

Chapter 31

The Construction of the Social Reality From the News Narrative to Transmedia Storytelling: A Research on the Masculine Violence and the Social Reflexes

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ABSTRACT

The present study discusses how a masculine violence is presented in the news narrative in Turkey. Moreover, this study aims to analyze how the mental designs are reflected to the multimedia platforms and how it constitutes the social interactions and reflexes. Fundamentally, this study queries how the social reality area is reconstructed. Constructing the theoretical frame and the literature review of the masculine violence are the major concerns of this study. Additionally, the role of the news narrative in the construction of the social reality and the representation of the news of masculine violence are examined in this study. Finally, a case of masculine violence in Turkey has been examined in the social production context of the transmedia storytelling.

INTRODUCTION

The evaluation of violence as an action with social and cultural contexts rather than an individual case was the subject of second wave feminism's ascension. The second-wave feminists discussed all the issues women experience, including violence, in the private and public areas in the context of patriarchy. On the other hand, the second wave feminism has been criticized since the 1980s on the grounds because it has stated that the masculine power is one-sided, contradictory, and tackled a problem as a whole.

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Hegemonic masculinity is a concept that questions the assumption of women and men being different from each other, however, they have a “common” field of benefit within themselves. In the masculine power relations, hegemonic masculinity focuses on the relationships such as struggling, exclusion, exploitation, otherization among the men who have been subordinated in addition to women. Therefore, it can be said that violence and hegemonic masculinity support each other. From this point of view, violence based on social and cultural areas, produced by patriarchal institutions, and supported in the cultural representations, is a kind of masculinity performance. In this context, masculine violence has a strong relationship with the construction of hegemonic masculinity values covering both women and men at all levels of daily life.

The media plays an important role via the symbolic form and content it produces and spreads to the public area, in the affirmation, internalization and legitimization of masculine violence on the social and cultural level. The news which is different from the other media contents just because it claims that it reflects reality as it is, contains the fictiveness which the narrative text brings with it. Therefore, the news, as a narrative regarding the humans and the world, is a text which not reflects, but constructs the social reality. Thus, the representation of the masculine violence in the news is remarkable.

On the other hand, the nature of the media users which have been existed with the developments of the communication technologies have transformed the construction of the social reality area more complicated and more interacting. In other words, the truth regarding the world and the humanity has been produced in the new narrative worlds in addition to the news narratives. The new narrative world described as transmedia storytelling can be created by either a content manager or the society.

This study focused on the creation of transmedia storytelling by the society. A masculine violence event known as “Özgecan Aslan homicide” which happened in Turkey in 2015 was examined in the study as it had the particular characteristics of transmedia storytelling. First, the masculine violence concept has been discussed in theoretical regard. Then, the representation of masculine violence in the news narrative has been examined. Finally, a case analysis has been done by the help of both academic studies and visual/auditory/written sources. However, it has to be mentioned that this masculine violence event which evoked a huge reaction in the society has not been examined enough in the academic studies in Turkey. In addition, in a few studies about this event, the case has not been examined with respect to transmedia storytelling. The present study not only aimed to bring these shortcomings into the agenda but also to evaluate the transmedia storytelling concept from another perspective and to discuss the role of interactive communication environments in constructing the social reality.

GENDER, HEGEMONIC MASCULINITY, AND VIOLENCE

Violence plays an important role in the establishment of gender regime and in the reproduction of male-power relations. In this context, the relationship between violence and gender is needed to be discussed. The perspective “malestream” in the scientific studies regarding violence has continued to be relevant long-term. Since the 1960s and 1970s, both feminist literature and masculinity studies have questioned the social, politics, economic and historical dynamics based on violence. Such a query became possible only after the notion “gender” was added to agenda.

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