

Chapter 16

Digital Citizenship as New Culture Policy Through Public Affairs Perspective

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ABSTRACT

Relation can be defined as the expectations of parties from each other with regard to their actions, depending on the type of interaction between them. Awareness, effect, benefit, and reciprocity of actions are the components of successful relations. Relationship management in public relations encompasses the development, sustainability, promotion, and maintenance of mutual benefit relations between institutions and their target groups. The purpose of relationship management is to build relations and form communities. The change in our life culture has also transformed the modes of corporate communication and obliged the realization of sustainable relationship management with publics. Hence, in this chapter, all dimensions of digital citizenship as a new culture policy and different ways that publics meet their needs will be discussed. In this sense, the activities of Turkish Telecom Corporation related to digital citizenship will be analyzed.

INTRODUCTION

A relationship can be defined as an expectation of the behavior of the other side of the relationship, depending on the interaction patterns of the parties. The state of reciprocity of awareness, influence, utility and behavior is part of successful relationships. Relationship management in the context of public relations; to develop, maintain, support and nurture mutual benefit relations between institutions and

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target groups. The success of public relations programs based on attitudinal, evaluator, or behavioral changes that emerged from the perspective of relationship management has been identified. For this reason, an important aspect of public relations is the management of public relations.

The aim of relationship management is to build relationships and to build communities. In this context, it is aimed to help the public to express themselves and defend their roles in multicultural and global society in changing social, cultural and political conditions. The first thing to do for this is to show who the people are and what they believe. The most basic purpose of public relations is the provision of public benefit. In this sense, useful work should be done for both national and international community.

Within the context of developing Community relations, it should be in the effort to benefit from corporate social responsibility activities and all kinds of physical, security, health, social and cultural needs of the society and the individual. There is also a significant relationship between the development of community relations and culture.

The politics of public relations in a country are shaped by the culture politics of that country. There is an important connection between the ways of establishing relations with the public and the ways in which the public participates in social and cultural life.

The impact of the Internet on people and societies within the framework of the technological dimension of globalization has brought digitalization of the concept of citizenship and the concept of digital citizenship has emerged. Digital citizenship can be described as ‘acting in the consciousness of any kind of danger within the framework of ethical and universal rules on the internet’. Efforts to fulfill citizenship responsibilities, to use their rights and opportunities, and to maintain their daily lives have led to the concept of digital citizenship. A digital citizen is the person who is able to communicate in the digital environment, criticize when using the information as well as produce, consume in and exchange in the digital environment, receive education from the digital environment and follow the codes of ethics while doing these behaviors.

The aspects of digital citizenship are grouped under nine categories as; ‘Digital access, Digital commerce, Digital communication, Digital literacy, Digital ethics, Digital law, Digital rights and responsibilities, Digital health, Digital security’. Digitalization has indeed entered into every aspect of our lives indeed. It has embraced our living spaces and created a new attitude and behavior change based on digital culture in these areas. This change in our life culture has also transformed the forms of public communication and obliged the management of sustainable relations with the public. Accordingly, this study will cover all dimensions of digital citizenship as a new cultural policy, how it meets the needs of the public in different ways, and how it functions in the perspective of public relations. In this context, a situation analysis will be carried out regarding activities performed by Türk Telekom Company for digital citizenship. Digital citizenship can be defined as ‘being conscious of all sorts of risks on the Internet with regard to ethical and universal rules.’ Individuals’ fulfilling their citizenship responsibilities, using their rights and opportunities and continuing their daily lives has brought about the concept of digital citizenship. Such citizens are able to communicate in digital media, use information with a critical perspective, produce and consume, do shopping, acquire education in this medium while obeying ethical rules and being aware of their rights and responsibilities. The aim of this study is to depict the digital citizenship conveniences as examples that Türk Telekom provides to the Turkish citizens with regard to social, commercial and cultural issues in digital platforms. Furthermore, it has been put forth how the examples pertaining to this usage change the consciousness and habits related to digital citizenship. Thus, Türk Telekom’s status analysis related to Digital Citizenship Application was

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