

Chapter 1

New Communication Language With New Media

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ABSTRACT

New media has a unique communication feature in terms of providing multiple and fast interaction with instant text, photo, video and sound recording sharing. These interaction networks, which are widely used today and determine life, are very effective in presenting content such as chat, shopping, art, as well as easily preparing and sharing videos and images that are contrary to the moral understanding of society. New media has become an economic power where products with ‘commodity’ value are marketed through the bidirectional connections it provides in the preparation and consumption of content. The ‘new media’, which puts values in the background, has turned into a digital market with 5.5 billion users, providing continuity for the ‘culture industry’ by adopting a language that directs consumption. This new area, where billions of people meet, also

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reveals serious behavioural differences. This new form of communication was analysed through consumption-oriented posts consisting of millions of messages.

INTRODUCTION

New media has reached a large number of users around the world with all the features of traditional media and even more. Digital networks, which are used by more than half of the world's population, have brought with them a wide range of dangers.

With the introduction of new media into human life, it has revealed a form of communication that affects people both mentally and physically with the shares they are exposed to instantly from all over the world. The more active form of communication of the new media is many times more active than other tools in terms of negative consequences on human behaviour. The new media, which is the most effective of the mass media in the last century, has created a completely different field of communication with a weak moral and ethical side. The rapid advancement of artificial technologies has shifted much more of the behaviour in consumer culture to this field.

These new media environments, into which children and adults are born, create an online danger environment for people of all age groups; moreover, it is easily shared in an environment where no ethical and moral values are ignored. One of the darkest sides is that every shared information is processed as 'goods' and easily reaches the whole world.

In this study, it has been tried to be done by using a descriptive language on the problematic effects of the new form of communication brought by sharing in new media environments on behaviours.

NEW MEDIA CONCEPT

New media, which we know as digital media, multimedia, interactive media, online, social media, unlike newspapers, radio and television,

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