

Chapter 17

Blogger Mothers as a Transmediatic Narration: An Examination on Transmediatic Narration Used by Blogger Mothers

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ABSTRACT

Individuals are facing message bombardments from many tools. In such a process, trying to reach individuals at any moment using different tools is important for the effectiveness of communication. This requirement led to a new process called transmedia. The transmedia storytelling, which is carried out in order to ensure that the messages planned to be transmitted in transmedia are even more effective, is one of the heavy-duty practices of this new process. This study was carried out in order to reveal how blogger mothers used transmedia storytelling practices, the difference of this use from traditional motherhood, and the role of transmedia storytelling practices in changing form of motherhood. In the study, blogger mothers were found to use transmedia storytelling practices heavily in order to influence their followers. It was also concluded that blogger mothers play the roles of heroines, friends, and dynamic and assistant heroines.

INTRODUCTION

Today, we are in the era of social media in which human relationships depend on digital communication, keyboards and networks. We prefer texting to talking; we prefer to sign in to meeting people; we prefer to watch the smartphone screen to looking around. We just have to look at the “news wall” of our preferred social network in order to know what’s happening around us. The real social life is being replaced by the experience of social network and if we know everything about the present day on one side, we know almost nothing about the past on the other side (Dusi etc., 2017, p. 65).

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This change and difference that has occurred compared to the past has led to the emergence of new processes in many areas of society. Individuals forming society have also had to adapt to this change or have voluntarily participated in this change. This alteration and innovation including many sectors has led to changes in motherhood roles, in maternal practices, or in content of traditional motherhood. “Blogger mothers”, which is a new and creative application form of today, and their followers have emerged with this change.

Blogger mothers share their experiences and knowledge about motherhood to future mothers who are their followers or counselee. This sharing leads to the evolution of traditional motherhood actions of followers in modern direction. In other words, it is now possible for future mothers to ask about motherhood to blogger mothers instead of their mothers, who have already experienced motherhood before and even have given birth and raised them, and to apply advices they have posted through blogs. Therefore, this situation opens a door to alteration of the traditional forms of motherhood.

There are a number of underlying reasons why blogger mothers are so influential on their followers. One of the reasons for this is that social media tools are influencing followers by becoming stronger with transmedia applications and storytelling methods. In other words, the stories that blogger mothers will create on their blogs are important. The fact that they are not only included in blog environment but also in other social media tools reaching to followers also supports this increase in importance. The powerful aspects of each of these different tools make it possible for followers to be influenced, thus enabling the blogger to make the desired changes.

This study was revealed based on the idea that social media provides innovative and creative environments for users and content producers. In this regard, the opportunities provided by social media were tried to be examined in the context of new generation motherhood. In this context, 15 active mother blogs followed most in Turkey were examined.

NEW MEDIA, SOCIAL MEDIA AND CREATIVITY

In the last quarter of twentieth century, the digital revolution in information systems and information technologies has made itself evident. Due to these changes, there have been serious differences compared to the past. In addition, new regulations and changes in many areas have been realized with this revolution (Yilmaz, 2011, p. 138).

The change and development in information and communication technologies which has led to relevant digital revolution, has provided an opportunity for different communication methods to emerge. These changes have been resulted with the effects that can be immediately felt in social structures. Nowadays, the new media phenomenon that focuses on digital usage and has the principles of openness, interactivity and innovative connection has become a part of modern human life (Turina etc., 2015, p.174-175; Kocyigit, 2015, p. 331).

Innovations provided with the new media to users include concepts such as Presence, Modification, User-generated content and Social participation. When these concepts are examined, it is seen that ‘presence’ is the state in which users exist effectively in the environment through their profiles, identities or avatars. If the individual shows an effective presence, it is also expected from him/her to perform actions such as realizing the interaction among the most basic features of the new media, producing content and participating in produced contents. The concept of modification means the fact that an individual move notifications received from both his/her own profile and others, to a new dimension by differentiating

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