surlin, 1987:564). If media professionals can control their own consciences, they can take an upright stance and be accountable to the outside in case of any control or conflict. This situation, which is not limited to a personal scale, is also valid for media and press institutions. However, it should be noted that it is extremely difficult to establish a common ethical typology or standard at the global level (Ward and Wasserman, 2010b). What exactly constitutes ethical journalism is mostly determined by the culture, identity, and sense of freedom of societies (Musa and Domatob, 2007:317).

The barriers to the development of a global common ethical behavior in the field of media consist of the following factors (Tehranian, 2002:69):

a) Overdevelopment of ethics by media professionals and academics, but underdevelopment of self-discipline from the perspective of media companies and government regulators;
b) The news, opinion, and entertainment programs are especially aimed at commercial companies and state sovereignty;
c) The absence of a culture of pluralism (Norris, 2001);
d) It is the inadequacy or weakness of global governance institutions that have a regulatory role towards media freedom, equality, pluralism and social responsibility.

2.3. Recommendations for the Ethical Values

The media which is an important profession and social building block is a business line that requires social responsibility. Considering the degree of impact of the work done, the public aspect outweighs it. There are social sensitivities that such a strategic business line for the public should pay attention to in every respect. The fact that the work done is in the public interest should be the criterion sought first.

The press and the media, which are the most fundamental elements in democracies, should be aware of and responsible for this role. In a professional group serving in the public sphere such as the media, protecting the interests of society is an irrevocable responsibility. While the press and media help to institutionalize and take root in democracy, they also play a critical role in

raising social awareness. The press creates public opinion through individuals, and the public ensures the functioning of democracy with their opinions.

Global media ethics can be shaped around four critical groups of freedom and responsibility due to the difficulties that arise. These are (Tehranian, 2002:72):

- ✓ Keeping the media away from censorship and institutional pressure created by central governments;
- ✓ To provide citizens access to information and publications of the highest quality possible, by facilitating press staff to fulfill their professional duties;
- ✓ To be respectful in matters such as honesty, justice, and human rights in accordance with the principle of professional responsibility;
- ✓ It is in the shape of acting under the responsibility of participatory and democratic values such as freedom of expression, free circulation of information, equal access to information, pluralism, balance and control, transparency, and accountability.

In developed countries, the press and the public opinion, which is mostly shaped by it, determine the democratic development of social life to a great extent. The press, which acts as an important bridge between the government and the people, has great importance in the harmony between the rulers and the ruled and in the formation of healthy feelings, thoughts, and convictions in the society. Of course, in this context, the media's acting in accordance with the principles of the press within the framework of ethical values is the leading actor in the formation of a healthy and effective public opinion. A media that provides accurate information and contributes to the intellectual infrastructure of the people can play an important role in the democratic development of the country.

CONCLUSION

The most basic information source of society is the media. While societies create a common consciousness and culture, they are mostly under the intense influence of the media. A media that is not free or cannot set its own professional standards cannot be expected to inform the public as it should. Although basically stating that the boundaries regarding this are not very clear; it is often not possible to shape the press in all aspects according to legal limits and normative laws. Even if it is possible, it may not be democratic in terms of its consequences. At this point, ethical values come into play. Professional criteria created on the premise of ethical values ensure a safe and accurate source for citizens, who are the end-users of the news. This source; includes social ethical values that will increase both professional and institutional prestige.

Ethics; has a multifaceted structure consisting of law, law, philosophy, tradition, and political values of societies. These values have a great practical and intellectual importance to society and media workers. While trying to defend their activities, media professionals and publishers tend to develop a defense based on ethical values. Laws do not always provide detailed information on how a job should be done. In such cases, actions that people consider ethical or deem appropriate take place. At this point, we see that soft authority is realized within the framework of belief and respect for ethical values. Well, is it possible to establish a link between ethical values and authority? In terms of ethical values and the intellectual foundations of the concept of authority, it would not be wrong to state that the fine line regarding the sanction of the concepts of authority and power contains clues in this regard. Because authority has a structure in which people willingly adapt and fulfill their responsibilities. However, at this point, power tends to have a job done by force. The main difference between the two is to consent or not consent. Weber first asked, "Why do people obey?" He tried to explain his question on a logical basis. In this direction, he observed the conditions and forms of submission among the existing Humans. He reached the conclusion that those who obey willingly are affected by authority, while those who obey out of fear or obligation are affected by reasons of

power (Yılmaz and Telsaç, 2021a: 44; Weber, 1987: 81). Authority in his definition is elements that come from a legitimate source. It is possible to say that the organismic approach seen in Farabi and Plato has a connotation on this issue. For example, Farabi; assumes that the heart manages the basic movements of all organs, it states that all other organs act voluntarily on a legitimate basis under the leadership of the heart (Farabi, 2016:80; Telsaç, 2021: 337). In both examples, we see that the legitimacy of the source is of great importance. Based on this analogy, the importance of a set of values that media organs accept their authority with their own free will emerges. The basic criteria to be taken as a basis when reporting in press organizations or individual services; can be much more successful if it is observed with consent. This is the first place where the intellectual foundations of the concept of ethical values and soft authority in the press are formed in.

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AZERBAIJAN AS A TRANSNATIONAL COUNTRY IN MODERN WORLD POLITICS

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ABSTRACT
Global processes - At the same time as Azerbaijan regained its independence, the system of international relations began to change radically, and the events of the last twenty years show that the system is still essentially competitive. States pursue different and sometimes conflicting foreign policy goals. Conflicting perceptions of the modern world order manifested in the clash of the concepts of "bipolarity" and "multipolarity" have revived the competition for political and economic influence in different parts of the world. If sustained, this competition will have a negative impact on the global and regional security environment.
Key words: global processes, ethnic cleansing, anti-terrorist coalition, worldviews, foreign policy.

INTRODUCTION

Azerbaijan is a rapidly developing young democratic country with high economic growth and a stable political system. Azerbaijan skilfully uses its economic and political opportunities to realize its national interests, as well as to strengthen its regional and global positions. Azerbaijan is recognized as a leader in the region and a reliable partner in the international world. Our country is the main player in all regional issues, and no strategically important project in the region can be realized without Azerbaijan.

Azerbaijan's foreign policy directions and strategic choices are determined by the following influencing factors: Armenia's aggression against Azerbaijan. - Armenia's aggression against Azerbaijan, which includes the facts of military occupation, ethnic cleansing, gross violation of the rights of nearly one million Azerbaijani refugees and internally displaced persons, destruction of our historical and cultural heritage by Armenians in a large part of the country, remains the main determining factor of the security environment of our country, and this in turn, it plays a key role in the formation of Azerbaijan's security and foreign policy.

Strategic geographical location - Azerbaijan's geographical location has strategic importance in many ways. Its location at the crossroads of major trade routes on the emerging East-West and North-South transport and energy corridors gives the country a significant opportunity to become an energy and infrastructure hub. In order for the country to become such a center, it is an important condition to fully use the advantage of Azerbaijan's geographical location.

Rich natural resources - Azerbaijan's rich natural resources not only serve the prosperity of the country and the well-being of the people, but at the same time, this fact is an important factor in strengthening the national security, political independence and sovereignty of the republic. Development of the rich hydrocarbon resources of the Caspian Sea and its transportation to world markets has become the main element of the policy, which was later called Azerbaijan's energy strategy. This strategy, founded by national leader Heydar Aliyev and successfully implemented by President Ilham Aliyev, is the cornerstone of Azerbaijan's foreign policy.

Threats and risks to security in the modern era – international terrorist groups that are non-state actors in the international arena, military separatist movements, ethnic and religious extremism, organized crime networks, as well as illegal migration, drug and human trafficking,proliferation

of weapons of mass destruction, critical energy and the risk of sabotage in transport infrastructure and cyber-attacks, a phenomenon of recent years, are factors that have a serious impact on the global and regional security environment. Responsibility and uniqueness - the history of Azerbaijan mainly consists of wars between different regional powers and continuous struggle for real independence. This "heritage" requires Azerbaijan to be an active and responsible member of the international community in order to contribute to the strengthening of international mechanisms that can guarantee the sovereignty and rights of small countries. The roots of responsibility are always related to Azerbaijan's characteristic features, such as tolerance and coexistence of people belonging to different religious beliefs, worldviews, and ethnic groups. Azerbaijan is a secular Muslim country with deep historical roots and indeed a rare secular Muslim country in terms of ethnic and religious tolerance. Azerbaijan was declared the first democratic republic in the Muslim East in 1918. For centuries, Muslims, Christians and Jews lived here peacefully. Playing the role of a bridge between cultures, Azerbaijan feels the responsibility to promote these values for the benefit of the international community.

Azerbaijan implements an independent foreign policy based on the principle of sovereign equality of states, regardless of their territorial size, military power and economic potential, in relation to all states involved in the system of international relations. Transparency and predetermination are the main features that characterize Azerbaijan's foreign policy. Azerbaijan is very interested in promoting peaceful coexistence and good neighborliness in its region and beyond its borders by developing friendly and mutually beneficial bilateral and multilateral relations with all countries. Our country implements a foreign policy based on the norms and principles of international law, which is the cornerstone of the existing international security system. Sovereignty, territorial integrity and non-interference in the internal affairs of all states are the main principles of Azerbaijan's relations with other countries. Azerbaijan's foreign policy priorities aimed at securing the country's national interests and strengthening its global and regional position are as follows: With the collapse of the Soviet Union, the people of Azerbaijan gained a historic opportunity to restore their independence and develop and strengthen their statehood. At that time, many did not believe that Azerbaijan, which was subjected to military aggression by the neighboring Armenia, and was dominated by a severe economic crisis and internal instability, would emerge from this complex situation and succeed. Today's Azerbaijani statehood has its roots in the Azerbaijan Democratic Republic, the first democratic republic in the Muslim East. The Azerbaijan Democratic Republic, which lived for 23 months, fell due to the change of the geopolitical situation in the region. Although it existed for a short time, the main state institutions, including the Ministry of Foreign Affairs, were created during that period. We celebrate the 90th anniversary of the establishment of the diplomatic service of Azerbaijan this year with great pride. Azerbaijan is a rapidly developing young democratic country with high economic growth and a stable political system. Azerbaijan skillfully uses its economic and political opportunities to realize its national interests, as well as to strengthen its regional and global positions. Azerbaijan is recognized as a leader in the region and a reliable partner in the international world. Our country is the main player in all regional issues, and no strategically important project in the region can be realized without Azerbaijan.

Self-determination of Nagorno-Karabakh is possible only after the return of ethnically cleansed Azerbaijanis to their homeland and only within Azerbaijan. Azerbaijan will never make its territorial integrity an object of discussion.

Promotion of international peace and stability - both traditional and new threats and problems can be prevented through active international efforts and cannot be eliminated unilaterally. Azerbaijan is actively involved in international cooperation in the multilateral and bilateral framework regarding the fight against international terrorism and the proliferation of weapons

of mass destruction. Joining all international documents on the fight against terrorism, Azerbaijan constantly exchanges information on this field and prepares relevant reports. Our peacekeepers served shoulder to shoulder with soldiers from other members of the international community in Kosovo, Iraq and Afghanistan. The efforts of the Azerbaijani government and companies to help Afghanistan and restore this country create opportunities for the people living in need. Azerbaijan operates in the direction of non-proliferation of weapons of mass destruction through export control and border security measures within the framework of the "Non-Proliferation of Weapons of Mass Destruction" and cooperation with other countries. Azerbaijan is in favor of strengthening the international regime on the non-proliferation of weapons of mass destruction and will continue cooperation with the world community and relevant organizations for the implementation of appropriate control.

The fight against transnational crime and human trafficking is on the agenda of our cooperation with the countries of the region, as well as within the framework of the UN, OSCE and other international organizations. It is well known that there is a connection between stability in the South Caucasus and global security in general. Due to the prolonged conflicts in the South Caucasus affecting security and stability in the region, creating obstacles to the economic and political development of the countries of the region, and preventing real cooperation in the region, it is of particular concern to the countries of the region and the international community in general.

Development of mutually beneficial bilateral relations. - Azerbaijan considers regional cooperation as an important factor for maintaining peace and stability in the region, and for the reasons mentioned above, has established mutually beneficial friendly relations with all its close neighbors except Armenia. The further development of relations with neighboring states will allow finding an option to settle regional problems in a mutually acceptable manner. The tripartite strategic partnership and deepening cooperation between Azerbaijan, Georgia and Turkey has become an indicator of stability in the region. Relations with Russia have risen to the level of strategic partnership and the expansion of this cooperation continues. Azerbaijan conducts a progressive and forward-looking dialogue with Iran, as well as develops relations with the Central Asian states with the aim of creating a bridge between the Caspian Sea and the European region.

Azerbaijan cooperates with its strategic partner, the United States, in a bilateral and multilateral framework in order to fight against global problems and threats. Azerbaijan is a member of the US-led anti-terrorist coalition, it comprehensively supports the international community's fight against terrorism and takes a number of important steps in this direction. We are working to expand our cooperation with the United States, as well as in the areas of economic, energy security and promotion of democratic development.

Geographically, Azerbaijan, located at the crossroads of the West and the East, provides a natural transition opportunity for the transportation of goods and services from European countries to the growing Asian markets and vice versa. In this sense, relations with Middle Eastern and Asian countries occupy an important place in Azerbaijan's foreign policy. Emerging political powerhouses and fast-growing economies, these regions open prospects for mutually beneficial cooperation in economic, telecommunication and other fields.

Integration into European and Euro-Atlantic structures - Azerbaijan shares the values of the European and Euro-Atlantic community, contributes to security and stability on the European continent and beyond its borders by developing multilateral Transatlantic security cooperation programs. Azerbaijan was one of the first countries to join NATO's Partnership for Peace Program in 1994 and fully benefits from possible partnership mechanisms with NATO through the Euro-Atlantic Partnership Council and other means. Azerbaijan has successfully completed the first phase of the Individual Partnership Action Plan (IPPA) and started the implementation of the second phase of the TPPA, which will guide NATO-Azerbaijan relations in the coming

years.Azerbaijan's cooperation with the EU goes beyond the country's security needs and expands in the economic, political and social spheres. The EU-Azerbaijan Action Plan adopted in 2006 within the framework of the European Neighborhood Policy strengthens the political dialogue between Azerbaijan and the EU, develops cooperation in the fields of political, economic and institutional reforms, and creates the basis for qualitatively raising the cooperation to a new level. The implementation of the EU-Azerbaijan Action Plan will serve to further strengthen the mutual political and economic dependence between the EU and Azerbaijan. We welcome the EU's Eastern Partnership Initiative and we hope that it will accelerate our cooperation with the EU.

The geographical location of Azerbaijan allows the country to diversify its access to world markets. The expansion of international transport and communication corridors through the territory of the South Caucasus region and the strengthening of Azerbaijan's transit facilities are an important element of the strategy of diversification of the country's economy and development of the non-oil sector. In this sense, Azerbaijan is actively involved in the implementation of the Europe-Caucasus-Asia Transport Corridor (TRASECA) project, as well as the North-South transport corridor. Also, Azerbaijan cooperates with Turkey and Georgia in the direction of building the Baku-Tbilisi-Kars railway line, which is of geostrategic importance. The implementation of this line will be an important step to accelerate and strengthen regional cooperation, and at the same time, it will create new regional opportunities with global implications.

The international environment, characterized by the need to attract existing international commercial networks in order to coordinate markets and foreign investments, coordinate fiscal and monetary policies, requires the implementation of an active foreign economic policy. Azerbaijan is interested in cooperation with countries in the region and beyond to contribute to sustainable economic development through the attraction of foreign investments in the non-oil sectors of the economy, the provision of unimpeded passage of goods produced in the country to international markets, and the strengthening of trade, investment and economic growth. The philosophy of economic development of Azerbaijan is very simple - prosperity of neighboring countries brings mutual benefits.

Azerbaijan has significantly expanded the geography of its foreign relations, has become a more visible and respected country in the international world, and has further improved its foreign policy goals. With the exception of Australia, today we have diplomatic missions on all continents of the world. Signing of bilateral documents, mutual high-level visits, international conferences and world forums.

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SOCIAL MEDIA AS AN ASPECT OF GLOBAL POLITICS

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ABSTRACT
At the current juncture of world politics, not only the states represented by individuals, but also transnational corporations, power centers, influential groups and other actors of international relations have entered a qualitatively and substantively new stage of struggle. New realities of the online world were born within the framework of all global upheavals and targeted, speeded and purposely prepared, positively or negatively coded information is provided to mankind. Relations of modern global political institution and its socio-globalistics, in contrast to traditional paradigms and approaches, is adapted to asymmetric, informative IT applications. The main carrier of governance, behavioral phenomena, new trends has changed itsspeed and form, and has adapted to the realities of social media. It does not represent the traditional world, nor is it a platform for conservative views.
Key words: Social media, world politics, fake news

INTRODUCTION
Globalization can provide different civilizations with different approaches to the same content. Today's states, nations, economic centres, TNCs, and various influential groups are achieving their ideological, economic, political, and moral goals in narrative and online ways.
Online media techniques, a component of the technological revolution, have managed to turn consumers into controlled targets by extracting the social profiles of billions of people, guaranteeing their access to the Internet space. The behaviour of administrative decision-making bodies with decisive decision-making capacity, as well as the new realities confronting countries around the world, have given rise to modern rules and behaviours, such as wars and rights, which have largely displaced traditional meetings. We cannot make accurate predictions about the infodemic future because the new global order, which originated with the post-pandemic period, has not concluded its political cycle around its axis for decades. Modern realities involve wars, economic instability, sociopolitical upheavals, and many relationships broken as a result of the pandemic so that people living in all parts of the world can read about global threats at the same time, in the same content, and react in the same way.
In the context of a turbulent global order, social media, the primary management tool, are increasingly gravitating toward "fake news" and hybrid war content. Against the backdrop of infodemia, the global online war between Facebook, Instagram, YouTube, Twitter, and the "power" of TikTok is ushering in a new era. The technological revolution that is taking place in the cyber world is attempting to make us a target in the global network's social media war, where the defeated front is located, following the civil war that our country completed.
In the post-pandemic world and the Russia-Ukraine war, a new philosophy is required to assess global political actors and their behaviour as reflected in social media.

1. **Main part:**
Although dubious, the phenomenon of globalization can be understood as the essence of various cultures, societies, economies, and, in a broader sense, the global way of thinking, manifested in numerous paradigms and theoretical thought trends.
We are currently unable to determine the criteria for a positive or negative evaluation of states engaged in an inductive activity, the global trade chain, and the global population adapting to megatrends who share the same moral behaviour and moral wealth. The reality starts with the observation of the main manifestations of globalization during the global presentation of the global way of thinking, fashion, trend, tendency, and situational events.

For a long period, we have known that there is an internet phenomenon that stimulates the economy, ideological, and cultural identity. As well as the Internet has created its reality, media, and "reader," complete with reactive thinking and behaviour. Radio, television, the internet, and other forms of communication play a significant role in the development of human consciousness. Mainstream media is a type of media that seeks to reach a larger audience. The media, according to most globalization theorists, plays an important role in speeding up globalization. The growing importance of economic, cultural, and technological integration between countries has a significant impact on our society and individuals' lives. Access to a diverse range of media is becoming more prevalent as a result of globalization. (Globalization's Impact on Media, 2021)
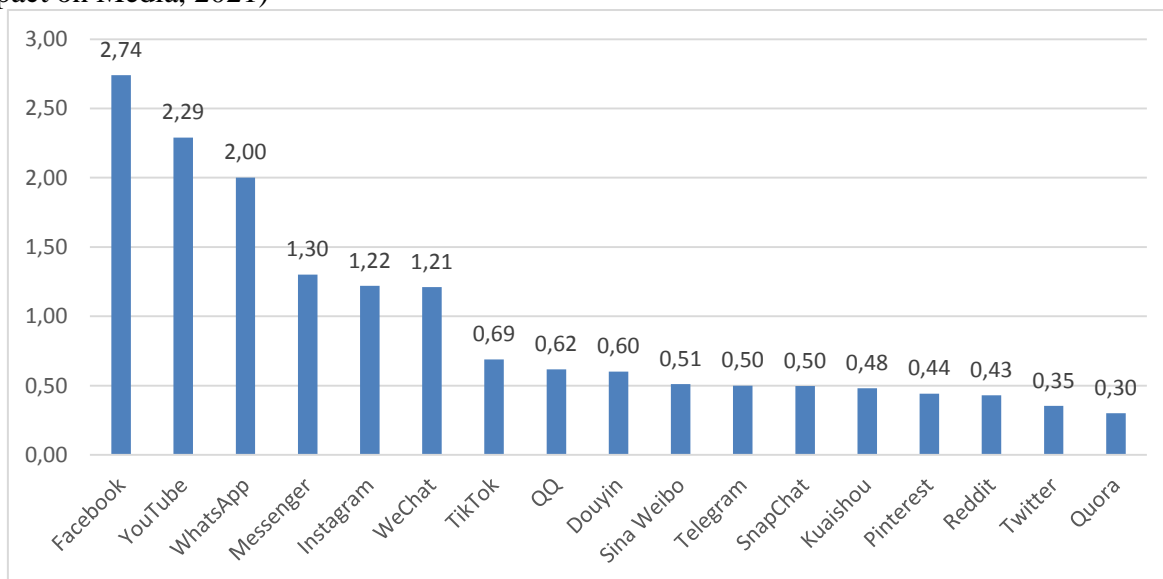
Most used Social Media Platforms.
Worldwide/as of 2021 report (figures in billions).

It is worth noting that, before the appearance of social networks in 2005-2010, world politics was based on the "paper" memory of international law, norms, and principles, and it was possible to maintain global order through the UN, a global system established in 1945.

However, when we consider the international order, states, and their populations as living entities, we can see three types of development, retardation, and relations.

Conflict

Collaboration

War

The evolution of Internet technologies began to change the global system with technical attacks,

depending on the essence of global politics and development dynamics.

For the first time, thanks to IT, which has not been described by legal norms until now, foreign interventions began to spread through the Internet to the backbone of states, administration, and public and state relations. Without a doubt, the change in civilizational-cultural specificity with the effect on the "brain" demonstrated that international law will no longer be as effective as it once was, as a result of the Internet-cosmopolitan philosophical basic abstract conditions. Positive philosophers and sociologists in their descriptions of the new global architecture contain elements of political thought with the principles of a just world in which natural rights and the destiny of peoples are established, but wars, territorial claims, and the transformation of power into a tool in international politics are always relevant. And it turns out that the multipolar or bipolar world's centres of power are no longer willing to carry the sense of human responsibility defined by international law to keep the balance. Social networks are acting as a catalyst for the redefinition of modern law, the manifestation of new powers on the global map, the next decline of states and nations in the ruins of history, and the rebirth of civilizations in this political-economic, cultural, and technological reality. The Arab revolutions, which contributed significantly to the world's leading ideas and revolution export, demonstrated that the modern world and its reality will

be based on "fake news." In this case, neither state borders nor international law, which serves as a barrier between them, are valid. Thereby, the "Arab revolutions," which began on January 4, 2011, with the self-immolation of Tunisian youth Mohamed Bouazizi in protest against the head of state, were the first social media actions, which were exported to Egypt, Libya, Yemen, Syria, and other Arab countries with the participation of bloggers after Tunisia. Although the revolutions' leading slogans were "human rights" and "democracy," an examination of the last ten years' realities reveals that what the people achieved was chaos, terror, war, refugees, poverty, and the looting of their countries by transnational powers.

These events had two consequences:

At the global level, international lawlessness and internet revolutions disrupted the order of states;

At the regional level, interest maps in the Middle East changed and a new order was formed.

As a result, neither the principles of the UN Charter nor the establishment of the international order and the principle of world peace could prevent the states' problems.

Global powers' use of social media as a weapon of war ;

Social media or social networks are important tools in securing modern powers' interests and their war against each other.

We are witnessing the birth of new models of behaviour against the backdrop of new media, accompanied by insults, violence, and a lack of boundaries between real-life events and red lines in the name of freedom. It includes applications that are constantly updated with new technology and enable the user to create content with characteristics such as originality, interactivity, hypertextuality, diffusion, virtuality, and multimedia style.

However, because of the limitlessness and dynamism of new media, it is difficult to control the content produced. (Çağla Pınar Tunçer, 2020)

In a similar vein, social media tools that have already reached the level of TMK have a significant advantage in determining the social profiles of a country's population. Profile owners can easily X-ray that society in the future by applying strengths and weaknesses to public administration with SWOT analysis based on the user's hobbies, interests, attitudes, reactions, sentimental approaches, and crisis behaviour. In this sense, the brand war in the context of new media can be interpreted as a directive from the world powers to which they belong. (Mustafa ÖZTUNÇ, 2020)

In a political sense, the events of the presidential elections held at the end of last year in the United States, the most powerful actor in international relations, provided clear evidence of how social media - the online world - influences decisions.

In previous years, Republican President Donald Trump's tweets from his "Twitter" account reduced OPEC members' income by controlling global oil prices. It was the era's first online reality, and another example was the "Reb Brunson" crisis with Turkey, which the US applied to Turkey. In addition to the CAASTA sanctions, President Trump's tweets have strained Turkish relations. (Adım adım Brunson krizi: Nereden çıktı, nasıl çözüldü?, 2018)

The war between the United States and other global powers is currently being waged asymmetrically, primarily through social media. As the primary means of propaganda and influence for the US-centric worldview, global online powerhouses such as Facebook, Instagram, YouTube, and Twitter wield significant influence. In this regard, China is the most formidable foe of the United States and the "Silicon Valley" that operates there. There are currently social media networks with 100 million to one billion users, including TikTok, the world's fastest-growing social network, and China's WeChat, Sina Weibo, Zhihu, Meituan, Douyin, and Douban. For example, China, which has formed strong local social networks against Western social media, declared its victory against the virus in Wuhan three months after the corona virus start. For the first time in the world, they showed that their strategy in some cases can be useful. To ensure close "monitoring and isolation" of citizens.

İnternet istifadəçisi   WeChat istifadəçisi

	2017	2018	2019
İnternet istifadəçisi	0,765	0,804	0,841
WeChat istifadəçisi	0,989	1,082	1,151

Mənbə: Statista, Sina Cooperation, Asia One

Social networks, which are primarily intended for sharing news, gathering information, having fun, and socializing, are quickly becoming a viable platform for real intelligence, sabotage, and manipulation by other states. Unlike China, most Western countries view social media bans through the lens of "free expression" and "freedom of opinion."

This red line has created unique conditions for China to mobilize, control, and identify the strengths and weaknesses of its social media power against the West, and to exercise it without international condemnation, including legal details and bans, coinciding with the global virus era. Twitter was banned in eastern China in 2009 for spreading dissent against the Communist Party, but its alternative, Weibo, now has over 400 million users. For example, actor Xie Na, who has 123.7 million followers on Weibo, can reach or influence more people than Twitter.

QƏRBDƏ VƏ ŞƏRQDƏ SOSİAL MEDİA TƏTBİQLƏRİ

TƏTBİQ	İSTİFADƏÇİ SAYI	TƏTBİQ	İSTİFADƏÇİ SAYI
WhatsApp	2 milyard	WeChat	1 milyard 151 milyon
Twitter	330 milyon	Weibo	413 milyon
YouTube	1 milyard 800 milyon	Tencent Video	900 milyon
Instagram	950 milyon	Douban	300 milyon
Facebook	2 milyard 500 milyon	Tencent QQ	899 milyon

Mənbə: Statista, Sina Cooperation, Asia One

Tencent Video, like YouTube, is currently used by 900 million people. Douban and Tencent QQ are similar to Western-based social media apps.

Furthermore, China, which produces 13 of the top 25 most popular Internet applications globally, has removed seven of the top ten platforms from its structure. China, which has emerged as an economic power in the international arena, has also emerged as a dominant player in the social media field. The following are the objectives of social media applications created in this context.

- The transformation of the Chinese language into a world language;
- Providing information security;
- Creating easy, accessible and native social media applications;
- Assessment of added value in the country;
- To protect and control the private life of citizens;
- Prevention of activities against China;
- To enable citizens' access to information to the extent that the government can control;
- Prevention of communication channels that may cause information pollution;
- Ban Western-based social media applications and create and support alternatives to use them instead;
- To control the steps against the leadership of the Communist Party; (Medya Kritik, 2020)

Without a doubt, social media, where propaganda or war, intelligence, espionage, and manipulative directions are possible, could indeed act as a locomotive in globally important processes with high accuracy in all cases. In this regard, the classification of users based on their goals demonstrates that news pollution can reach new heights when fake news, in addition to redirecting personal accounts, becomes a tool of states.

In the social media report of the well-known Turkish research company "Konda" covering the years 2008-2018, there is an interesting detail: the indicator of those who trust television information is 72.3 percent. The percentage of people who believe in social media is 5.8 percent.

Echo Chamber, Epistemic Bubble

The first concept is the new phenomenon of the post-truth era, the technological method employed by today's world and large media corporations. Social sentimentalism analyses create a system for value carriers who seek their own truth - a phenomenon known as "confirmation bias." Both directions create a media sect for ideologies, beliefs, and worldviews to which people belong and believe they are appropriate.

To determine the share of fake news in the background of the coronavirus pandemic, in the media landscape of the socio-psychological era, which WHO calls "Infodemic," two checking platforms, Health Share and Teyit.org, members of the International Fact-Checking Network (IFCN) of Turkey, it is noted that fake information amount exceeded 40%. (Türkiye'de yalan haber salgınında artış, 2021)

In an incident in 2016, the Cambridge Analytica company obtained the data of millions of people through special algorithms, thereby showing the relevance of digital attacks and cyber threats to the whole world.

We witnessed more closely during the Patriotic War with typical examples of cyber faces. Immediately after the victory, the battlefield was geographically moved to the online space, laying the foundation for Armenia's hybrid war against Azerbaijan in the cyber world.

By the way, at the same time, the European Union, which sees information independence as a component of territorial sovereignty, adopted laws to protect half a billion citizens and began to apply them strictly. Silicon Valley, new revolutions, social movements, and more will take place on October 26, 2021. R. Hoffman (founder of LinkedIn), P. Omidyar (founder of eBay and owner of PayPal), Soros (Open Society), Laura Jobs (wife of Steve Jobs), and others are globalist billionaires who are mega-donors in their respective fields "Financial tycoons, foreign political interference institutions (USAID, NED, NDI), insiders, etc. came together and "good information"-"Good Information Inc." Media Corporation to "fight disinformation" The objective, quote: "Solving the information crisis at home and abroad, aggressively, centrally financing and managing information warfare operations, ensuring America's security and imperial interests.

Tara McGowan, the Democratic Party strategist who completed a $100 million information campaign to defeat D. Trump, was appointed as the organization's leader. Although the unification of people

who finance disinformation technologies in this area "for the fight" is met with a smile, the process has already begun. The first tests of the strategy for managing the global information space from a single location can be considered complete). (Exclusive: Billionaires back new media firm to combat disinformation, 2021)

It has been clear since the beginning of last year that world-famous Armenian business networks and think tanks are at the bottom of the network formed against Azerbaijan in the name of global investigation or "human rights."

In various documents about the existence of the anti-Azerbaijani network attempting to carve out a niche in the global online war, consider Kasparov's "Human Rights Foundation" as a simple example: One of many examples is Kasparov's Foundation preparing a fake video material called "Hadrut execution," a war crime in Azerbaijan, for the private intelligence network "Bellingcat." (Execution in Hadrut, 2020)

President Ilham Aliyev says that the information war launched against Azerbaijan.

"The world is currently engaged in an information war, which every citizen can clearly see. For many years, Azerbaijan has been the target of a cyber-warfare campaign." (2019, Iki Sahil)

Two worlds – two paths

Currently, social media is being used in both directions of global processes.

The post-pandemic era and the Russian-Ukrainian conflict.

Manipulated photos, false statements, state propaganda, and fake videos are all part of Russia's and Ukraine's war. More horrific scenes than the field war are included in the materials circulating the world in the "science-fiction" genre, with the participation of both sides and a third party - the global media. Without a doubt, because countries determine foreign policy principles based on their goals and interests, they create conditions for the spread of their preferred content on social media. (Fact check: A list of fake news about the Russia-Ukraine war, 2022)

People are instantly aware of each other in today's world due to the rapid self-renewal of technological development, the spread of communication, and the intensive use of social media. In this process, social media tools are linked in some ways to the phenomenon of civil disobedience. Facebook, Twitter, and other social media platforms are immediately protesting posts. Civil disobedience was a foreign-born process that was channelled and reached a peak during the pandemic. In Italy, for the first time, a civil disobedience movement against the Covid-19 measures erupted, with thousands of restaurants opening their doors in protest of the closures. (İtalya'da "Yeşil Geçiş" karşıtı gösterilere kısıtlama, 2021)

CONCLUSION

The article emphasizes that the world order has changed and that a new type of relationship has emerged. The new global relations that began with the COVID-19 pandemic are expected to materialize in their entirety. The significance of determining the means of social and political reconstruction is emphasized, as is the concept of international justice and global morality. The uncertainty of the existence of the world population and order in the face of non-integrated phenomena is revealed, as are the destructive consequences of transcendental images making decisive decisions at critical points. It is stated that the main factor for rejecting the unknown future and negative forecasts is order creation, the formation of a cooperative culture, rational balance, and effective cooperation.

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CHANGE OF POLİTİCAL PROPAGANDA İN NEW MEDİA

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ABSTRACT
In our study titled "The Change of Political Propaganda in New Media", the historical adventure of the concept of propaganda will be examined and the transformation of propaganda with the media will be put at the center. Political propaganda has been an important tool for the production of social consent from past to present. With the development of technology, the transformation of the media from traditional to digital has led to the re-adaptation of political propaganda. The main subject of the study is the relationship of new media with political propaganda. In today's social structure, where even the change is changing, it is clear that social media, political communication and therefore political propaganda have moved away from their traditional methods. The concept of "political propaganda", examined within this framework, is a political tool used towards society, at least in the traditional media as well as in the new media. However, the way of use has changed within the framework of the activity of social media in our lives. The public has begun to express more opinions at every point of political communication and access to politicians has become much easier. Of course, such a change has forced the use of "political propaganda" to adapt to the present day.
Keywords: Propaganda, Political Communication, New Media

1. PROPAGANDA

The word "propaganda" is derived from the Latin word "propagare", which means "the resurrection of new flowers by planting a sprout in the ground" (Kumkale, 2007:137). Based on this definition in Latin, propaganda means the spread and birth of various ideas depending on certain conditions. The Oxford Dictionary defines propaganda as "a set of programs designed to gain support for an idea or action" (Özsoy, 2009:54). Bruce L. Smith (1968: 579-588) interprets propaganda in the Encyclopedia of Social Sciences as the deliberate manipulation of people's beliefs and views with symbols. As a matter of fact, propaganda is a communicative and fraudulent manipulation technique made consciously or unconsciously by every person at every stage of life, whether in the field of politics or marketing. Political propaganda, on the other hand, is the holistic use of social consent and control elements with communicative actions without using the power of power.

1.1. History of Propaganda

Although the concept of propaganda is a concept dating back to ancient times, it has been used in Ancient Greece in the closest way to today's meaning (Gürgen, 1990:135). Although the sophists, especially known for their rhetoric and semantics, are one of the important cornerstones in this subject, Sun Tzu, who is known for his work "The Art of War", is also known as the first representatives of propaganda in China. In addition, Pope Gregory XV's attempt to resolve internal conflicts without using weapons sheds light on the development of the concept of propaganda in a modern sense (Qualter, 1980:255). According to Pope Gregory XV, public opinion is a mass that needs to be kept under control. For this purpose, in 1622, Pope Gregory XV created a unit called "Congregatio de Propaganda Fide", which means the Assembly for Spreading the Faith, in order to spread Christianity, and sent missionaries to non

Christian countries. (Deneçli & Deneçli, 2014:36-37; Gürgen, 1990:135-136) With the French Revolution, the concept of propaganda began to change with the dualism of influencing/influenced politically. Comprehensive propaganda works carried out to provide legitimacy bases for the seized power area started with the French Revolution, reached an important point with the work of the Bolsheviks, and reached a "peak" with Hitler. However, this "peak" point also refers to a point where perceptions of political propaganda change and bad connotations emerge. Because Germany, which was defeated in the First World War and whose pride was hurt by the propaganda work carried out by Hitler and his team, went after Hitler, causing humanity to experience a great tragedy, suffering great pains, and deteriorating political, economic and economic conditions. Propaganda was transformed into a form of political communication with Goebbels and started to form the political basis of directing the people (Bozkanat, 2021:74). With the "Ministry of Public Enlightenment and Propaganda" established under the presidency of Goebbels, a new period of propaganda was entered, and thus, with this unprecedented ministry, propaganda was given an important place in German policy and a legitimate basis was provided for propaganda.

1.2. Definition of Propaganda

Propaganda means influencing the masses with the messages given. In its most general sense, propaganda is an effort to influence the opinion and behavior of the society in a way that will enable people to adopt a certain view and a certain behavior. Jacques Ellul (Ellul, 1967:72) defines propaganda as "the set of methods and means used by an organized group to enable a psychologically united and organized mass to participate actively or passively in its own action by making use of psychological resources". Qualter (1980:279) describes propaganda as an effective form of communication. Noam Chomsky evaluates propaganda as a kind of production of consent and defines it as imposing something that is outside the consent of the people without applying hard power to the people (Chomsky, 2008:3). On the other hand, Alim Şerif Onaran (1984:67) defines propaganda as a communicative act that enables individuals to accept something they are not obliged to accept.

For many years, the word propaganda was not included in academic studies due to its political content, and when it was included, implicit spellings were preferred. In 1987, Jowett examined the academic texts and books that constitute the content of propaganda. In this work, Jowett argues that propaganda was not used as keywords in Elisabeth Noelle Neumann's (1984) book "The Spiral of Silence: Our Social Fabric" and Benjamin Ginsberg's (1986) "The Captured Public: How the Thought of the Masses Affects the Power of the State". He mentioned that academic propaganda caused academic hesitations due to the reasons it contains (Atabek, 2003:4). The most crucial aspect of propaganda is to consciously work on influencing and controlling the other party. The fact that any document or media element is created as a political necessity indicates whether it is propaganda material or not (Gürgen, 1990:138). Propaganda is a communicative act. The propagandist tries to motivate the other side to act in accordance with his own will (Tekinalp & Uzun, 2004:88). Propaganda is to draw people's attention to desired points in a way that they do not notice. The propagandist does this consciously, but the person affected by the propaganda is a passive individual.

In political propaganda, politicians such as governments, pressure groups or opposition aim to shape the behavior of the public on the axis of their own will (İnceoğlu, 1985:75). For this reason, the media is generally used behind the scenes of politics and the news of politicians making propaganda are marked and presented in media organs close to them. While doing this, the media stigmatizes even those who are guilty or whose opinion is unclear (Özer, 2019:16-17) Media persons are religious, separatist, communist, traitor, etc. Labels by specifying as. These people are also prevented from appearing in the press by the power of government. In this way,

anti-government persons, pressure groups or political parties are censored and those who will engage in such oppositional behavior, discourse or actions in the future are intimidated. (Özer, 2019:17)

1.3. Characteristics of Propaganda

As mentioned above, propaganda has many definitions, both political and economic. Although these definitions are expressed with different word groups and discussed from different angles, they overlap with each other. Based on the aforementioned definitions, the characteristics of the concept of propaganda can be listed as follows;

- Propaganda is aimed at the emotional intelligence of the individual.
- It should be understandable to the entire target audience.
- Propaganda should be sustained steadily.
- Stereotypical expressions that are ingrained in the mind of the individual and that they will not have difficulty in understanding should be used.
- Propaganda is subjective.
- It can aim to create an enemy and apply a smear to the created enemy.
- Catchy slogans are used.
- It is important that propaganda influences, not realism.
- Visual or written, cultural and economic symbols can be used.

1.4. Propaganda Techniques

There are seven different forms of propaganda that have been studied in detail in the book "The Art of Good Propaganda" by sociologist Elizabeth Briant Lee and Alfred McClung and Lee (1939) and are still applicable today. These are the techniques known as "Name-Calling, Pretentious Generalization, Transfer, Testimony, One of the People, Paper Collection, Everyone Is Doing", respectively.

The technique of name-calling is usually the propagandist's use of nicknames that characterize the other side, and it is widely used in the political sense (Lee and Lee cited by Severin & Tankard, 1994:158). These nicknames should be insulting and derogatory (Özer, 2019:124). An example of this is when a patriotic group is described as fascist by the media. Flashy generalization is a propaganda technique that is diametrically opposed to name-calling (Özer, 2019:24). The style and nicknames used in this propaganda technique are mostly heroes, patriots, religious people, etc. is transmitted to the user. (Quoted from Lee and Lee, Severin & Tankard, 1994:165). Another name for the transfer technique is transfer. It is used to create a more acceptable, prestigious and positive image, but while prestige is the main purpose of propaganda, prestige is not the main subject (Lee and Lee cited by Severin & Tankard, 1994:169). The beautification is done on an action, person or symbol that has already been approved by the receiving group. In the witnessing technique, propaganda is conveyed through secondary persons in order to give confidence to the buyer (Lee and Lee cited by Severin & Tankard, 1994: 172). The movie "Man with Number Hundred" starring Turkish actor Kemal Sunal can be given as the best example of this technique, which has many applications not only in the political field but also in the field of marketing. In the political field, a good or defamatory speech made by a person who is accepted in the society for any political formation is an example of the "testimony" technique. In the technique of one of the people, the speaker presents himself as reliable to the listener by drawing the image that there is no economic, political, cultural class difference between him and the listener (Lee and Lee as cited in Severin & Tankard, 1994: 173). In this way, the perception that the political activity will increase with the representation of one of them in the public in the position of the buyer is created (Özer,2019 25). In the paper collection technique, the propagandist presents the necessary parts from the selected texts and conveys the beautifications or scribbles in this way, and generally gives incom-

plete information to the buyer, not lies (Lee and Lee cited in Severin & Tankard, 1994: 174). According to this technique, which is especially used in the field of marketing, the negative aspects of the product sold are not explained to the consumer in any advertisement. As the last of the propaganda techniques, everyone is doing it, which we will examine, is generally used in the political field. Generally, with the fact that biased vote rates are served to the public in pre-election polls, the motive of "the other party will not win anyway, if everyone votes for this party, then it is good" is the simplest logic of the technique everyone is doing (Özer, 2019:26).

1.5. Types of Propaganda

As seen in its definitions, the concept of propaganda can be studied in a wide variety of fields and is divided into types with different perspectives. These types are divided into five main areas: "in terms of field, subject, scope, accuracy, form and duration" (Erkış & Summak, 2011: 299).

1.5.1. Propaganda Types by Field

According to the type of propaganda that examines the types of propaganda made in the national or international arena, "domestic propaganda" refers to the propaganda that concerns domestic politics; If it creates motivations such as international relations or international friendship and hatred, these are called "foreign propaganda". In general, internal propaganda is made during election periods, and propagandists with high oratory and persuasive power are seen (Erkış and Summak, 2011:300)
.

1.5.2. Types of Propaganda in Terms of Subject

Propaganda in terms of its subject is examined in four groups as political, economic, cultural and military propaganda (Erkış & Summak, 2011:300). Political propaganda is the propaganda made by the state with the aim of motivating the society to act. It can be made in many ways, such as banners, symbols, references to history. The aim is to produce the consent of the people to the policy formed by the state. Economic propaganda, on the other hand, is the economic aspect of political propaganda, which is generally used in international relations (Erkış & Summak, 2011:300). Cultural propagandas are ethnic or religious propagandas made with the aim of gaining supporters from others, and missionary movements are an example of this (Erkış & Summak, 2011:300). Military propaganda, on the other hand, is the last field of study of propaganda in terms of its subject and is directly related to international relations. It is a kind of propaganda area that highlights the army forces, which are made with the aim of gaining superiority over other states, even if not physically (Erkış & Summak, 2011:300). Military exercises performed by NATO forces ritually in the Mediterranean in a certain period of time, military equipment parade ceremonies served by North Korea to the foreign press can be given as examples of military propaganda.

1.5.3. Types of Propaganda for Truth

The most well-known types of propaganda in the eyes of the society are propaganda in terms of accuracy and these are divided into three as "white, gray and black" propaganda. White propaganda is the most accurate and reliable type of propaganda and its source is not doubted (Erkış and Summak, 2011:301). First-hand statements by state officials, military power rankings published by the United Nations every year, and official newspapers can be given as examples. Black propaganda is actually the opposite of white propaganda. In this type of propaganda, the source of which is unknown, all kinds of false and unfounded news are pre-sented to the society.It is the most important psychological pressure tool in war periods (Erkış and Summak, 2011:301). Gray propaganda, on the other hand, is completely obscure. The messa ges given are decorated with ornaments and become interesting (Bektas, 2002:35-40).

1.5.4. Official Propaganda

Propaganda types examined under three sub-headings as informatics propaganda, psychological warfare and cultural propaganda actually complement each other in terms of form. In informatics propaganda, the objectivity of information becomes ambiguous with interests and this is the most important part of psychological warfare (Erkış and Summak, 2011:301). While the nations are trying to separate from their own cultures, beliefs and vital rituals through psychological warfare, the most important weapon here is informatics propaganda. Cultural propaganda, on the other hand, can be considered as a party to psychological warfare through cultural, artistic and scientific activities (Erkış and Summak, 2011:301). For example, cultural imperialism in the colonies is the most easily readable form of cultural propaganda.

1.5.5. Types of Propaganda in Terms of Duration

In terms of duration, propaganda types are examined in three ways as short, medium and long term, and short-term propaganda is generally based on situations such as election campaigns and natural disaster relief. Medium and long-term propaganda, on the other hand, are types of propaganda that refer to more cultural, military or social events and refer to historical processes.

1.6. Users of Propaganda

Propaganda is the most well-known method of anyone who aims to make people think within the framework of certain views, and anyone who wants to manipulate. Every institution and organization that has political relations, as well as pressure and interest groups such as media bosses and religious organizations, use propaganda (Özer, 2019:17). Propaganda is no longer an unofficial entity and has turned into institutions financed by countries (Özsoy, 1998: 241).

Especially in the Second World War and before, the propaganda that Hitler started in Germany and the movement of mobilizing the masses with propaganda began to show the power of propaganda. Media institutions have started to serve the advertisements of politicians that they are sympathizers or partisans of to the society, and the media and propaganda have started to establish a tight bond (Özer, 2019:17). Especially in visual media, rallies and election campaigns of some political parties are broadcast, and the reason why other parties are not seen so much in the media is that the media is used as a propaganda tool or the media organizations are financed by that political party. According to Özer (2019:18), even if the media uses fake news and makes black and gray propaganda, it talks about its accuracy.

The user of propaganda should understand and define its recipient well so that he can deliver his message in a way that he can easily understand and internalize (Özsoy, 1998: 91). Thus, propaganda, which aims to mobilize the masses, internalizes it more quickly and motivates the society in the desired direction. As we mentioned above, the propaganda should repeat the messages constantly, so that the mind places the message in its cognitive system and internalizes it. This continuity breaks the cognitive mind's resistance to acceptance. In our country, political propagandists generally do this through religious, nationalist or freedom discourses.

2. POLITICAL PROPAGANDA: MEDIA, POWER AND HEGEMONIA

Legitimacy becomes meaningful with the existence of the ruling class. Therefore, where there is no sovereign, the concept of legitimacy has no meaning. Legitimacy also depends on Gramsci's (2009: 153) concept of hegemony, that is, providing social consent. According to Duverger (2011: 128), the source of power comes from its legitimacy. The legitimacy that still continues in today's society and in past societies is provided by means of propaganda.Gramsci's idea of the spread of the dominant ideology also appears in Althusser (Piber and Turancı, 2014:33). Althusser (2010) mentions that the sovereign provides the construction of power and

maintains this power both with ideological means and with oppressive tools and groups. The main purpose of the ideological apparatus of the state is to produce social agreement and consent and to protect hegemony (Biber and Turancı, 2014:33). The main purpose of political propaganda, which is one of the most used areas of propaganda, is to produce social consent. It is aimed to give direction to voter behaviors and social motives with mass media and many state apparatuses.

As we mentioned, the type of propaganda that affects the preferences and behaviors of the voters is political propaganda. The media, on the other hand, is responsible for conveying the messages created by the government or the aspirants to motivate the people in political propaganda to large masses in a more glorious way (Özer, 2019:20). Particularly, the impartial public masses, who do not have sharp decisions, are much more affected by the propaganda elements of the media and take decisions in this way. Undecided voters can more easily establish a connection between promises and actions with the easy information messages they receive from the media (Kalender, 2005:80). First of all, political propaganda, which is used in election periods, is constantly repeated in every process of political life and is a necessity of political life (Bekiroğlu and Bal, 2014:64). In all these processes, the media conveys the messages of politicians so subjectively that sometimes even politicians are surprised by their own messages (Özer, 2019:20).

The media does not only serve the messages of the politicians, but also presents the public opinion polls with the mass media. Public opinion polls affect voters especially at election times and are very effective because "everyone does the propaganda" mentioned above (Güz, 2005:49). Companies conducting public research conduct moral or financial bias about candidates or parties that are close to their own political views and motivate the public in this direction (Özer, 2019:20).

Almost all of the tools mentioned above are the tools of traditional media and classical propaganda (Köseoğlu & Al, 2013:108). However, with the transformations in the mass media in recent years, the ties between the media and propaganda have begun to be reevaluated. With the development of communication technology together with globalization and the post-modern world, mass media has found the opportunity to serve large masses of people. With the advancing mass media technology, politicians have come to the position of addressing the masses of the people that they are not even aware of their existence (Mills,1974:247-248). Now, the masses have begun to be kept together, although not physically, thanks to mass communication networks, and in a way, social control has been facilitated by the developing mass media technology (Bektaş, 2002: 57-58). On the other hand, this change in mass media facilitates the dissemination of information to the public and the verification of this information. Thus, the recipient of the message, exposed to the propaganda, has now become the owner of the message (Biber & Turancı, 2014:38). Although the concept of mass has been revised with the post-modern world, according to Timisi (2003: 9-11), it should be questioned in terms of democratic functioning. From this point of view, mass media technology that improves political participation on the one hand, and on the other hand, makes it necessary to make changes in the form of power (Biber & Turancı, 2014:38).

In conclusion, political propaganda is a very important legitimate tool to seize power. Although this tool finds an area of application with different methods, it is essential for the power to provide legitimacy. With the transformation of the media from tradition to new media, although its sphere of influence has expanded, it has made it difficult to control the masses in a negative sense.

2.1. Political Propaganda and Communication

There are two important sets of values in political propaganda and communication (Atabek, 2014:6). According to the "liberal approach", which is the first of these, there is a psychological reaction process between the propagandist and the receiver during propaganda (Atabek-2014:6)

The propagandist expects behaviors and motivations in line with his own will in the messages he sends to the recipient. The propagandist must have a strong effect on the recipient.

According to the "critical paradigm", which is considered as the second approach, the main theme is the power dynamics of the society. The basis of the paradigm, which Atabek (2014:8) considers as a neo-Marxist point of view, is laid by a critique of capitalism arising from the perspectives of Karl Marx and Sigmund Freud. Democracy exists in the public sphere through the discussion process of societies with rational informatics (Atabek, 2014:9). In this respect, propaganda is a harmful tool that prevents the society from being rationally informed and thus from making rational decisions.

2.2. Political Propaganda and Media

The main tool of political communication between the public and politicians is the media. The media is the most important tool of political communication. The propaganda made by politicians through the media aims to influence the society and keep the masses under control. These messages conveyed through the media aim to influence the society. As a matter of fact, former United States President Richard Nixon says in an interview that a small investment in propaganda and information is more valuable than a large investment in the defense industry. As can be seen, propaganda and communication have an important role not only in political science theories but also in real politics.

Media organizations have duties and obligations to society regulated by law (Özer, 2014:23). Since the press is seen as a branch of the state in some societies, almost all of its responsibilities are determined and controlled by the state (Bülbül, 2001:37). However, governments abuse this control and try to use the press on their side and put pressure on them. The state uses the media to their advantage and directs the public to the behavior they want. As a legal process, mass media are subject to criminal proceedings like RTÜK in Turkey. Media organs that go out of government criticism or policy are punished and the system is protected (Özer, 2014:23).

The reason for the close relationship between the media and the power in all state institutions is the media organizations that want to benefit from the financial power of the state and its resources (Özer, 2014:23). A media organization that will be deprived of all these resources will become unable to maintain its broadcasting life. For this reason, media organizations have to enter into relations with the state. Many examples of this take place in the Turkish media. This relationship is an obstacle to democracy and free media.

2.2.1. Herman and Chomsky Model in Media Political Propaganda

According to Herman and Chomsky (1993: 9), mass media convey messages to the public through symbols and symbols. Through these messages, information is provided to the public and awareness is raised. The items of Herman and Chomsky's propaganda model are as follows;

- Powerful media companies are for-profit and wealthy,
- Importance of advertisements as a source of financing,
- The media is based on the information provided by power and pro-government experts as the main source,
- The governments taking control of the media with the production of reaction against the media
- Anti-Communism as a control mechanism (Herman and Chomsky, 1998:22).

It does not seem very possible to grasp the mediatic aspect of propaganda as it is mediated by the private sector today. Herman and Chomsky have important studies on this subject. Two

thinkers talk about two different order and spread forms of propaganda. One of them is the heavily censored model in which the mass media have a monopoly of power. In such countries, propaganda can be easily understood (Özer, 2014:21).

He mentions that it is difficult to understand the operation of propaganda and to put it on an intellectual ground in models where mass media are in private sectors as in the majority today (Özer, 2014:21). In such media operations, media organizations expose the illegal works of governments or holdings and gain the trust of the public (Herman and Chomsky, 1998:59). In capitalist systems created by media organizations dominated by the private sector, propaganda is generally presented as neutral messages (Özer, 2014:21). Media industries can do this with commercials, movies, music or even cartoons. For example, in cartoons, the system is shown as something that should be embellished and obeyed. It motivates the public in this way by showing that actions that do not obey the system are punished (Özer, 2014:21-22). Actually, this situation is not different from reality. If media organizations fall out of the designed line, they are exposed to the power of power and put under pressure. This system is like a simple game, you will be disqualified if you do not follow the line of power (Özer, 2014:21-22).

Private sector media organizations should not put the government between them and the public, or to put it more accurately, they should appear impartial as if they were not. For this reason, media organizations are like acrobats playing on a tightrope between the public and the government. It has to maintain the balance because the media organization that cannot provide the balance, which is subjective or completely objective, cannot survive in the system. For this reason, the memory of the media is short-lived. He forgets the news he saw wrong, makes him forget.

2.2.2. How to Prevent Media Propaganda?

Political propaganda even enters the social life with the education policies of the government. The propaganda made by the government in such a system is like a lesson that many people have learned and continued until today (Chomsky, 1993: 31). For this reason, it is an obvious fact that political propaganda will exist as long as the masses and governments exist. However, if political propaganda can be controlled by pressure groups, ambiguous information such as black and gray propaganda may not be made available to the public. Thus, the fraudulent motivation feature of the media is reduced. Mass organizations are provided in the light of rational information.

3. POLITICAL PROPAGANDA AND THE NEW MEDIA

With the developing communication technologies, the internet has become an indispensable need of our age, and even a limb of individuals, so to speak. As it is known, society has taken various forms from past to present. First of all, the community society has become a society society with modernization. Today, the new form formed with the development of communication technologies is "network society" (Köseoğlu & Al, 2013:109). Traditional media is both insufficient and creates trust problems in today's society. For this reason, social media takes the place of traditional media due to the fact that it is an area of free discourse and the speed of information flow. In addition, one-way communication flow in traditional media has become a two-way communication and information flow of politicians and voters in social media (Doğan, 2020: 4). Thus, politicians now announce their promises and actions through their personal social media accounts, especially during election periods.

Social media in general; It is called online tools and web environment that allow users to communicate with each other by sharing information, opinions, feelings and thoughts. According to the 2012 data of the research site "Internet World Stats", internet usage in the world corresponds to 34.3% of the world's population (http://www.internetworldstats.

com/stats.htm).Turkey, on the other hand, is the third in the world after Russia and Malaysia in terms of internet usage, and 85.71% of them interact via Facebook (Köseoğlu & Al, 2013:111). Political propaganda, which should be reconsidered in the light of all these data, was also transferred to social media in line with the conditions of the day. The use of social media is increasing not only at the national level, but also in local government powers. District municipalities and even some mukhtars inform the public through social media and show their actions.

3.1. Election Campaigns and Social Media Use

The use of social media as a means of communication between the propagandist and the electorate in political propaganda has become the new trend of today. Politicians have started to give importance to social media and now almost every politician has started to use social media effectively. Not only politicians, but also political parties and pressure groups created social media accounts and started to bombard the public with information in this way. Thanks to today's developing mass media, social media provides a more interactive communication network between voters and politicians. Therefore, during election periods, voters can communicate their political demands more actively and support the shaping of election campaigns. Thus, the bureaucratic hierarchy between voters and politicians has been minimized and election campaigns have become more transparent (Doğan, 2020:4). Political participation has reached its maximum level due to the active position of social media.

3.2. Social Media's Propaganda Machines: Bots

The concept of bots are virtual network programs that imitate people and produce large information networks (Woolley and Howard, 2016:4885). Political bots, which are the new workers of political propaganda, are software algorithms that can be controlled and manipulated that show more like the supporters of politicians on social media. Bots, which are especially used on Twitter, manipulate the public and are the social media pillar of the type of propaganda that we mentioned above. Thanks to political bots, politicians' followers increase and their power to form public opinion increases. In addition, with the increasing number of bot accounts on Youtube recently, politicians are suffocating their competitors' live broadcasts and message boxes.

3.3. Recent Examples of Propaganda in Social Media

Although there are many examples that can be given under this heading, we will consider only a few of them and aim to increase the explanatory power of the article. The Arab Spring movement, which is the first example of propaganda against the dictatorship regimes in the Middle East and initiated by the public on Social Media, is one of the most important examples because it has made a sound in the world. Although Facebook is used as the primary social media space, the Arab Spring movement has made an impact in the world public opinion together with Twitter and Youtube (Köseoğlu and Al, 2013: 112). With the Arab Spring, the classical theories of power in the political science literature began to change and the power of power got rid of hard power.

As another example, Taksim Gezi Park Events, which caused significant changes in Turkish Political Life, will be discussed. Against the government's policies, groups, mostly young people and youth units of non-governmental organizations, protested widely by manipulating the public opinion against the allegations that the construction of the shopping center in Gezi Park would begin. In our opinion, Social Media propaganda should not be considered only in a political context. Considering Turkey in particular, the issues of announcing femicides and raising public awareness about the issue, the waste of natural resour-

ces and the destruction of natural beauties are frequently on the social media agenda in Turkey.

3.4. What Has Social Media Changed in Political Propaganda?

It has been difficult for politicians to form and control public opinion with social media. The manipulability of the public has decreased due to healthier, reliable and easier access to information. With social media, the miscommunication between people-government, voters-politicians and managed-manager has been resolved. Demand detection of the masses has become easier and social media networks are now seen as a source of information.

CONCLUSION

Although it is not known in which channels the internet will be used in the future, its impact today has reached a level that cannot be underestimated. Thanks to this technological transformation, the social media-centered execution of election campaigns reveals that it will gain more importance day by day as a result of the requirements of our age.

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MASS COMMUNICATION // Metaverse

TRANSFORMATION OF EDUCATION FROM THE SOCIAL MEDIA GENERATION TO THE METAVERSE GENERATION

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ABSTRACT
With each passing second, the huge information flow of social media has transformed many habits and behaviors of people. The effects of social media have been discussed in the field of education as in every field, and it has been stated in studies that it increases motivation when used in education. The fact that hundreds of students, independent of time and place, can attend the lesson from wherever they are, has provided a great advantage in terms of delivering the content to large masses. Today's generation, which is called the social media generation, has been able to partially use Web 2.0 technologies like social media in the education-teaching processes, and since all generations are left to adapt, it has not been completely obligatory. Nowadays, with the change of Facebook's name into "Meta", discussions of Metaverse as a Web 3.0 technology have started. Understanding, explaining and applying the concept of Metaverse, which means Virtual Universe, is important for educators to understand the subject. In this study, it is aimed to examine the transformation of education from the social media generation to the Metaverse generation. The literature was scanned with the document analysis technique and the subject was discussed with the titles of "The Concept of Metaverse", "Metaverse and Education", "The Stages of Metaverse: Understanding-Explaining-Applying" and "Transformation of Education with the Metaverse Generation".
Keywords: Metaverse, Metaverse Generation, Metaverse Pedagogy

INTRODUCTION
The value transfer from the past to the present has been carried out from generation to generation in different ways, in individual and social contexts. Thus, social coexistence was preserved, and traditional values were continued by the individuals forming the society in the same way or by mosaicing with different cultural values. The value system is a kind of guide that guides how people will react to situations, events and all life activities, and what behaviors they should behave, and they can differ from person to person.

It is not possible to keep the value transfer process from generation to generation independent from the development process of communication technologies. Every society uses social media in the context of its own cultural characteristics and gives meaning to it. This, of course, varies according to the structure and characteristics of the society and the suitable social media tools are primarily preferred (Eraslan and Çakıcı Eser, 2015:103.

The education system is important for a society in the value transfer and culture. Educational pedagogy, as a very serious study, is also affected by technological developments and accordingly, it undergoes transformations from time to time. The attempt to integrate social media into education has also changed education. Social media, which emerged as a Web 2.0

technology, has been included in the education system for various purposes as a supporter of the lessons and providing teacher-student communication outside of the classroom in educational environments, and accordingly the understanding of educational pedagogy has partially changed. Not all generations have fully embraced the idea that a comfortable environment like social media can be used in education; therefore, it is more correct to express it as change rather than transformation. With Web 3.0, we will be talking about transformation; it can be said that this will transform the education of the future, since there is no sufficient infrastructure yet.

According to the development of communication technologies, it can be concluded that the education system has also become mosaic due to the unique nature of communication environments. It is stated that generations are divided into three according to the development of communication technologies: (1) Radio Generation, (2) Television Generation, (3) Social Media Generation. Just so, Generation X is called the "Radio Generation" (45 years old and above), Generation Y is called the "Television Generation" (30-45 years old), and Generation Z (15-30 years old) is called the "Social Media Generation", and those under the age of 15 are called the Alpha Generation (Döğer, 2020; Özdemir, 2021). Generational classification is usually done with the names Baby Boomer, X, Y, Z and Alpha in the sources, regardless of whether they are communication technologies oriented or not (Akdemir et al., 2013; Berkup, 2014; Deniz and Tutgun-Ünal, 2019; Döğer, 2020; Ekşili and Antalyalı, 2017; Özdemir, 2021; Tutgun-Ünal, 2013; Tutgun-Ünal and Deniz, 2020; Tutgun-Ünal and Döğer, 2021; Zemke, 2013).

Social media offers more than just a communication tool. It is used for business purposes in different fields with many functions. One of these areas is education. The issue of conducting educational activities on Facebook, which was frequently discussed in Turkey's agenda in 2013, attracted a lot of attention, and many academics experienced doing a part of the lessons in this environment independent of time and place, and stated that motivation and success in education had increased (Büyükşener, 2013; Tutgun-Ünal and Katmer-Bayraklı, 2014).

Technological development, the spread of new media technologies throughout the world and the replacement of communication habits with digital communication were effective in reconsidering generations in the new media era which is the 2000s. While the use of social media, which is the most popular of the new media technologies, spread rapidly in all countries around the world, Facebook changed its name into "Meta". Nowadays, as the transition from the social media era to the Metaverse era, generations will also face new communication and behavioral habits in the Metaverse universe and new differences will need to be addressed (Alwin and Mccammon, 2007). In this respect, it can be said that the concept of generation is not a static but a dynamic concept. With the re-launch of social media under the name Meta, the way of doing business and habits of generations will be transformed with features and effects that will become more widespread, such concepts as Avatar, Space, and Augmented Reality, just like in digital games. These developments foresee that the "Social Media Generation" will be replaced by the **"Metaverse Generation"**. In fact, it would not be wrong to describe the Metaverse generation as the **"Gamer Generation"** or **"Gamers".**

Thus, it is important to define the concept of Metaverse and to know its characteristics. In the virtual universe, it is discussed that the Metaverse Generation combines real and virtual life through the mobility of Avatars. It is obvious that this universe will have much more serious disadvantages and dangers for the new generation as well as its advantages. In order to take advantage of benefits and avoid the harms, the door of academic studies has been opened for the preventive studies on how the reality of people will be deformed in case of an excessive use of technology. In this section, the concept of Metaverse and the transformation of the education system will be discussed in the transition process from the social media generation to the Metaverse generation, and an understandable roadmap will be presented.

The transformation of the social media world into a new form integrating with Metaverse will drag people into a digital game, and thus the education system will have to be redesigned and transformed in this gamified environment.

1. The Concept of Metaverse

Although the Metaverse may seem like a stand-alone concept, it can actually be said to be an ecosystem. Metaverse is built on many concepts and means virtual reality and it has become debatable today, since the name of Facebook has changed into "Meta". It should be clearly stated that Metaverse attracted the attention of the digital game market at the first stage, and even it is reported that the places expressed as plots or places in many virtual universes were bought more by the leaders of the digital game world with NFTs.

When investigating conceptually, the concept of Metaverse first appeared in Neal Stephenson's science fiction novel Snow Crash, published in 1992. The concept of the Metaverse characterized a fictional world (Grimshaw, 2013). In fact, it was criticized excessively and exaggeratedly when it was put forward. (VentureBeat, 2021). Facebook's interest in the subject has played a big role in its being talked about so much today. Because Facebook, which has a large data pool in its hands, has metadata of millions of people. This has given rise to the concern that an artificial world based on artificial intelligence will threaten people's individual borders. (Lee et al., 2021). However, computer-mediated virtual environments, augmented reality applications (for example Pokemon Go) or non-interventional games, which are also expressed as token games (for example Upland), have continued to develop and have been effective in facilitating digital transformation. As such, Metaverse is stated to have been invented to further facilitate digital transformation. (Lee et al., 2021).

On the other hand, when considered as an ecosystem, futuristic reality catalyzed by technologies within the scope of external developments, 5G and artificial intelligence, the digital cyberspace "Big Bang" does not seem far away. Understanding the ecosystem is very important as we are in the understanding phase in 2022. It is of great importance to understand the concepts correctly, especially in this period when its use in education is started to be discussed.

Augmented reality, user interaction (Human-Computer Interaction), artificial intelligence, blockchain, visual objects, robotics, cloud computing and future mobile networks are applications that will allow effective use of the Metaverse ecosystem.

In the Metaverse universe, it is predicted that with technologies such as AR/VR/MR and holograms, it will be possible for people in the physical universe to come together in the virtual universe through their Avatars, and many actions such as visiting each other and doing business together will take place in the Metaverse universe. If this technology is developed enough, people will have the opportunity to do many activities without physical effort such as shopping, going to the movies and spending time in the cafe thanks to virtual reality tools.

When we go back to the concepts; AR (Augmented Reality) consists of physical elements that we perceive in the world around us and computer-generated graphics, video, sound, GPS, etc. It is a type of real-time and interactive experience created as a result of the combination of data. Although AR applications have many examples in different fields, especially since the early 1990s, we can say that it became known all over the world with the release of the PokemonGo application in 2016. The application offers users an interactive and real-time AR experience with graphics, audio and GPS data added to the camera image of the phone (HoloNext, 2020).

On the other hand, VR (Virtual Reality) is actually not a new idea. It is known that the first applications are based on 40-50 years ago. However, its usability has been possible for many reasons after the 2010s with what new technology has to offer (Tiridi, 2021). VR is a way that allows elements such as sounds, sensations, images to replicate the real environment or provide a sense of reality by creating an imaginary world.

Everything felt here is a computer-generated three-dimensional world that provides a sense of reality through virtual reality. In virtual reality, 3D environments make people feel reality by making use of other senses such as hearing and movement as well as vision.

MR (Mixed Reality) sometimes called as hybrid reality, is used to produce new environments and visualizations where virtual and real worlds, physical and digital objects coexist and interact in real time (Lee et al., 2021; Tiridi, 2021). Thus, these new images are placed in a new space and are located in such a way that they can interact to some extent with what is real in the physical world. With MR, synthetic content and real-world content can react to each other in real time.

XR (Extended Reality) is a term recently added to the technical lexicon. It refers to all real and virtual combined environments, human-machine interactions created by computer technology and wearable devices. We can explain it as a term that brings together the three realities described as AR, VR and MR, and another expression under one roof.

The so-called meta-universe can be explained as a permanent, online, 3D world concept that brings together multiple virtual worlds. Meta universe is stated as the future state of the internet in some sources (Binance Academy, 2021). Accordingly, the meta-universe will allow users to work, meet, play and socialize in these 3D worlds. Although not fully implemented, some platforms seem to contain meta-universe-like elements. Thus, cryptocurrencies can be very suitable for a meta-universe. Cryptocurrencies allow the creation of a digital economy with different types of utility tokens and virtual collectibles (NFTs). In addition, blockchain technology is able to offer transparent and reliable governance systems.

When the literature is reviewed, Andrew Bosworth, who runs Facebook Reality Labs, states that "Most of these products will only be fully implemented within the next 10 to 15 years.". However, we are moving rapidly in a brand new digital universe where reality and virtual are intertwined when we say Bitcoin, NFT and Metaverse. The issue of purchasing commodity lands has been the focus of many people lately. In fact, we come across the news with the headline "Historical Places are on Sale in Metaverse".

Today, it is stated that one of the most important Metaverse investors in the world is Facebook, which bought the Oculus Company for 2 billion dollars, which works on virtual reality devices (Bilgile.com, 2022). However, the most investment in Metaverse is made by digital game companies and it is anticipated that they will be quite active in this regard as they are much more familiar.

Discussions about creating a public space in the Metaverse and creating a new world with Avatars, spaces, scenario components and affecting the real world have started. On the one hand, it can be said that after 10 or 15 years (at least) newborns will be born into the Metaverse world and many sociological, psychological and communicative phenomena that we are talking about now such as new habits, behavior, values, culture, communication will be transformed. So much so that the new generation, which can also be called as "Gamers", will be born in the Metaverse environment and how the culture and value will be transferred to the next generations and how the educational architecture will transform is a matter of curiosity. In this direction, it is thought that the researches to be done with sentences starting with web 3.0 will intensify. Just as social media environments, which are now called Web 2.0, new media or new media technology applications have entered the literature; in the coming years, concepts such as Web 3.0, Metaverse, Metaverse generation, Gamers, NFT, Avatars will take their place in researches. At least, although these are predictive at the moment, have

not the conceptual discussions and especially the discussion of advantages/disadvantages of use in education started?

2. Metaverse and Education

In the Metaverse worlds, everything that comes to mind is redesigned. Visiting a three-dimensional museum while wearing a VR goggle is not the Metaverse, but touching an object

in a museum and feeling it can only be the Metaverse. Likewise, entering the classroom setting by wearing glasses again in the Metaverse environment, opening a presentation there, or listening to it will not be Metaverse. Touching, contacting, feeling, sharing emotions can only be Metaverse if they enter the educational environment where communication is also included. As another issue, the educational content is not ready yet. In this sense, "Metaverse Pedagogy" will be a new field for teachers to learn (Eraslan, 2022a).

On the other hand, the effect of gamification in education is undeniable. In recent years, education curricula have started to change with gamification in many private campuses. Maybe 10 years later, all of the education that does not require many physical contacts will be in the Metaverse environment, and thus educational institutions, universities, large campus areas, and large buildings will not be needed.

According to Eraslan (2022b), there will be a chance to experience simulations and contents that will create much more efficient learning-teaching environments for students in education with Metaverse. This generation, who are already digital citizens from the moment they are born, will easily find a place for themselves in the Metaverse and will constantly improve their experiences. However, we will need to work on Metaverse Pedagogy for these students to reach quality and truly productive education there.

Pedagogy, as the basic unit of the learning-teaching process and child education, started in Ancient Greece and is based on the objectives that the student should have, the knowledge clusters (content) that bring these goals, the methods and techniques for the acquisition of the content, measurement and evaluation. From Ancient Greece to the present, pedagogy refers to the education of the 22nd century with the Metaverse. Lessons will no longer be held in physical environments, but in Metaverse environments. The main thing in Metaverse Pedagogy is to determine the philosophy of this world. Since the learning-teaching processes are not under the supervision of teachers in schools and will also be realized with techno-digital equipment, a very new education ecosystem will be formed. Thus, together with the radical changes in education programs, three types of curriculum emerge (Eraslan, 2022b):

1. Traditional curriculum
2. Hybrid curriculum
3. Metaverse curriculum

On the other hand, while many components and factors must change significantly, new areas of expertise will also be needed in Metaverse education. We can list some of them as follows;

- The nature of learning and teaching
- Student features
- Teacher features
- Digital infrastructure in education (artificial intelligence technology, cryptocurrency, 5G or 6G speed internet network, blockchain)
- New educational professions (Metaverse architecture, Metaverse pedagogue, Metaverse teacher, Metaverse educational content developer, Assessment and Evaluation specialist in Metaverse Education, Metaverse educational sociologist, etc.)

Metaverse refers to the transformation as it requires beyond what is now. An education system that is expected to transform itself, from technical infrastructure to educational content providers, will only enable Web 3.0 and the Metaverse universe. Thus, for Metaverse and educational transformation, the concepts of understanding, narration and application, which are mentioned as the initial stage, must be understood very well.

2.1. The Stages of Metaverse: Understanding-Explaining-Applying

With the emergence of the Metaverse concept, issues such as buying land with NFT were discussed and the concept was emptied in the Turkish environment. It was understood that the business is not actually a land business; therefore it is necessary to understand the initial stages

well in order to express that there is a very important phenomenon in the future world with a very different feature and dimension. Thus, there are three stages in the Metaverse initial stage. These include: Understanding, Explaining and Applying. It is a technological and digital process. In this process, the first step is for educators to understand this work correctly.

To explain what the concept of Metaverse is, it is a universe where people can enter, interact, shop with an interface, express themselves and train (BBB Türk, 2022). In terms of discussion, we are at the stage of understanding. Metaverse applications are a topic that has been discussed in Hollywood movies for a long time. Though it is not very new; it started to be discussed suddenly after the Facebook application changed its name to "Meta". It started when Mark Zuckerberg said he was going to hire ten thousand engineers and allocated a budget of ten thousand billion dollars.

Turkish society shows that they are sensitive to the Metaverse universe by having many shopping sites on their mobile phones, but the concept needs to be understood well. The fact that it came to the fore with land sales without understanding it brought misunderstandings to the agenda. If educators misunderstand this issue, if they start out because they are buying land in the digital world, it will be difficult to explain education. As in AR, it is predicted that glasses worn on the head will no longer exist. Instead, it will be connected to the Metaverse world with lenses. These were always processed under science fiction in Netflix series. Now, we can say that what we watch slowly enters our lives.

To put it simply, in the Metaverse environment, we will go to the market and make the payment with cryptocurrencies, just like we take the grocery cart and walk around when we enter a real market. There are various valued coins called NFTs. There are industries that produce wearables, and there are also portable industries. With wearable technologies, there will be a sense of touch. It is very important not to empty it in order to explain the concept of the Metaverse. Educators have a lot to do at this point.

It can be used in a very important way in education of laborious and costly jobs like language education, medical education, working on cadavers. Physics education is very important in history education. A universe is formed where we can enter that structure with a small lens. In the metaphor research conducted with 165 people, what is understood when Metaverse is mentioned, namely the perception of Metaverse was investigated. According to this; it was seen that 70 metaphors were produced such as a dream (11%), parallel universe (11.5%), virtual universe (10.3%), fantasy world (7.9%), new internet (5.4%), and utopia (3.6%) (Eraslan and Tutgun-Ünal, 2022).

Thus, it can be said that the education system will transform with the correct understanding of the concept of Metaverse. As Web 3.0 technologies, in order to for education to be possible in the Metaverse universe; understanding, explaining and applying must now be added under the new educational pedagogy. Thus, discussions such as what will happen next and what will be transformed can be built on this.

3. Transformation of Education with the Metaverse Generation

As an application of Web 2.0 technologies, the use of social media in education coincides with the social media generation period. With the Facebook's name turning into "Meta", the Metaverse discussions have brought a new virtual universe to the agenda, but it is expected that it will take at least 10-15 years so that it can become functional. For this, firstly, technological infrastructure must be ready for a decentralized system. From an educational point of view, the social media generation now will be those who build the Metaverse virtual world, and those born maybe 15 years from now will be born into the Metaverse world. Therefore, we will call future generations as "the Metaverse Generation" or "the Gamer Generation". All infrastructure works should be ready, Metaverse pedagogy and Metaverse teaching architecture should be

reconsidered and designed. It can be said that all needs will now be expressed as transformation, unlike Web 2.0.

One of the most attractive features of social media is entertainment. The use of social media by young users, especially in meeting their needs for entertainment, maintaining friendships, relaxation, social activities, communication and interaction, is the motivation for use that has been revealed in accordance with many researches (Akyazı and Tutgun-Ünal, 2013; Canöz, 2016; Karal and Kokoç, 2010). Because social media applications respond to you in whatever way you look at it (Eraslan and Çakıcı Eser, 2015: 135).

On the other hand, the Metaverse generation will enter the Metaverse with their Avatars and participate in the education-teaching process by touching and living in a gamified environment. This generation, which will also be called the gamer generation, will only be able to talk about the Metaverse transformation in the future, when they experience the feeling of touch realistically with wearable haptic clothes (such as gloves, clothes). The design of huge educational contents according to the new generation Metaverse teaching architecture, the technical infrastructure and the serving of these contents in the Metaverse universe require a new generation pedagogical formation, which will be called Metaverse pedagogy, and it is foreseen that education will transform only in this way.

CONCLUSION

In today's social media age, research findings that show that educational activities increase the motivation of students when they are carried out in social media environments draw attention. In this direction, the subject of teaching in the social media or providing the communication of the lesson, experienced by many instructors, has attracted attention in terms of accessing the educational activities of the younger generations from the environment they have fun.

We are entering a period in which many digital game components such as space design, Avatars and scenarios are being built for the Metaverse universe, together with Facebook, which has taken the name "Meta". In this sense, Metaverse offers a gamified universe. When the necessary infrastructure is provided in the future, those born into the Metaverse world will be called the Metaverse Generation or Gamer Generation and will experience this virtual world. Thus, it is expected that the education of the Metaverse generation will become completely different with clothes that will provide the feeling of touch in the virtual Metaverse world in an educational environment without huge campuses and buildings. Therefore, it is also important to understand the subject correctly in these days, which is preparing the ground for transformation in education.

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THE IMPACT OF AVATARS ON SELF-PERCEPTION IN THE METAVERSE UNIVERSE

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ABSTRACT

While technological developments continue at a great pace, another major development has been experienced in order to meet the need for socialization during the pandemic period when socialization was minimized. After the introduction of Metaverse, how big an impact it will have has been among the most asked questions. In this context, avatars with passport value and the meanings attributed to them by individuals were important. Avatars offered to users with many features open a new door for individuals in their virtual world. Individuals have had the opportunity to obtain the appearance they desire in their second world. The uncertainty of their identities reduced social anxiety to a minimum. Many possibilities that seem like advantages actually bring some problems with them. Identity ambiguity gives people the opportunity to behave as they want, and it also causes them to exhibit behaviors that are far from empathy. In many ways, the metaverse, which activates the reward centers of individuals, can also cause people to detach from reality with the new avatar identities they offer and cause them to stray from their original goals.

Keywords: Metaverse, technology, avatar, addiction

INTRODUCTION

The explosive growth and expansion in communication technology has become an indispensable part of cultures, societies, in short, the social world. A large part of this move towards the virtual is the use of avatars to represent oneself. The results arising from the interaction of people embodied in avatars inevitably become the subject of psychology. Social scientists are beginning to study avatars as a way of understanding people. It is a question mark exactly what the effects will be when people who become a part of technology interact through virtual universes (Scarborough & Bailenson, 2014).

Online gaming activities are becoming increasingly complex in terms of the interactive experiences they offer to their users (Billieux et al., 2015; King et al., 2018, King et al., 2019a, Lemenager et al, 2020). One of the elements that play an active role in this interaction is the paid or free features that the game offers to its users (Bailey et al., 2013 , Bessière et al., 2007, Burleigh et al., 2018, King and Delfabbro, 2014, Trepte and Reinecke, 2010).

Avatars are the projected representations of the actor or his real self on other players (Bailey et al., 2013, Bessière et al., 2007 , Burleigh et al., 2018 , Trepte & Reinecke, 2010). The features of the avatar not only increase the popularity of the game, but also contribute to the long-term use of the game (Wan & Chiou, 2006). The dangerous point is the problems arising from the fact that people have the right to unlimited freedom in an environment where there are no rules with their avatar self, as well as the addiction that they develop in response to their virtual world.

ICD-11 and DSM-5 referred to "Gaming Disorder" for the first time under the title of "Non-Drug-Related Disorders" for situations in which gaming turns into a health problem (American Psychiatric Association, 2013). The prevalence of gaming disorder is estimated to be between 1% and 3% (Stevens et al., 2020). The results of the research prove that the players develop a remarkable addiction to their avatars, and the identification of their selves with the features that users attribute to their avatars is shown as an example in the formation of this addiction (Li et al

2013 , Liew et al., 2018 , Przybylski et al., 2012). The term avatar comes from the Sanskrit word "avatāra", which represents the descent and reincarnation of Hindu gods (primarily Vishnu) into earthly forms. The concept of the word, by its very nature, expresses a sense of embodiment, referring to this bond developed between the user and the figure of the online game in the context of digital game (Burleigh et al., 2018; Merriam-Webster, 2019). People have the opportunity to create a new self through avatars on virtual platforms. The person is free to determine the physical characteristics and skill areas of the person he/she wants to be, to the extent permitted by the quarterback. Thus, the player who creates his digital self can become active and socialize in the virtual world.

The user-avatar relationship is conceptualized as an ongoing, bidirectional (player to avatar or vice versa) connection between the player and their avatar. Behavior transfer processes that develop in the user-avatar bond are associated with offline behaviors that include risky components in the game (Burleigh et al., 2018; Liew et al., 2018).

The lack of control in the digital platform and the de-identification in the virtual environment can cause a person to act in disregard for his own free space and the person does not feel responsible for his actions. Players who experience a second world in virtual reality with their new identity, potentially invite different theoretical explanations to this field with cyber psychology and psychodynamic perspectives (Blinka, 2008; Ratan & Dawson, 2015).

Since the early 1990s, a number of different features have contributed to the ever-increasing popularity of online games. Digital platforms, which develop and change very rapidly, make communication methods between players flexible for human beings who need to socialize and develop both cooperative and competitive game options that encourage a sense of success for participants (Anderson, Steen & Stavropoulos, 2017; Smahel, Brown & Blinka, 2012; Stavropoulos, Beard, Burleigh, Gomez & Griffiths, 2018). Specifically, participation in online games is made possible and popular by:

(1) Easier access to online games from smartphones, which continue to blur the line between phone and computer,

(2) Free or relatively affordable, with a small monthly subscription fee to maintain one's in-game presence,

(3) In the online game world, the individual does not need to reveal his real-life identity and instead of presenting in real life, he can interact with people in an environment where he can assume the character he wants (Cooper, Delmonico & Burg, 2000).

The player, who has been active in the game for a long time and spends a lot of time and effort for his new self, begins to identify with his avatar. So much so that a person who creates his own identity from the beginning and can come to a point with the advantages and disadvantages that the real world gives him, takes the investment he made in his virtual self faster than the real one and reinforces this pleasure by reaching the goals. Considering the fact that human beings are social creatures, the tendency of people who are not very successful in social relations in real life, to detach from reality by spending more time in their virtual worlds with their avatar selves, where they can reinforce their self-confidence, is one of the threatening aspects of this new formation.

1. Contact in Reality

It is accepted that the interpersonal and internal processes that reflect life take place in an "augmented" context in the mentioned new virtual environments. In particular, game worlds, real world and "augmented" virtual worlds, including real-life elements, including features such as playing in real time and in real space (for example, Pokemon-Go) and with real co-players, are defined as "augmented reality". In this context, from a psychological perspective, the invisible line between the virtual and the real invites possible pathological diseases. In the platforms that augmented reality launches, there is a level of technology that cannot distinguish

between the real and the virtual. These new technology products, including the sense organs, add a different dimension to human evolution.

The fact that digital games are so involved in life, from the simplest to the most complex, is also related to its presentation as a source of income. The number of games that contain in-game currency or income, which can be exchanged for real-world currency, and which can change with a daily floating rate following patterns similar to real-world exchange rates, is increasing day by day. It would not be wrong to say that augmented virtual reality and game worlds appeal to users and almost hypnotize them.

Especially in the real world, users who are not satisfied with themselves and their environment will have the opportunity to live the life they want in the new world offered to them, and moreover, they can earn income from it, it will be inevitable that they will start to break away from the real world day by day. Under these conditions, not surprisingly, it is also reflected in the research results that some players develop addiction to the new digital game platform (Stavropoulos et al., 2019).

In the imaginary world, in the context of the game where actions and real life are shared, the line between the real and the unreal inevitably becomes very blur (Anderson et al., 2017). This then challenges the concept of "contact with reality" and the way it is implied by traditional definitions of psychopathology (eg, psychosis). Therefore, as the name of a popular internet game suggests, "Is this game or does it offer a second life?" It may be wondered by people. This idea is also reflected in the game production company Linden Lab's. It is used as an incentive to reach the target audience that adopts the slogan "Your life… Your imagination…" (Ensslin, 2017; Linden Lab, 2019). The target audience, who adopt this slogan, now finds a way to reach the world they dream of -their own utopia-(Ensslin, 2017; Linden Lab, 2019). These platforms are becoming a basic need for addicted users who create their own paradise. This new world, in which culture, ethical rules and law are almost minimized, can turn into a wolf trap for some players. So how do these anonymous avatars come to dangerous levels?

Cyber Psychology researchers show that a person's sense of self is multifaceted and naturally consists of the following (Damasio, 2006; Ratan & Dawson, 2015):

a)the proto-self level, which includes the person's physical presence, informed by sensory interactions with environmental stimuli;

b)the self-level of the emotional being, which expresses the emotional reactions of the person following interaction with the environment;

c)the extended self-level, which refers to an individual's self-view-based narrative, as dictated by internalized autobiographical information, recollections, and memories.

Following this line of thought, the user-avatar is conceptualized as a three-dimensional bond of self-existence (Ratan & Dawson, 2015). First, "proto self-presence" reflects the ratio of the avatar's correspondence to the player's body image. The physical structure of the avatar holds a mirror to the self that the person needs. The physical structure of the avatar gives more clues than one might think. With the changes and reinforcements of the in-game Avatar, the person integrates and identifies with their new self. Second, "core self-presence" describes the level at which the player's emotions are intertwined with the emotional state of the game figure. Although he has a new self in his new world, the person is not a separate part of his own essence. It is an invisible mask of Avatar with all its weaknesses, shortcomings, anger, passion and all the emotions that it cannot reveal. Finally, "extended self-presence" refers to a situation where the player's own narrative and identity in the real world is confused with that of the player's online avatar (Damasio, 2006; Ratan & Dawson, 2015).

CONCLUSION

The human race, which seeks ways to survive and maintain its lineage in the evolutionary process, has continued its existence until today in an effort to adapt to the conditions that keep

it alive. Epidemics and pandemic conditions that threaten the human race are pushing it towards a new life. The digital life of our age is being renewed day by day and offers the opportunities that the human race needs. The avatar self is of greater importance in augmented virtual reality than imagined. Thanks to science, each individual trapped in an isolated life has new conditions to create his own self. At each level of technology, the human race has had more reinforcements than the possibilities offered to it in real life. This situation made it easier for him to develop his addiction to new alternatives.

Although the second world/virtual universe has started to come to the fore, it is not possible to talk about the absence of interactions arising from the connection of human beings with the real world. For now, it seems very difficult to predict in what form the future plans aimed by scientists will serve humanity. However, it is thought that the possibilities offered in the game and the main goal of the game should be evaluated both by the users and examined with a control system.

Perhaps in the very near future, unconscious conflicts with the self reflected by avatars, which are worth a passport to enter the game, will become one of the new fields of study for psychologists within the scope of the "metaverse".

For now, it seems difficult to predict the consequences of addiction to the second world (virtual universe) with the avatar self. It is certain that increasing the literature studies on the technological field and open conferences by scientists will be important within the scope of new scientific researches in this sense.

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Contents

JOURNALISM
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"JOURNALISM" SCIENTIFIC RESEARCH LABORATORY

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- ❖ A «referee» In Turkey, Dergi Park is an academic reviewer registered with TÜBİTAK ULAKBİM, in scientific journals included in international summarizing and indexing systems.
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