

New Media and Visual Communication in Social Networks

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Presentation of Visual Culture Elements in Digital Environments With Special Effect

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Türker Elitaş, Kyrgyz-Turkish Manas University, Kyrgyzstan & Hatay Mustafa Kemal University, Turkey

This chapter is important in terms of the visualization of the meaningful relationships of the digital media which emerge with the integration of technology into the communication processes and the special effects applications which are the other technology that consecrate it. In addition, visual culture is a phenomenon that is shaped by vision-based elements in the attitudes and behaviors that arise from a simple point of view through evaluation and reception process. In this process, there is a dialectical relationship between perceiver and perceived. The most important argument of this dialectical relationship is the images. In this context, this chapter is important in terms of revealing the fact that special effects applications, which are the constituent element of the image in the digital media, which presents the relationship between perceiver and perceived, are presented with simulaks and the individual determines the cultural attitudes and behaviors in these digital environments with these unrealistic images.

Chapter 2

Visual Literacy and Visual Rhetoric: Images of Ideology Between the Seen and the Unseen in

Advertising	17
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Paulo M. Barroso, Escola Superior de Educação de Viseu, Portugal

Advertising imposes ways of seeing, thinking, feeling and acting; it leads consumers to act without them noticing; it creates an ideal social imaginary of a “perfect world” or “happy ending” for the daily needs and problems of consumers. Advertising does this by formulating a proposal for a collective and ideal good. Following a theoretical strategy and a critical analysis, it is an approach intended to relate rhetoric, ideology, and literacy of advertising image, exploring the implied ways of the seen and the

unseen (i.e. what visual messages say and show). Advertising is a public and massive myth-poetic and logo-poetic device and an increasingly multiform, omnipresent, seductive and visually persuasive. It is important to understand the elements of (explicit or implicit) meaning and the corresponding processes and mechanisms through which the meanings produce effects. This chapter assumes itself as a contribution to a desideratum that may be called visual advertising literacy.

Chapter 3

Visuality in Corporate Communication 37

Özen Okat, Ege University, Turkey

Bahadır Burak Solak, Trabzon University, Turkey

One of the most important areas where visual communication is prominent today is marketing. Brands try to adopt to the visual world of today in order to make their communication with their target audience more meaningful and effective. This way, organizations, and therefore brands, take significant steps for differentiation from their competitors by forming their visual identity. Additionally, considering the current advertisements of brands, it is seen that visual narratives are highly abundant. In this context, brands which are starting to use visual communication effectively are gaining a broader place in the memories of their target audience by increasing brand awareness. As a result, it is believed that the significance of visual communication and identity is increasingly higher in terms of influencing existing and potential masses by being integrated into the visual world of today.

Chapter 4

How Is a Country Image and Identity Construction Reflected via Discourses in Press? 60

Emel Özdemir, Communication Faculty, Akdeniz University, Turkey

This chapter is aimed to put the matter of how is a country image able to be constructed in hand through the medium of the online press, by evaluating The New York Times (USA), The Daily Express (England), Spiegel Online International (Germany), and Le Monde Diplomatique (France) in terms of “Turkish image and identity” throughout four months (January-April) in 2019. The author uses Van Dijk’s discourse analysis approach that is based on two main principles, macro and micro discourse analysis, and the content analysis technique. It is possible with this evaluation to determine how Turkish image and identity is established and what kinds of images, expressions, and representations are used by the foreign press, as well as their approach to Turkish identity.

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Journalism and Communication Design in New Media 70

Rengim Sine Nazlı, Bolu Abant İzzet Baysal University, Turkey

Bahar Akbulak, Bolu Abant İzzet Baysal University, Turkey

Arzu Kalafat Çat, Bolu Abant İzzet Baysal University, Turkey

This chapter emphasizes that the changes and developments in information and communication Technologies are reflected in the field of journalism being integrated into new media. The transformation and development in the new media have changed the traditional practices of the perception and communication design of journalism, leaving its place to the elements that include information-communication and communication design. An effective communication design on human beings shows that information-target, mass-message-communication pieces are the interaction of today’s consumer’s taste and consumption desire.

Chapter 6

A Critical Appraisal of Crime Over Social Networking Sites in the Context of India: Social Networking Sites..... 93

Unanza Gulzar, School of Law, NorthCap University, India

An inescapable part of our everyday lives, visual communication is a key driver of engagement on social media. These are redesigned their news feed to allow greater emphasis on visual content, resulting in greater interaction. This chapter discusses the current scenario of cyber and social media crime in India and how the government has incorporated the necessities to fight against it. It will also include the types of social media crime enumerating the provisions of Information Technology Act, Indian Penal Code. Through this chapter, the author discusses the various types of cybercrimes, which are cyber defamation, cyber pornography, cyber stalking, fraudulent transaction and misrepresentation, hacking. The author laid emphasis on what legislations are in action to deal with such crimes and how strictly the offenders are punished. The author also discusses the competency of the present legislation and how the loopholes, if any, can be filled to make the virtual world a better place for everyone.

Chapter 7

Mobile-Based Social Media, What Is Cutting? Mobile-Based Social Media: Extensive Study Findings..... 113

Christopher Kipchumba Chepken, University of Nairobi, Kenya

In this chapter, results obtained from a longitudinal study on Social Media (SM) use are reported. Previous studies have mostly carried out contextualized research and not a lot of it has been done in Kenya and especially with the emerging mobile application SM platforms. The key objective of the study was to understand the general aspects of emerging SM platforms with a view of mapping out study areas going forward. The study used mixed method approach for an extended period. To effectively carry out the study, seven themes were identified through a preliminary study and literature review. A summary of the results show that mobile app SM platforms are gaining popularity among users. SM uses are majorly socialization, but other uses such as political campaigns, fundraising, and religious uses are taking root. SM groups are dominating; even though SM is reach in functionality, users expect more. There exist various challenges associated with social media use and SM study methodological challenges. Finally, the study established seven key themes which can frame SM studies.

Chapter 8

Erdogan vs. Erdogan: A Polarized Post-Truth Case in Social Media Reality..... 136

Savaş Keskin, Bayburt University, Turkey

This chapter examines social media relations, which build virtual Erdogans as two opposite realities, with netnography method because of community composition and cultural sharing contents. It will be analyzed visual ‘Erdogan’ productions in Anti-Tayyip (Opponent) and Erdoğan Sevdalıları-Lovers of Erdogan (Fan/Supporter) communities and it will be drawn post-truth biography of a leader in visual culture of social media. Two different/opposite virtual realities of Erdogan, which are reproduced in social media sociality every day, lead to expansion of polarized political climate in the context of organic society and absorb the political identity of Erdogan.

Chapter 9

Is Somebody Spying on Us? Social Media Users' Privacy Awareness 156
Şadiye Deniz, Ege University, Turkey

One of the concepts that have a strong and dominant effect in transforming the culture, individual, and society of social media has been privacy. Everything that belongs to our domestic space in modern times, which should not be known/seen by others, is made public by ourselves in the postmodern age with new media tools. In social networks focusing on vision and surveillance, privacy is restricted, eliminated, or stretched by individuals themselves for the creation of ideal profiles. The privacy settings that a person thinks are under his control seriously affect the way he uses social media. This chapter will try to determine which subject/situation/images are perceived as intimate among university students, and how the boundaries of social media and privacy are drawn and transformed. The study is based on the assumption that the level of privacy awareness and the level of knowledge control influence the quality and frequency of social media sharing of users.

Chapter 10

Virtual Resistance of “Çiftlik (Farm) Bank Scapegoats” and Discursive Atonement of “Being Scammed” 173
Gurur Sönmez, Istanbul Medipol University, Turkey
Savaş Keskin, Bayburt University, Turkey

Çiftlik Bank (Farm Bank) is an investment system based on fraud that may be described to be a Ponzi scheme as a commercial term. It reached thousands of investors in Turkey via the service it provided over the internet and attracted attention by leaving a high profit margin for its investors for some time and using some abstract concepts that are held sacred by the majority. Çiftlik Bank created an earning-oriented exclusivity for its investors, but also created suitable scapegoats for the community, along with fraud. This chapter focuses on the rhetorical conflict between the scapegoat virtual group organized with the name “Çiftlik Bank Victims” on Facebook, and the society, as well as the activities of regaining the contingent/select identity.

Chapter 11

Identity Design and Identities Exhibited in Social Networks: A Review Based on Instagram Influencers 192
Mehmet Ferhat Sönmez, Fırat University, Turkey

Identity emerges as a flexible, multidimensional, variable, and slippery concept that cannot be defined through the processes of discussion and understanding. The new construction area of this concept, which is regarded as a process constructed on the social plane, is the social networking platforms. This is because these platforms are the most common communication environments where people and their lifestyles are presented to the outside world, in addition to the cheap and rapid satisfaction of their needs for information and entertainment. Face-to-face communication and language practices are not sufficient enough in the identity presentation anymore. Individuals choose to design and update their identities through social networks and to perform an image-based identity manifestation. This chapter examines how identity was established and manifested through social networks, and analyzes the identities the popular people in these networks designed and exhibited.

Chapter 12

- Real-Time Marketing as a New Marketing Approach in the Digital Age: A Study on the Brands' Social Media Sharing in Turkey 208
Selçuk Bazarıcı, Ege University, Turkey

Nowadays, in order for brands to respond to consumer expectations, digital media efforts need to be involved in the brand communication process. Brands have a unique way to remind their names in a consumer's mind with real-time marketing. In addition, real-time marketing offers a way to make it easier for marketers to reach their target audiences at a low cost when increasing the speed and functionality of information. In this chapter, real-time marketing posts that have high user interaction on Twitter are handled in the context of their process, content features, and message appeal. Examined were 185 tweets. According to the data obtained, brands are trying to create positive brand image for consumers. Besides, it has been determined that both informational and emotional appeals are used intensively in order to create brand awareness.

Chapter 13

- Social Networks: The New Medium of Advertising – Instagram Case..... 223
Zuhal Akmeşe, Dicle University, Turkey

The development of technology at an incredible speed today and the fact that the internet has become an important area of social life has led to differentiation in the structure of mass communication and content production, too. This differentiation has stimulated advertisers and companies to reach the target audience through social networks with many users and different characteristics. Companies employ different strategies to be effective in these platforms. One of these strategies is collaboration with social media phenomenon. The relationship between the social networks considered as the new medium of advertising, social media phenomenon identified as influencer in these networks, and advertising is examined within the scope of this chapter. In this context, data obtained from interviews with 50 Instagram phenomenon by using semi-structured interview technique, which is a qualitative research method, were analyzed and advertising collaborations with influencers in social networks were evaluated.

Chapter 14

- Rise of Facebook in the USA and WeChat in China: Commodification of Users..... 233
Naziat Choudhury, Department of Mass Communication and Journalism, University of Rajshahi, Bangladesh

The owners of Facebook and WeChat repeatedly promote their media as the preferred platform for people to connect. Improving social relationships was marketed as the reason for their innovation. But users' urge to unite on these OSN services alone cannot explain the success of these media in the US and China. There is a different or rather new business approach underpinning these OSN services that contribute to their success. The author argues that there is an implication of owners' profit-based interest in ensuring the popularity of their online platforms. Audience commodity analysis as discussed by Dallas W. Smythe and Christian Fuchs is employed in the contexts of the US and China to comprehend the complex factors related to online social media owners' interest and their negotiation with the government in online media's prosperity. Through archival research including examination of newspapers, policy documents from OSN-based companies, and survey results from 2015 to mid-2018, this chapter demonstrates the political economy of Facebook and WeChat.

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Serpil Kır, Hatay Mustafa Kemal University, Turkey

With the development of communication technologies and changing perceptions of privacy in Turkey, it has emerged to problematize as concept voyeurism. The basic element that framed the intimate place over the body is the place. In social networks, the reset function of the place transforms the private body into a public domain for consumption. The notion of voyeurism, which means watching, is also related to place as of origin. The pleasure of peeping the place belonging to others is also related to the pleasure of penetrating the boundaries of place. Social networks threaten privacy/space as a voyeur environment in the context of establishing this system of pleasure. In the context of social networks, place, and body, a conceptual framework will be discussed, as well as privacy and voyeurism. Also, the selected social network activities will be examined by Instagram's photo and video sharing content analysis method.

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Carnavalesque Theory and Social Networks: A Qualitative Research on Twitter Accounts in Turkey	270
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Sefer Kalamın, Yozgat Bozok University, Turkey

Mikail Batu, Ege University, Turkey

Carnavalesque theory has been used as a model and a structure in the works carried out in many fields such as communication, literature, and sociology. In fact, Carnavalesque appears in many environments/ areas, particularly in the social networks, which are the manifestation of social life. This chapter examines social networks in the context of carnavalesque theory to reveal facts of carnavalesque in Twitter. Content analysis technique was used in the research. Research data came from 10 Twitter accounts which have a maximum number of followers in Turkey. These data were analyzed and examined in terms of grotesque, dialogism, carnival laughter, upside-down world, marketplace, and marketplace speech belonging to the carnavalesque theory. According to the findings, the structure of Twitter, which is one of the most popular social networks in Turkey, is largely similar to the structure of the carnival and features of carnavalesque theory.

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