Chapter 6
Digital Media Consumption of Children in Television Series:
Çocuklar Duymasın With Conversation Analysis

Armoni Bayar
Independent Researcher, Turkey

ABSTRACT

With the development of technology, media channels have found themselves in the digital environment and continue to reach their target audience digitally. Media consumption is distributed according to age. In the digital world, young people and children make up a large part of this distribution. In addition to this, consumption of digital media has been reflected in many scenarios. The authors examine digital media consumption of children characters in the series by conversation analysis technique. Basic problems of this article are children characters' use of language as a result of the digital media consumption frequency and the language differences that the child and family television series have shown over the years in this context. For this purpose, the relevant old and new episodes of Çocuklar Duymasın series are selected randomly and the children characters are discussed in terms of the language they use during digital media consumption.

INTRODUCTION

Televisions have been a part of human life in Turkey since 1968. In the upcoming years, it began to hold a large place in the daily life of the Turkish people with different media channels. Different media channels have set themselves a target audience and broadcast according to their target audience. In addition to the channels, we can divide into categories such as children, news, documentaries, etc. There are also channels that determine their target audience with their broadcast stream.

Digitality, which has become widespread since the beginning of the year 2000, has brought people on television as active audiences from being passive audiences, and at this point, the audience has had the chance to re-watch, share and comment online as they watched. The audience who actively involved

in the digitality has shown more interest in digital media, and the passing years dethroned the television from its old popular place.

After the television lost its old popularity, social media channels and programs / series on the internet have taken its place. As such, the media channels have given way to the digital media and have tried to reach the target audience through social media in particular. Today, digital media, which is accessed via mobile phones, tablets, and computers, is widely used in the life of a person who is over 1 year old and even over 65 years old.

According to the Youth Insight Social Media Study (2011), university youth spend three times as much on the Internet as they spend on television. Just looking at this one, we can say that television is not as popular as the old days. As Warren Sack (2005), who is film and media theorist, says "New media do not replace old media, they displace them."

So how do we consume the media? Today's most popular social media channels, Facebook, Twitter, and Instagram have quite strong places in this title. These became an indispensable in people's lives because the agenda can be followed at any moment in the day, the interests can be followed, and the opportunities to be in contact at any time.

Today, children become internet users from their early ages. They are not only playing games online but they also acquire a lot of new information about life. This situation is widespread and the internet becomes indispensable for children.

The spread of media consumption and the widespread occupation of our lives have inevitably come up at screenwriters in series and movies to the audiences. Media consumption, beginning with a very young age, comes at a confused level with the TV characters who ask a mobile phone from their parents, even though they are too young for that in the series. Though the parents have criticized their children for being so much addicted to the phone and internet and their time has been largely reserved, in the upcoming times, the parents have also been involved in the media consumption they criticized.

In this article, we are going to see with dialogues from Çocuklar Duymasın TV series that how years change the people in the context of technology. Children's speeches were examined and differences in discourse emerged, as technology developed. Thus, attention has been drawn to language changes that have spread over the years in digital media consumption.

WHAT IS CONVERSATION ANALYSIS?

Conversation analysis (CA) is an approach to the study of how we perform interpersonal actions and talk-in-interaction. It aims to understand how individuals manage their interactions.

Paul ten Have (1999) describes the conversation analysis as a unique opportunity to discover, in a methodological and theoretical framework that has proven its value in countless works, necessary for human life.

Sociologist Harvey Sacks and his associates Gail Jefferson and Emanuel Schegloff developed the conversation analysis. Today CA is an established method used in social sciences including linguistics.

In this analysis, researchers debate the speaker's role, what is said and what is done. The main attention in CA is to the sequential organization of talk, turn-taking and topic management. Researchers need to use the audios and video records for this analysis because CA observes the speakers' role and their

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