



ASOS JOURNAL

The Journal of Academic Social Science

Akademik Sosyal Arařtırmalar Dergisi, Yıl: 6, Sayı: 67, Mart 2018, s. 597-602

Yayın Geliř Tarihi / Article Arrival Date

18.02.2018

Yayınlanma Tarihi / The Publication Date

30.03.2018

Yasin ACAR

İstanbul Geliřim Üniversitesi, Yabancı Diller Yüksekokulu
yacar@gelisim.edu.tr

MEDIA AND CULTURE RETHINKING CULTURE AND MEDIA

Abstract

Culture and media represent two terms which nowadays have special connection. This connection was not so strong in the early days. It seems that the extremely modern today's technology definitely plays its inevitable role. Media as a term for the first time appears in the first half of the 20th century. For this reason the mutual connection between the culture as a term and the media, mass media as other terms, wasn't so obvious. One or two centuries ago the modern TV, numerous TV channels, modern digital things, numerous TVs were not something unthinkable. For this reason one, two or more centuries ago the main cultural activity was performed through the theatrical stage and the glamorous waves organizes by the numerous kings, emperors and other rulers through Europe and abroad. In these conditions it was absolutely impossible to talk, write or debate about the culture and media as mutual connected terms. Even after the first appearance of the term media and the fast development of the modern technology these two terms, the culture and media, became able to demonstrate their mutual connection; finally the simple man from the whole world was able to see and feel this connection between these two terms; finally even the simple man dared to write about his/her culture, customs, tradition, language, nationality, ethnicity and to represent it in the different magazines, newspapers, even books. At this point we can say that the culture and the media, little by little but for sure entered in the circle of the common connection. That's the moment when these two terms finally were located in one common place and the simple masses started observing these terms as two inevitable connected terms. Of course, the numerous TV channels and the fast development of the modern technology started representing the culture as an important and extremely interesting thing for representing, discussing and debating; however, this mutual development and connection will be described in more details in the next part of this arti-

cle. For this reason here I will finish with my abstract but I will invite you to read further my article; this article offers interesting details for the culture and media and their strong connection not only as terms but also their connection with our daily society; I think this detail would be an quite strong reason to convince you to read and publish my article which contains an obvious cosmopolitan character.

Keywords: Culture,Media,Definition of Media and Culture,T.V

MEDYA VE KÜLTÜR KÜLTÜR VE MEDYANIN TEKRARDAN DEĞERLENDİRİLMESİ

Öz

Bugünlerde özel bir bağlantısı olan kültür ve medya iki terimi ifade etmektedir. İlk zamanlarda birbirleriyle güçlü bir bağlantıları yoktu. Son derece modern olan günümüz teknolojisinin bu bağlantının kesinlikle kaçınılmaz bir rol oynadığını düşünüyoruz. Bir terim olarak medya ilk kez 20. Yüzyılın ilk yarısında ortaya çıktı. Bu nedenden ötürü, terim olarak kültür ve medya, başka bir deyişle ana akım medya, arasında ki ortak bağlantı görünenin aksine o kadar da açık değildi. Bir ve ya iki yüzyıl önce modern televizyon, çok sayıda televizyon kanalları, modern dijital nesnelere, çok sayıda T.V ler düşünülebilen şeyler değildi. Birkaç yüzyıl önce temel kültürel aktivite tiyatro kanalı ile sergilenir ve göz kamaştırıcı dalgalar çok sayıda kral, imparator ve diğer hükümdarlar tarafından Avrupa ve yurtdışında örgütlenirdi. Bu şartlar altında medya ve kültürü bağlantılı terimler olarak konuşmak, yazmak ve tartışmak kesinlikle imkânsızdı. Medya teriminin ilk ortaya çıkışı ve modern teknolojinin hızlı gelişmesinden sonra bile bu iki terim, kültür ve medya, karşılıklı bağlantılarını gösterebildi. Nihayet bütün dünyadaki basit adam, bu iki terim arasındaki bu bağlantıyı görüp hissetti; Nihayetinde basit adam bile kendi kültürü, gelenekleri, dilleri, vatandaşlıkları ve etnik kökenleri hakkında yazmaya cesaret ederek bunu farklı dergilerde, gazetelerde, hatta kitaplarda temsil etmeye cüret etti. Bu noktada kültürden ve medyadan azınlık olduğunu söyleyebiliriz ancak ortak bağlantı çemberine kesinlikle girilmiştir. Bu iki terimin nihayetinde ortak bir yerde bulunduğu ve basit ana akım kitleleri, bu terimleri iki kaçınılmaz bağlı terim olarak görmekteydi. Bu karşılıklı gelişme ve bağlantı, bu makalenin bir sonraki bölümünde daha ayrıntılı olarak açıklanacaktır. Bu makale, kültür ve medya için farklı ayrıntılar ve özel terimlerle değil, aynı zamanda medyanın toplumla olan bağlarını ortaya koyacaktır. Aynı zamanda makalede, medya ve kültürün antik zamanda hangi araç olarak kullanıldığını da ontolojik olarak açıklanacak.

Anahtar kelimeler: Kültür,Medya, Kültür ve Medyanın Tanımı,Modern Teknoloji, T.V

1. Introduction

Culture and its definitions through the centuries;

Culture as well as media has numerous definitions. Worldwide known thinkers, philosophers, intellectuals and others gave their definitions about what the culture and media mean. On this way they had an enormous positive role in the giving of the final definition of previous-

ly mentioned terms, which may be found in different dictionaries. Before to represent the opinions related to the culture by different intellectuals I prefer to give the simplest definition of the culture as a term. The customs, beliefs and arts of a particular society, group, time or place; other simple definition for the culture as a term represents the following; a particular society which has its own ways of life, beliefs, arts; another simple definition for culture represents the way of thinking, working or behaving that exists in a place, or an organization. Numerous and different definitions related to the culture as a term may be found in different dictionaries. For example in the British English the culture as a term is defined as the way of life, especially the general beliefs and customs, of a particular group of people at a particular time. Now, let's see some of previously upcoming definitions, given by worldwide known persons. According to Heraclites the culture means a second sun for those educated. As a different definition, Edward Said says that Culture is the feeling of the home. John Burroughs will say that the culture means perfect and equal human development to all intents and purposes. Jawaharlal Nehru will write that the culture means to enlarge the human mind and spirit. According to Aime Cesaire culture represents everything; the way in which we dress, how we keep our head as we walk, how we bind our tie, not only the books we write and the houses we build. Now let's see what the worldwide intellectuals, writers and persons think about the media. James Cramer will say that the dead-tree boys must be shaking in their boots. We now have the money we need to complete our vision of crushing the old line media behemoths. In 1923 appears the first definition of media, mass media. Let's write this definition which because of the time when appears has a priceless meaning. In 1923 media was represented as the most economical way of getting the story over the new and wider market in the least time. Generally media is defined as the main means of mass communication esp. radio, newspapers and television regarded in a common way, collectively; until here were represented important details about the definitions of culture and media, given by important persons. As it may be observed these definitions were given in different times, even centuries. According to the not so simple meaning of culture and media all previously mentioned definitions shouldn't represent something strange or quite surprising. In the next part of this essay will be represented some other details about the culture and its role in human's desire to overwhelm the nature. Let's see what other worldwide known persons think about this and wrote about this interesting thing.

2.Main Part

The roots of Culture and Media

When did the history of the media and culture begin? Are there any signs for giving the exact date? I guess answer or answers will be just *claims*. Let's start firstly about "*culture*"; human being needed to struggle with hard conditions of life, I mean, to continue his/her bloodline, they needed to domesticate Nature, virgin nature. Because nature was at the evil part for them, so it needed to be civilized. In this parallel I want to give myth of Gilgamesh. People of Uruk, cannot dominate over the nature because there is a big obstacle in front of them "Enkido". They deceived the Enkido with a woman who made him (its) civilized after few days later. This was victory of men who captured "NATURE" and domesticated it. This first event is the example of consisting of culture. After controlling nature, they want more so, their second target is human being. Therefore they needed to create something which can control all human being like a meek animal. They decided to create GODS/MESSENGERS. With the creation of Gods/Messengers their oppressed over human being be easy. Thanks to myths, most of people (especially believers) obeyed the rulers because if they not, god will be furious and sending his

course among them and Gods makes decision for them and what is right, what is truth! What is wrong are among gods realm. This second mythological assumption is also example of Media.

Culture's role in the human's desire to overwhelm the nature;

In the early 1970s from the last century, Clifford Geertz, a worldwide known anthropologist, will write his well-known book "The Interpretation of cultures". In the following decades this book will be read by important anthropologists, scientists, students and simple men. His idea attacks the idea of the human nature. Clifford underlines that the culture is the element which allows to us to adapt to each environment.

Despite this useful thing which the culture ensure to each of us, the human beings have to give up from their instinctual so called wired-in behavior patterns. He is absolutely against any basic so called natural human behaviors. His way of thinking means a strong version of cultural relativism; an idea within the knowledge and morals are not absolute, but only relative to particular cultural contexts. Geertz's way of thinking means an absolutely strong defense and protection of the traditional anthropological tenet that all cultures are equally worthy of respect. His ideas became widely present among the simple readers and the entire reader's audience. Thanks to his already mentioned book it became widely accepted that because there is no universal human nature, any universal standard for truth or morality couldn't exist. Some X may be truth in a particular culture, but not in some other culture. In other words this means that the culture represents a strong determinant of human action. The role and impact of the culture in the determination of what people do, or will do, is enormous. This detail on some way maybe is partially omitted by Geertz. Contemporary neuro scientific researches show very clear that important aspects of our behavior are actually wired into our make-up. Our instincts are so numerous. Each human being who belongs to different human communities has powerful ways of promoting preferred behaviors; of making human each human being behaves in certain sorts of ways. All these technologies which make an important part of the cultural learning are so powerful that overwhelm our humans' natural tendencies. In this context was written another book named caught in play. In this book the forms of ritual and play inculcate certain practices and ideas which contain quite powerful and strong emotions. Each man like separate human being is quite capable of ecstatic emotional state, emotions that are so powerful and provoke the sense of presence that comes beyond the everyday world. This is what actually happens when the people are overwhelmed the powerful currents in a crowd; another similar case powerful feelings of entertainment are associated with particular ideas or persons. Furthermore, other example, we develop the faith that each human being in a celebrity, entertainment or any other event, is a special sort of being, a special human being who fascinate the other because his action deserves our respect. Actually our culture of entertainment creates this feeling, not some universal part of human nature. Our universal human nature is the element which makes it so easy for our cultures to form us in the ways over which we have little control. As it may be observed in the text from above were represented important details about the culture in context with the human being and his desire to overwhelm the nature. All represented details quite well explain this mutual correlation between already mentioned human beings, culture, nature and human's desire to overwhelm the nature. In the next part will be represented important details or maybe better said ideas about the meaning of the media, its role in the society etc.

What Media and Mass Media represent;

Let's see what media represents and what it contains in great spectrum of different elements. Media represent the numerous communication channels through which the news, the education, entertainment or the promotional messages disseminated.

Numerous narrowcasting and broadcasting mediums like the magazines, the newspapers, billboards, TV, radio, internet, telephone, fax and direct mail, represent an unite of one term, known as Media. All previously mentioned elements which make part of the Media on some way, in the same time, represent inevitable part of the Mass Media.

According to Nickolas Luhmann, all institutions which enable to spread the daily communication, using different technologies like previously mentioned, make a part of the Mass Media. Now let's represent some other interesting details related to media, mass media, culture and its mutual connection. According to some researches few crucial things mark the medium's transition to mass media; these three elements are the availability and access. Mass media as unite transmits numerous messages to all, some, few or none in particular. However its main task is the transfer of different details, messages and events with different character to the simple audience. As it's already mentioned these details are from different characters, including cultural. With the exception of a particular culture to a particular country, nation or minority, the time within different generations lived, lives and will live, represent an important source of a particular culture from a particular time; for example the second half of the last century; time when the technology advances, the first black/white TVs appears, the first cars, the first systems, the first TVs in color, the first pop, rock musical groups appear, the Beatles appears, the first computers, the first lap tops, the first cell phones appeared etc. All these elements represent an important cultural part of a time within our fathers lived and we live. Mass medias are those elements through which the simple man should see all these things because on this or other way the mass media's major role is to inform the simple man and to transmit his voice, his capabilities to develop, to create something new. While for McLuhan, Gutenberg's invention of the printing press from 1456th, represents the big bang of sorts in communication and culture, for theorists like Peter all sorts of communication represent a great mass communication. In the next part will be represented ways through which the mass media may have a great positive influence on the moral of the simple man, the daily observer of numerous TVs.

The Mass media and its inevitable impact on the simple TV spectator

As I've already underlined the Mass media with its all already mentioned components and elements may have a great positive contribution in our daily lives. Through their numerous serials or documentaries, educational channels, the mass media gives a great priceless contribution in the healthy development of each city, town, country and the entire world; with an objective and real transfer of different details related for numerous domestic and worldwide events, all of us will be informed correctly, all of will be able to respect different, culture, tradition, habits, culture. In this sense the role of the mass media is inevitable enormous, maybe impossible to describe with all positive words from each native language in this world. However we are real witnesses of the constant pressures which the mass media in the whole world faces with. This shouldn't represent something strange if we know about the constant geopolitical struggle which happened, happens and will happen in the whole world. Even worldwide known TVs, as a part of the worldwide mass media, sometimes have to find some middle in that inevitable worldwide geopolitical struggle. BBC, Washington today, Pravda and other TVs very often are in the middle of the constant geopolitical competition. Despite these inevitable events these TVs

still are considered to be as worldwide TVs with great renown; TVs which despite all challenges that the time puts in front of their work, still give, to some extent ,correct details to the worldwide TV spectators.

Maybe the best way to decide which TV we will believe to is the messages which they transmit to us, observing it through constant analyze and comparison with other details, transmitted by other TVs. This is not something easy, but maybe, on this way each of us will be able to review all domestic or worldwide events in our common interest. I think that interest is the peace and prosperity for the entire human being, for the whole world which needs peace and mutual respect in order to survive. Obvious Mass media and all its components have its daily, even maybe historical role to ensure the further existence of our planet.

Conclusion

Until now were represented quite interesting details about the culture, media, mass media and the inevitable role which these important elements of our daily lives, have not only for us, but for our entire planet. With particular names, definitions, important components from the media and mass media, i really tried to represent in the best possible way, that obvious link; connection which definitely exist between culture, media, mass media, society and our daily lives. I hope I managed to do it properly.

REFERENCES

- <http://www.azquotes.com/picture-quotes/quote-culture-is-everything-culture-is-the-way-we-dress-the-way-we-carry-our-heads-the-way-aime-cesaire-125-40-29.jpg> alt="Culture is everything. Culture is the way we dress, the way we carry our heads, the way we walk, the way we tie our ties - it is not only the fact of writing books or building houses. - Aime Cesaire
- Edward, Culture and Emperialism . İstanbul, Nil Publishers, 1998. p.15.
- <http://www.businessdictionary.com/definition/media.html>
- Gezgin, İsmail. Myth of Art, İstanbul, publisher; Sel publication.2014.Print
- Greetz , C. (May 19, 1977) The Interpretation of Cultures. London.Said,
- Luhmann, Niklas. The Reality of the Mass Media, Stanford, CA:Stanford University Press, 2000.
- Stromberg, G.Peter (2009) Caught in Play: How Entertainment Works on You, Standfor University Press.