Full Length Review Article

MEDIA ORGANIZATIONS, MASS AND MESSAGE

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ARTICLE INFO	ABSTRACT

The problem is position of media and function of media organizations which gather available materials and form numerous messages due to their agenda and conduct policy of governments and lives of people. Media organizations gather all interesting materials in the world and form them through their policy and their ideological approaches and people get messages of media everyday. In this study, character of media is evaluated and function of media organizations is discussed and position of media organizations as sources of messages is discussed and role of media as sovereign power of modern age is emphasized. Media organizations work 24 hours a day and they convey numerous messages to mass permanently, and most of mass plan their lives due to messages of media. Sources of messages of media are generally social life or global events or political dynamics and media organizations form all messages through their policies and convey their own approaches in general messages. Media are main information sources of people and media organizations convey people their expectations and form messages through their ideologies.

INTRODUCTION

Medium is one of main components of classical communication process and medium is used to convey a message from sender to receiver. The word, media revealed from the Latin source of "medium" and media which are the most popular and the most common knowledge and message instruments in modern age are used as source of knowledge and opinions. People mostly do not discuss main source of messages on media and also never evaluate meaning and function of media which address great masses. Media actually are not sources of messages but instruments which convey messages and they have to be objective. Medium was someone who got messages from unknown world and convey people in the past but media create their own messages and convey people recently. Medium had extraordinary power to get unknown knowledge and to convey people in the past and media has great power to convey and to spread their own messages recently. Communication is one of the most important need of man and the most important necessity of life and people tried to find communication ways and communication instruments since the beginning.

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People mostly tried to reach knowledge and opinions about other people and about the world and about events (Bohman, 1990, 101). Getting knowledge and different messages developed people and contributed experiences of people. Therefore people used many different ways and instruments to get knowledge and different messages (Grimer and others, 2012, 708). Communication necessity of people naturally revealed components of communication. Media are instruments which convey numerous messages from media workers to people and are perceived as source of knowledge and opinions but not as instruments among people (LaFountain, 2013). There have been many instruments which conveyed messages in any part of history and there are roots of media in the past. Almost all topics were evaluated on metaphoric base, even media since philosophy was begin to discuss and metaphorical approaches embellished life and literature (Murphy, 1971). The word, medium which is source of the word, media is used with its changed mean. Media are usually used as instruments which provide people entertainment or many people use media to spend enjoyable time but media are completely not instruments that convey messages from people to people or change messages among people. Media mostly convey messages of media owners and media administrators and effects people with attractive topics. All media are administrated and conducted by some

businessmen and media generally convey ideologies and approaches of some groups and can conduct people easily becaue of attraction of media (Johnson, 2011). Media became one of main components of contemporary life and most of people always use media because of their social lives or because of their business in modern time. In modern age, media are mostly used to have fun and to go away from problems of modern life. People in large masses look for peace and for entertainment to get relax in large cities and find their expectations on media. Media organizations gather all entertaining materials of life and convey people in entertaining forms. Media present people an attractive and a fiction world (Cereci, 2012). Media are interested in much because of their colorful contents and because of modern problems of people. Media organizations convey many ideological messages and individual approaches via their productions.

Function of Media

The earth was intact for a long time since the beginning and human changed the earth for his life and technolgy changed the earth into another form. People did not know media in traditional culture in rural before Industrial Revolution and before technological developments and did not know global events but lived in traditional culture and in peace. They met first media after technological revolution in urban and set a new urban culture with media. Media opened a global and wide window for people and people began to learn mcuh via media and learnt a new culture via media. Media provided many facilities for people to learn numerous knowledges and opinions and approaches and to have fun beside learning. People learnt agenda and cyclic informations and found their spitritual expectations on media and had different travels to different informational and spiritual worlds. Media realized numerous deams and imaginations of people and extended spiritual view of people (Bertrand, 1978). Many various productions were broadcasted on media and people watched diversity.

Many people are interested in media to watch some famous people who are concerened with their lives and 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 heros of media recently (Wilhoit, 1969). 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 in their daily lives. A great number of people use media in their daily lives to learn news or to learn agenda or to feel themselves in society by watching social developments (Mutz and Martin, 2001). Many people use media to learn news about the world but many people also use media to make fun and to spend enjoyable time. Media became into an instrument of popular culture that produces simply and quickly consumed productions (Cereci, 2010). Media introduce products of popular culture in colorful forms and tempt people to live in a simply and enjoyable life. Due to culture, tends and forms also change. 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 and to an imaginary and enjoyable atmosphere 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 and people mostly form their lives due to media. The first newspapers entered lives of people in the 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). First media responded many social requirements of people who lived in urban and need to learn actual and need to communicate with others. Media were mostly useful for cultural requirements of people who moved to urban areas and left their traditional cultures in rural areas in the beginning of urban age (Loevinger, 1973). Media are firstly perceived as the instruments which declare daily news and conditions of others in a society.

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 main components of social life and people could not avoid media because of their necessities anymore (Holmes, 1961). People were affected because of seriousness and integrity of media in conditions of first media period and relied media as serious references. Media got a social information function in the beginning and responded information requirements of people and presented them a social atmosphere and enjoyable facilities. 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. There were less color and images on media because of technology and media were far away from popular culture which was entertaining and cheap. It is possible to say in 21.st century, media have the greatest sovereignty in the world and media can guide people easily via their messages easily. Billions of people from rural areas to urban are interested in media and regard their messages and form their lives due to media and have decisions due to messages of media. Administrators also use media to adminstrate their public and to persuade people. Media have great power to place contemporary approaches in perceptions of people and media provide people to perceive messages how they intend.

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. 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). 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). Technology provides people many facilities and had 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). 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). 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). 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 (Frenske and Rendix, 2007). 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 researchs and rational messages. According to someone, function of media is presenting people more serious and staminal informations and datum (Cutlip, 1958). 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).

Value of konwledge decreases in many areas of the world and place of entertainment increases in modern age and popularity of media also increases.

Medium, Media, Media Organizations and Message

Communication that is a main necessity of human responds a humane need of people. Anyone need to communicate whereever he lives, if he is a healthy man in physology. Communication process mainly contains a message sender, and a canal, and a receiver, and feedback. Every compenent has an original role in communication process, and all process satisfy people by responding main humane need of people (Cereci, 2002). Media respond communication necessities of people in modern age and media organizations become most effective components of moern life and media convey people numerous messages everyday and conduct their lives. Communication makes people nearer even they live far and it provides people humanistic ambiences. People can know eachother via communication and they share their own worlds, and they sometimes meet for a new business, and they use many different instruments to communicate (Stafford ve Reske, 1990). People mostly use media to learn others messages and to learn events in the world but rarely convey their messages to others and to media. Media generally convey their own messages and media organizations change into message sources.

People are always interested in trancendental world and want to learn about inglorious and some people used middlemen to learn and called them as medium (Kodish, 2013). Mediums used to use trans method and focus on a topic which he wanted to engage and convey them to people with his spiritual power. Medium is the man who uses his spiritual power more than others (Williams, 1975). Medium tells many realities with his mystic power and mediums are trusty people in some cultures. Media are main components of modern life and the most popular instruments in 21.st century. Media are followed numerous people and have a sovereignty on people and guide daily life and affect administrators in the world because of their attractive power. Media present people fantastic worlds and take them to attractive images and move people away from their problems and divert them (Chrisman, 2013). Because of media effects, media are perceived main references in life and are used as sources of knowledge and news and developments by people.

Source of the word, medium is Latin and means middleman or instrument or porter or something which is between two components (Smith and Kosslyn, 1980). *Everything which was used to convey something or to receive something was named as medium in ancient times and medium was admired by people because of its function*. Medium was used as a way and an instrument to get knowledge and other messages that people need (Morse, 2008, 22). Medium was naturally as important as media in the past how media are important recently. There were many difficulties in ancient times and life was more ponderous than recent and people needed more knowledge to survive in the past. Because of conditions, people also needed to learn future and to learn unknown world and looked for facilities to learn (Winterer, 201). Necessities generated many facilities as all human experiences. There is a

classical communication process in communication theory and there are 5 main components in a classical communication process; sender and medium and message and recipient and feedback. Medium is one of main component of communication process and medium is used to convey message from sender to recipient but medium never send message. Medium is a kind of way on which message is conveyed from sender to receiver and medium is actually an objective component of communication process (Loher and others, 1997). Character of medium is naturally important for productivity of communication process and an available medium naturally takes message to receiver successfuly. Pepole always wonder unknown world and want to learn future and need instruments or someone that get knowledge or messages from trancendental world to people and convey messages what people want to learn. Some people applied astronomy and existences in the sky or applied stars and fortune and used some instruments to get knowledge or message (Wurgaft, 2013). Some people who were named medium helped people to learn unknown or to learn future in the past.

Medium is mostly known as someone who conveys messages from trancendental existances to people and people want to use medium to get knowledge about future or about life (Ware ve diğerleri, 2013). Medium has an extraordinary power to get knowledge about unknown and about future and people naturally admire power of medium. Actually, medium is a way on which message is conveyed from sender to recipient. Media have a function as medium and take message from a source and convey people but there are some problems in some case. Medium or media can intevene message and can change message or can obscure message (Troset and DeLoache, 1998). Media intervention on message causes discussion of reliability of media and injures reliability of media. Media prepare numerous productions and feed daily life and convey people messages which are formed through media's own opinions (Cesario ve Higgins, 2008). The problem takes media from being a medium to a sender. Media are used to get informations and news by masses recently and media organizations prepare numerous messages due to daily agenda and form messages through their own ideological approaches and their styles. People in masses are generally not aware of character of messages of media and people do not think on messages because of their problems and because of problems of mdern life.

Conclusion

In modern age, technology and technological products are favorite components of contemporary life and people never give up technology in the world because of their live styles and because of their businesses. Attraction of technology attracts people via its enormous products like computer or like television or like modern media and people especially front technological instruments to relax in high tension modern life and to plan their lives due to media. Media gather all available materials from social life and form them through their ideological approaches and convey to people. Media are indispensable components of modern life and address large masses with attractive messages which are concerned with agenda of world and with lives of people. People are usually

interested in popular culture productions and many people in large masses conduct their lives due to media. Function of media has an important role in social life and media provide people daily news and many other facilities and people perceive media as source of their lives. Media teaches people numerous informations and convey people many serious messages which contain approaches of media. Work of media changes media from mediums to source and people accept media as sources.

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