



NEW MEDIA NARRATIVES AND VISUALIZATION AS AN ALTERNATIVE TO TRADITIONAL MEDIA

Youtuber Barış Özcan Sample

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ABSTRACT

The traditional storytelling has begun to disappear, as the modern culture seizes every aspect of life (Ramsden and Hollingsworth, 2017: 14). The narrators began to take the place of digital media such as photography, cinema, television and internet. The traditional storytelling that started in the oral culture period has been moved to a different dimension with the applications on the web during the digital culture period. This study was carried out by the scanning model of qualitative research methods. Since the phenomenon "Barış Özcan" was studied as a Youtuber, it was realized by using Case Study Model (Karasar, 2014: 77-86).

Introduction

The experiences of the past, present and future of people are no longer conveyed through storytelling from one person to another. The mass media are now "narrators". Modern people who are "listening" have been placed in a position of being informed rather than gain their knowledge of life. Narrators and listeners are separated from each other. The mass media are quite far from the individual in today's life, which is maintained in a very diverse social structure; can work as an organized organization; and can function both as commercial enterprises and as a means of socialization (Oskay, 2000).

With the introduction of images or photography into the invention and into people's lives, a new type of discourse has emerged (Monaco, 2014: 42-47). Old traditions and habits have been thrown away and new means of speech and listening have emerged in every area. Contents can be discarded in various media such as disk, cd, flash, and protected for many years. This has been a very important task for the devices that make up the video content. People are now accustomed to learning by sight, not by listening.

Jenkins and Fuchs' Ideas on Social Media and "Prosumer", "Google Capitalism", "Convergence" Concepts

This work focuses on the individual use of social media and the discussion of visual culture, starting with the thoughts of Christian Fuchs and Henry Jenkins, one of the most important thinkers of social media. As the most important resources will be utilized, Jenkins's "Brave New Media", the Christian Fuchs "Digital Labor and Karl Marx" and "Critical Theory of Communication", Filiz Aydoğan "New Media Theory" books are seen. Because the most important tools and resources that fed the image of social media, remember the past period, turning an oral culture, remembering that on the basis of photo images flowing quickly and is intended to be useful to considering.

Christian Fuchs has conducted a detailed study of social media studies under the heading "Google Capitalism" with an economic dimension. Focusing on the economic policy of social media applications, Fuchs has made quite an impression that the social media, especially Google, which is used extensively around the world, take up the adventures of economic gain. According to him, Google is exploiting labor. People are like workers who work for free.

Alvin Toffler (1980) introduced the notion of social media users as "Prosumer" (1980, 267), the most important point of his work. According to Fuchs, internet users are unwittingly working for companies like Google. Moreover, this work is free,

willing and emotional (Fuchs, 2010). Youtube, a Google brand, behaves the same way. The fast-growing Youtubers may be making money on "Google AdSense", but many do not win or tell their stories at a very cheap price.

Smythe says that user information can be sold as a commodity to advertising companies. "There is a price for the user because of the power generated, sold, bought and consumed, which makes it a commodity. The audience contributes to the free runtime and receives program material and advertisements in return" (Smythe, 2006: 233-238).

With Henry Jenkins' "Cultural Logic of Media Convergence" study and "Brave New Media" book, you will be able to control all the entertainment areas of the direction, the practicality of the technology, the monopolization of the media on the internet, the cultural splitting, the explosion and the mono culture, the gate keepers not being in social media, and to the social media by finding them in an unfair direction. In short, by thinking together with the culture and the user, the use of social media has sought to understand what changes have occurred in culture, consumption patterns.

Jenkins has criticized media companies for monopolizing together with the convergence, the means by which people depend on the same company at the very top, and the monopolized single company dominating the whole of the users, in the sense that the social media environment is able to remove the concept of production, distribution, time and space. With monopolization, people's consumption habits and cultural values have begun to be controlled by these companies. Robert McChesney emphasize that there will not be different opinions about the diversity of ideas with the emergence of monopolies on media ownership (McChesney, 2000). Similarly, Cass Sunstein express that shared values and common culture will be lost as a result of network segmentation (Sunstein, 2002). Similarly, various studys have been anxious to express that there may be a culture explosion, or that American mono-cultures form may be.

From this perspective when YouTube phenomenon is not observed at all. Worldwide selected "Change Ambassador" as some of Youtuber Baris Ozcan, there is the dominance of visual storytelling.

When we exemplify the concept of individual use and image, let us consider an average user. The average users who use internet and social media applications from computer and mobile phone do not use internet to earn money. The purpose of use is to take advantage of Google services, to watch videos on Youtube, which is Google, to share photos and videos through applications such as Facebook and Instagram, to be informed about others sharing, to send e-mails. The average user does not pay any fees for these transactions, nor does he pay any money to take advantage of these applications. Social media applications provide the actual monetization process

from advertising companies. It is enough for the media companies that the average user is using social media to reveal how a profile is and to produce free content while having fun. While Fuchs approach to this process of economic policy, Jenkins deals with the direction of social media, the monopolization of media companies, and the cultural influence of societies. Users are seen it as free workers in the context of the emotional economy concept. Jenkins is trying to explain that a single culture will emerge. His concern that media companies will dominate this valuable space, which is so important and used by millions of people.

Traditional and Digital Storytelling and Baris Ozcan

Youtube phenomena can also be recognized in the world. Barış Özcan was chosen by Youtube as one of the "12 Change Ambassador" in the world. Ozcan, who created the content within the framework of Storytelling, was invited by Youtube to a meeting in London and was selected as an exchange ambassador. Ozcan's achievement of this success has been influential in the way that the content it creates can benefit people. It is anticipated that the work of the exchange ambassadors will be positive. Societies reacting topic like racism, equality, women's and children's rights, workers' rights must be told and created positive content and stories.

It is usually considered that there is a single narrator who uses the village coffehouse or houses where a certain number of people can live, the ability of the narrator's special telling ability to be foreground, the narrator's experiences, or the legends he has learned from the wrists, and the people around him listens with great enthusiasm. How do digital storytellers make this narrative in a society where technology has developed in the era of digital culture? How has change and transformation been experienced between the two narratives? Storytelling has come to the consumer in many different ways with the invention of the sight and its effective use. When social, economic, ideological concerns and images are used for these purposes, advertising campaigns, marketing process, economic gain have become the most debated topics. Image and digital storytelling have also begun to be used for this purpose. This situation is considered to be better understood with the examples of Baris Ozcan.

Especially in traditional story telling, the narrator's existence and experience were in need of people in society. There was no written, printed, or visual content when it was thought that the oral culture period was alive. Along with the development of technology and digital culture, the content that consumers are looking for has been multiplied, spreading everywhere and the need for the narrator's

experience has been getting smaller. From this point of view, there is another analysis in order to understand the change and transformation experienced. In particular, Benjamin is making very important determinations about the need for experiential attainment, the fact that people learn story tellers from different sources. The corruption of the traditional narrative, which started with the novel and emerged in the upper echelons with technology, can be attributed to the shifting of the experiential need to digital means (Sevim, 2010: 509-516).

According to Benjamin, an epic narrator "draws his story from experience. From his own experience, or from his experience, he makes it the experience of those who listen. " That is to say, there is an experience-oriented relation between the narrator and the listener in the oral culture that he tried to express here, but a break between the narrator and the listener began to occur with the spread of the narratives and novels (Benjamin, 2012: 81). Written cultural products, novels, readers can also expect to make sense from the story itself. In other words, the form of narrative in verbal culture has begun to change (Ilhan, 2015: 744). Digital storytelling has emerged with the new media and have begun to take part in the story process.. Moreover, this dialogue between the narrator and the audience has begun to continue through images and voices.

The process of inventing the picture has never been an event. Like a feature of scientific knowledge, it has been done through various studies over time, and with the light of these studies. The invention of photography extends back to the 1800s. In 1839, the invention of the French artist and chemist Louis Daguerre, "Daguerretype and Talbottip", was invented (Monaco, 2014: 44). The present invention has opened the way to digital media such as cinema, television and finally Youtube.

The study of DigitalAge magazine on the axis of Youtube and social media, the applications that distribute video content like Youtube have interesting results. On Youtube the most watched videos, music has been determined. After the music videos, the most watched videos were the videos preferred by "Z Generation". Here comes the concept of digital storytelling. While referring to the Z generation, it is worth pointing out the importance of digital games. Digital storytellers' content is parallel to digital games in terms of themes and graphics (Passenger, 2017). Generated content can be perceived as a continuation or a part of digital game. At this point, the content of digital storytellers such as Baris Ozcan is open-ended.

The concept of time and space in digital storytelling, "Cinematic space" and "Cinematic time" was to be told in parallel with the concept. The understanding of the subject and purpose clearly will be transmitted via these concepts more clearly.

Digital storytelling, the narrator people with limited access to the internet and provide the

greatest ease of doing business is hampered operations in confined spaces to tell. Now the narrator can be watched repeatedly, and the content can be reached from where he wants it. In addition to this ease, digital storytellers benefit from another space factor as a film space. Basically, this concept is based on the practice of showing pictures in the art of story telling (we can say in the cinema), showing different places as the same mechanism. As the shooter puts it, film time and film time are tightly connected. While the jumps that will be made in the film studio effect the film time, the jumps to be made in the film time can affect the places in the film (Nişancı, 2012: 128-130).

The video of Barış Özcan will be handled in the graphic used by Van Dijk's methodology of discourse analysis, which is covered in detail in the book "Research Methods and Techniques in New Media Studies", which Mutlu Binark and his colleagues published. Van Dijk's discourse analysis method, researcher Tuğrul Çomu also applied in his master thesis "Hate Speech in Video Sharing Networks: Youtube Example". In the scope of this analysis, the videos can be examined in "Macro and Microstructures". While the detailed analysis of the presentation of the video in the macro structure dimension is being done, the micro structure is being studied on the discourses by considering the videos as plain text. In this context, all discourse on the video are deciphered into texts (Binark, 2014: 26-87).

One of the remarkable features of Özcan is the simple, clear, plainly framed viewfinders. He is usually dressed in white to match the frame. He explains about this issue; "I assimilate the screen to an empty canvas. I portray this canvas with my words. Also white is a mixture of all colors".

As you can see, Ozcan is making his shoots with the cameras that were recently released. These cameras produce images that are extremely responsive to light and color, and that can be used in a fictional manner. The ability to have interchangeable lens nests can be used for a variety of purposes, depending on the depth of field and where you want to be clearly shown. The fact that Ozcan describes everything he has done step by step with great bravery makes it very different from other narrators. He answered not only the audience but also the researchers of this field, and answered the possible questions. In addition, Ozcan is actively involved before, during and after shooting. It is not enough to just go across the camera and present the content. He knows how to prepare his own text and how to edit it after shooting. He has been well aware of how various corporate companies have taken part in new media management, how to create their target audience, how to make their content, and what kind of content will sound.

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Figure 3: A video of Barış Özcan's page

Title:	The fastest way to learn a foreign language: KO - KO Technique
URL:	https://www.youtube.com/watch?v=CgXPnpvrGNM
Time:	14:57 pm
Date:	4 Mart 2017
Watcing:	1.279.876
Like:	47.441
Dislike:	1029
Comment:	3304
Description:	Özet geçiyorum. Gidebiliyorsanız dilini öğrenmek istediğiniz ülkeye gidin. Gidemiyorsanız etrafınızda o dili konuşan birilerini bulmaya çalışın. Bulamıyorsanız teknolojiden faydalanın. O da olmuyorsa aynı dili öğrenmeye çalışan ve bu kuralı uygulamaya hazır bir arkadaşınızla anlaşın ve o dili öğrenene kadar bir daha onunla Türkçe konuşmayın. Arkadaşınız da yoksa aynanın karşısına geçin ve kendinizle konuşun. Deli diyeceklerse bırakın desinler. Kendinizle konuşmayı sevmiyorsanız kedinizle konuşun, köpeğinizle konuşun. Canlılardan ümidi kestiyeniz cansızlara başvurun. Etrafınızdaki her şeye post-it yapıştırın ve onlarla konuşun. Dizi izleyin, film izleyin ve gördüklerinizi anlatın. Hata yapmaktan korkmadan konuşun.
Categori:	Education

Source: data adapted Binark M. and Çomu, T., 2014.

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taken part in new media management, how to create their target audience, how to make their content, and what kind of content will sound.

When Özcan returns to the frames that he has set up, the screen is like a canvas. It is only against the white costume camera without disturbing the atmosphere. Various place are not shown with the use of any virtual studio or Greenbox technique at the back. He tells the stories. Of course, it can take its place from the screen and display the places needed according to the subject. But it certainly does not disrupt the seriousness of the presentation.

Ozcan usually makes a chest screen presentation. Most areas on the screen itself are covered. Open subjective view through the eyes of the audience that is looking to make his speech to the camera lens. The eye does not lose its communication process by shifting it to various things.

Another method used by the narrator, after finishing his sentences together on the issue prepared in advance is added another video in the editing process. Thus, to support the presentation of his subject, talk shows sample images that relate to the content. If these contents consist of photographs, it makes them a clip. If these contents are used in such a way that they do not exceed 30 seconds in another film or in a sample cross section. It says that it does not exceed the rules of Youtube at the point of using other people's content. He is directing the revenue generated from the content.

It can be said that the most important reason why Özcan is followed is the quality of his contents. Ozcan sees himself as a storyteller. Ozcan, who is very aware of the fact that communication culture is changing from oral culture to digital culture, creates difference by creating content for teaching and learning. The topics chosen for him are not random. According to him, Perhaps because of Lawyer,

people should learn while having fun. Content that does not teach anything is not easy to create. The narrator's point of view is particularly favored by the viewer, as he has been involved in institutional brands and positions in the past and has shown success in selecting an exchange ambassador. Specific topics and themes are listened from his point of view.

Conclusion

As a result, it appears that the new media has been positive in many respects. It makes people's lives easier with simple operations. With the new media entering the lives of people, many things have changed. Cultures have begun to change. One of these changes has been story telling. The traditional has begun to take the place of digital ones. As Jenkins and Fuchs point out, the new media has become an ideological media. Applications like Google and Youtube are monopolized in this area. Users have begun to exploit their labor by running free. As the new media has many positive aspects, there are many negative aspects.

When the example of Barış Ozcan is remembered, the traditional storytelling made in the villages and in the towns has been moved to the digital field. Now the narrator is not limited to a limited number of people and within a certain period of time. The recorded images can be viewed on the desired time and place by sharing through Youtube. As the number of Youtubers increased considerably, "Change Ambassadors" were selected around the world to improve quality and quality. As one of them, Barış Özcan became a narrator who successfully continued digital story telling.

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