

Research article

THE MOST POPULAR CONTEMPORARY ENTERTAINMENT INSTRUMENTS: MEDIA

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Abstract

After Industrial Revolution, form of the world and life styles and approaches changed and spiritual perceptions also changed. This study discusses function of media in social life and evaluates becoming entertainment instruments of media. Relation between media and popular culture is especially emphasized. Technology had a sovereignty in the world for about a century and people perceive that technology is a main component of their lives. Technology presents people many facilities to ease life and to entertain people. Media are the most favorite products of technology and are used commonly all over the world. Media which are used to learn universal knowledges and different impressions are the most common instruments in contemporary societies and they are valuable as much as opinion leaders. Though there are spiritual and philosophical contents on media, a lot of people are interested in media to make fun or to spend enjoyable times. Media are products of advanced technology and they present people many colorful and entertaining facilities on technology base. The most colorful component of media, television is the most common instrument in the world and the most entertaining instrument which is easily accessible. Media convey concept of popular culture and popular culture is full of entertaining components. People spend time for entertaining more than philosophical or spiritual works after Industrial Revolution and especially after technology had an sovereignty in the world. People choose the nearest and the cheapest entertaining instruments that are media and find enjoyable world in media products. Media can find many materials for entertainment in the world and gain much money via entertainment.

Key Words: Media, entertainment, popular culture, society, tradition. **Copyright © AJSSAI, all rights reserved.**

Introduction

In this paper, history and character of media was discussed and function of media was evaluated. Change of media from the beginning to contemporary conditions was examined and relation between media and culture was discussed. Media changed since the beginning and were formed depending on culture. People did not know media in traditional culture in rural before Industrial Revolution. They met first media after technological revolution in urban and set a new urban culture with media. Relation between media and popular culture was especially emphasized in the paper.

There are rarely some people who are not interested in media and who are not effected by media in the world. Many people try to use media because of their power and their impacts on the earth. Politicians and businessmen and singers are the main characters of media productions and many other people try to be heroes of media recently (Wilhoit, 1969, 317). People who need fame and who need to be known by much people want to contact media and media want to contact them to produce colorful productions which attract people easily.

Though book and letter and cinema were also defined as media, contemporary media are known as newspapers, magazines, radio, television and internet. Almost all people in the world know media and most of them use media. A great number of people use media in their daily lives to learn news or to feel themselves in society (Muta and Martin, 2001, 111). Many people use media to learn news about the world but many people also use media to make fun and to spend time. Media became into an instrument of popular culture that produces simply and quickly consumed productions (Cereci, 2010, 58). Media introduce products of popular culture in colorful forms and tempt people to live in a simply and enjoyable life.

Media convey many messages and impressions from somewhere to somewhere and change many forms and approaches in the world. Media are social instruments and cause movements because of their contents and act as main dynamics of society (Flowers and others, 2003, 270). Media are in lives of people with their news and opinions, and with images, and with voices and with many different impressions during about 300 years.

Media participated in lives of people as mysterious novelties and opened large windows to world and also to the universe. The first newspapers entered lives of people in the beginning of 17th century as amazing and exciting components. They were colorless papers but full of news which people wondered and were interested in. The first newspapers satisfied people much because of their sufficient contents as the first media (Camp, 1935, 84). First media responded many social requirements of people who lived in urban and need to learn actual and need to communicate with others.

People perceived media as source of knowledge via news and learnt many opinions and impressions via articles in the beginning of media age. Media became a main component of social life and people could not avoid media because of their necessity (Holmes, 1961, 251). People were affected because of seriousness and integrity of media in conditions of first media period. Media got a social information function in the beginning and responded information requirements of people.

Newspapers, and radio, and magazines survived as staminal components of life for a long time and presented people informations of the world and life. They mentioned about policy, and about economy, and about art, and about sport, and about current events and conveyed important opinions via articles of authors

(Barabas and Jerit, 2009, 86). There were less color and images on media because of technology and media were far away from popular culture which was entertaining and cheap.

Function of Media

Many people try to use media because of their power and their impacts on the earth. Politicians and businessmen and singers are the main characters of media productions and many other people try to be heroes of media recently (Wilhoit, 1969, 317). People who need fame and who need to be known by much people want to contact media and media want to contact them to produce colorful productions which attract people easily. In the world of media, everything brings with a novelty and lives of people change via media. Especially in underdeveloped societies, people perceive media as main references and live with guidance of media.

Media are the most favorite products of technology and are used commonly all over the world and influence billions of people with their attractive productions (Javed, 2003, 912). Media which are used to learn universal knowledges and different impressions are the most common instruments in contemporary societies and they are valuable as much as opinion leaders. Though there are spiritual and philosophical contents on media, a lot of people are interested in media to make fun or to spend enjoyable times (Jenkins, 2012, 33). Media are products of advanced technology and they present people many colorful and entertaining facilities on technology base. Media provide people to learn knowledges and news and beside this to get different inspirations and opinions.

Media are the instruments that convey many messages from somewhere to somewhere and change positions of opinions or decisions from somebodies to somebodies and take people to social life in the world. Media are source of knowledges and opinions and a social movement because of their contents (Flowers and others, 2003, 270). Media are in lives of people with their news and opinions, and with images, and with voices and with many different impressions during about 300 years. Media developed due to technology and adapted conjunctural structure of societies and respond to many requirements of people (Faflik, 2009, 242). Many people perceive that media are main components of their lives and their future plans.

The first newspapers entered lives of people in the beginning of 17th century as amazing and exciting components. They were colorless papers but full of news which people wondered and were interested in. The first newspapers satisfied people much because of their sufficient contents as the first media (Camp, 1935, 84). First media responded many social requirements of people who lived in urban areas and need to learn actual and need to communicate with others. Media used a familiar language which people know and speak everyday and media changed their language due to their actual policy.

People perceived media as source of knowledge via news and learnt many opinions and impressions via articles in the beginning of media age. Media became a main component of social life and people could not avoid media because of their necessity (Holmes, 1961, 251). People were affected because of seriousness and integrity of media in conditions of first media period. Media got a social information function in the beginning and responded information requirements of people. When media broadcasted numerous information and opinions and inspirations, they taught their own language. People were very interested in media in their social lives and media became social components which are concerned with all social components.

Newspapers, and radio, and magazines survived as staminal components of life for a long time and presented people informations of the world and life. They mentioned about policy, and about economy, and about art, and about sport, and about current events and conveyed important opinions via articles of authors (Barabas and Jerit, 2009, 86). There were less color and images on media because of technology and media were far away from popular culture which was entertaining and cheap. Internet participated in media world and was began to use much because of its wide facilities and colorful window recently (Girardi, 2012, 127).

Media are naturally concerned with social structure and with culture and with global conjuncture. Cultur determines social roles and social organisations and identities and all other social components and provide people an energy to live together. There is also a relationship between social dynamics and culture that result of all social accumulation and social dynamics (Barnett and Allen, 2000, 159). Media are one of the most effective dynamics of a society and are affected from culture and influence media. All dynamics are components of an aggregate and effect another one.

A uniform culture relatively emerged on the earth because of media and billions of people began to wear same, speak same, and even think same. This is culture of media and media culture diverts people to points where they want (Lieber and Weisberg, 2002, 161). Media broadcastings are always attractive and encouraging and people mostly can not object messages of media. A great mass who are interested in media and watch media speak the same language since media became dominant in the world. Media provide a unity for society and character of society form via media (Flowers and others, 2003, 265). In forming process, media have many social responsibilities.

Media culture became dominant culture in society because of its great companions. A large mass are naturally bound up with media and they are also companions of capitalism which sells goods and images and simulate people. Because of this, media are mostly used by monopoly capitalists (Friendland and others, 2007, 47). This is popular culture. There are many attractions like privatization and like democratization and like post-modernism in popular culture and people are attracted by them. Many different problems emerge in popular culture and people know many different concepts and methods in contemporary conditions.

Beside conveying news and entertaining messages, media are social intruments to participate in social activities and social ambiences and people know different components of society via media. Media work as active dynamics of society and guide society to global and universal trends and provide people many different facilities. Global agenda is also arranged on broadcasting of media and it is conveyed people via media (Matuoza, 2002, 232). Most of people can not ignore media because of their global and actual effects.

Television Age

One of the most mysterious invention of man is television and television changed main structure of the world. People met television in the beginning of 20th century and adopted it rapidly. It was not necessary literacy to watch television and it was easy to understand its images. Television was a nearer media to people than the others in their houses and it called people in its images and voice (Betts, 1953, 253). People firstly perceived television as a magic box because of its little images on screen but than adopted it a movement of their lives. There were many different stories instead of their traditional stories in rural.

Television became the most common instrument in 20.th century. According to a media survey, television is the most common media in the world and a great mass from children to adults watch television. Most of the people watch television everyday and during 3 or 4 hours. People who watch television said that they watched television to spend time or to make fun (Cereci, 2009). Television has been used as a great entertaining since the time when people began to migrate from rural to urban after Industrial revolution.

Television emerged at the result of technological development after Industrial Revolution and got involved as a relaxing component in the lives of people who migrated from rural to urban and fell into a cultural crisis. People who migrated from rural to urban to find job and to have a new life could not move their rural culture completely and had difficulties in urban and meantime television consoled them (Eisenstein, 1970, 739). People relaxed to learn informations about different people and different lives and watched interesting stories on television in their urban lives.

Television presented people many news about wars, about international relations, revolutions, scientific developments and about current events and diverted interests of people to different areas of the world. Different matters and different people relieved people and entertained. People adopted media because of its relaxing and entertainig character (Chen, 2004, 699). Television was the most convenient instrument for popular cultur because of their cheap and temporary and entertainig productions (Lopes, 2006, 412). Main approach of popular culture is consuminf much and television is the most available instrument with its entertaining messages.

Television productions can change a concrete world to a legendary world by the help of computer technology and it can constitute an intensive emotional atmosphere on television. Computer technology works as a secret worker behind television images and spectators watch atractive fictional places or dreadful forests or huge castles and unique creatures on television. Television is an illusion media and inbdebtied this to computer. Contemporary computer technology ease assembling of television productions practically. Assembling process is completed in a short time by help of computer technology and it causes colorful and attractive images which show people their expectations. Technology is populer because of its artifical world and it affects people as a magic show. The imaginary world of television entertain people much because of its close measure and attaractive images (Stamm, 2012, 259).

Relationship between Media and Popular Culture

People generally used to live in rural and work in farms before Industrial revolutions and before media. They had a traditional culture and their traditional culture determined their organisations and their roles and their lives before preponderance of technology. Rural facilities and traditional culture were sufficient for them and people were relatively satisfied. They did not know much different technics and different goods and did not know to excessive consumption until mass production (Turow, 2005, 117). People had a constant culture.

People generally used to spend their time by working and by communicating and by reading and by telling stories before Industrial revolution and before media (Heimann, 1945, 50). People used to learn by reading and spirits of children used to feed by telling stories. Ther were only letter and local messengers to

communicate (Griswold and others, 2005, 138). It was traditional culture which had a sovereignty on people and formed all life.

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There are many different components in popular culture. Flashy clothes, complicated devices, attractive words, typical faces, extraordinary images, supernatural heroes and etc. One of the most attractive components of popular culture are adventure films, extraordinary characters and entertaining songs. These are main materials for media too (Eschen, 2006, 60). Media use attractive components of popular culture to entertain a great mass.

Cosmetic products, luxury-tech products, latest model cars, delicious fast food, candy products, exciting football teams, singers, dancers, colorful posters, gleam clothes are also materials of media productions and these are also products of popular culture. Popular culture and media are in a gainful relationship which is based on requirements and motivations of people (Peyser, 2010, 100). Most of people can not avoid collective plans of media and popular culture.

Popular culture generally contains modern developments and modern products in the world and tries to set a modern style. Popular culture producers work for revealing innovations on what people interested in. Interesting greetings, enjoyable songs, colorful bags, food exotic sauce, mysterious novels, pretentious games are result of producers efforts and components of popular culture (Zukin and Maquire, 2004, 195). Popular culture products are always used by media as attractive materials.

Popular culture provides people to learn many different ideological concept like capitalism, and like globalization, and like contemporary style, and like new version of Marxism and new concept were presented people by media. There are many people who work in different sectors and who live in different castes in a society want to talk about modern concepts and they prefer media to talk (Rudolph and Evans, 2005, 668). Media a convenient instrument for each great mass.

Media presented people different products, different styles of popular culture, different ideologies but popular culture did not discriminate different ideologies. Approaches and products and styles of popular culture covered all people who were interested in media (Huber and Arceneaux, 2007, 975). Popular culture tries to

change materials into entertaining products to reach the great mass. Media also generally called people in entertaining dimension of events and products. In a way, popular culture is an entertaining consumption style.

Media as Entertainment Instruments

People began to be interested in entertainment and entertainig products in modern age by the effect of common global culture. Contemporary trends directed people to work less in technological facilities and people who lived in urban area fronted to an easy and entertaining life style for about 100 years (Goldfarb, 2005, 289). People thought that they were more comfortable and happy in modern life.

There are many entertainment facilities on media like colorful photographs, and like exciting puzzles and games, and liker hythmic songs, and like adventure series and etc (Anderson, 2009, 333). Media productions are cheaper and nearer than other entertainments and people can choose what they want on media. Media use all possibilities and produce as much as attractive and simple entertainment productions for people.

21st century came with development technologies and equiped many areas with technology and people began to use technological products. Technological life beceame into a style and responded a lot of requirements of people and eased life. People felt happier and comfortable themselves more than past (Guillen and Suarez, 2005, 703). Technology provide people many facilities and had a sovereignty in the world. Contemporary entertainment facilities set on the base of technology like media.

People generally tend to entertainment after nervous periods like the attacks of September 11 to relax and use more entertaining components in their lives. People witnessed many nervous movements and wars and terrorist attacks in last century and people needed more relaxation (Spigel, 2004, 264). 20th century and 21st century are effective periods to find different materials for media and media began to produce more entertainment because of requirements of people.

Media are naturally concerned with culture and often use interesting and enjoyable materials of culture. Colorful characters and funny words and exciting stories and mysterious places in culture are main materials for media and media arrange all cultural materials as attractive products (Ernst, 1964, 12). Media can change all materials attractive and entertaining materials by help of technology and media want everybody to understand and adopt them. Therefore media prepare plain and entertaining products as much as possible.

Cultural constructions and approaches changed since Industrial Revolution and technological facilities eased lives of people by making many works and people began to work less. People can spend much time for their hobbies and to make fun in their lives and contemporary conditions guide people to entertaining areas. Though this is an ideological and political plan, people do not complain this and try to enjoy their lives (Jenkins, 2012, 33). Meanwhile media use conjuncture efficiently.

In many countries, cultural change influenced life styles and all components in life. Traditions and social approaches and beliefs also changed and education of next generations formed again. Meanwhile people gave place to entertainment instead of philosophy and spiritual works in their lives recently and media used entertaining components of culture (Frenskie and Rendix, 2007, 94). Approaches of people changed and entertainment became the main material of media in time.

Some people naturally want media to present them staminal messages and wait for serious researches and rational messages. According to someone, function of media is presenting people more serious and staminal informations and datum (Cutlip, 1958, 241). But media think to address more people to influence more people and to gain much. This is the main reason to choose entertainment way for media.

Many people want to find news on media to learn globular events and to feel themselves as components of the world but more people want to have fun and to spend time by making fun. Therefore entertaining products are always produced more than news media employers want more entertainment (Prior, 2005, 589). Value of konwledge decreases in many areas of the world and place of entertainment increases.

Media are naturally the most popular entertainment instruments in 21.st century and a great number of people choose media to have fun because of their close measure. Media can reveal a quality entertainment approach by using valuable materials and by regarding social and traditional topics.

Conclusion

People used to live in a traditional life style with their cultural heritage and they usually used to spent time by working in the past. They did not have much time for hobbies and to have fun. Industrial Revolution provided people many facilities and technology, the most favorite result of the Revolution brought new approaches and new styles. Media were the most impressive products of technolgy which responded mant requirements of people. People learnt many knowledge about the world and about different lives and felt that they were a part of the world.

Technology is the most favorite component of modern life in the world because of its facilitator and entertaining facilities. A lot of people use technology and adopt its effects. Media are the most favorite products of technolgy and the most used components of life in the world. People used media to learn different knowledges and opinions about life and about the world and media presented people different messages at the beginning. Technology provided media to produce more impressive and attractive products. Forms and contents of media changed in technological and cultural transformation.

Entertainment is a request of people and people always found different entertainment ways and entertainment instruments since the beginning. Most people choose traditional entertainment ways during thousand years and after industrial revolution entertainment ways and instruments changed. Media became entertainment facilities which can be reach easily and cheaply in contemporary conditions. Components of contemporary conditions, especially technology provide people many convenience and people had much time to spend. Media are convenient instruments to spend enjoyable time and media provide people many facilities to spend time and to have enjoyable time.

Media brought people a new culture which was too colorful and had many different elements. Media culture was set on an ideological base and messages of culture were transferred by media. The culture was also produced by those who had the ideology and who wanted to have a sovereignty in the world. They planned to reach everybody via simple and attractive messages in the world. Entertainment was the main actor and media are the most convenient instruments in this process. Media are the closest and the cheapest and the most colorful entertainment instruments in 21.st century.

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