CHANGING VIEW OF ARTS JOURNALISM IN NEW MEDIA

SERRA ORKAN

ABSTRACT

It is the exact thing that new media concept and the new media screen have brought many opportunities to modern communication era. And it has also provided new communication methods. People are spending more time with new media screens and it increases the number of communication tools. There was only television screen before mobile phones, computers and navigation devices came into our world.

New media concept has all the mass media tools as we understand from its definition. Independence of new media concept comes from its ability to let people communicate anywhere and anytime. As we understand from its definition new media screen differs from traditional media. The most important difference of new media is its interactive construction. In this short research it is tried to examine the new media effects to the digital art journalism.

Key Words: New Media, interactivity, journalism, digital art

1. MEDIA AND JOURNALISM

From the beginning of 19. Century, it is seen that the press let the rapid change of mass media tools. When Emile de Girarden operated “La presse”, his aim was to earn money with the advertisement. In 1836 there were 10 000 copies of “La presse”, then in 1854 there were almost 35 000 copies. (Barbier & Lavenir, 2002, p. 157-158)

To evaluate themselves and how they are seen from the outside was one of the most important thing that made by media history. (Jeanneney, 2009, s.7)

The relationship between public and media is a very complicated subject and must be detailed carefully. (Jeanneney, 2009, s. 12)

The common problem of media journalism is the challenges of accessing the real answers. (Jeanneney, 2009, s. 158) Internet is the most important reason of that condition with its infinite knowledge. How to prevent or reduce that is the fundamental of the condition. To prevent the negative consequences hearing only the realities and objectivity are really important. In other words, the major thing is how seriously media workers do their jobs.

* Gedik University Vocational School, Graphic Design Department
It is also sometimes hard to be objective because of its extreme simplicity and unpretentiousness. (Jeanneney, 2009, s. 154)

Media workers do their jobs with an economical interest and from time to time they may slight to inform public.

Popular press term that improved with popular culture term causes unqualified knowledge circulation. Disinformation concept become very popular at that time. Western countries are especially interested in “disinformation”. How to protect ourselves from “incorrect information” is a question mark in people’s mind.

This concept had become very popular with the research of Soviet Union’s relationship with western countries. At that time, American experts’ aim had been writing books that would prevent the Soviet Union’s trap. (Semelin, 1992, p. 33-35)

2. NEW COMMUNICATION TECHNOLOGIES

Internet as a notion had been first raised as “Galactic Network” in 1962 by ARPANET and “Massachusetts Institute of Technology”. (İnan, 2009, p. 157)

At the end of 1970’s, in France, Simon Nora and Alain Minc had written a report about enclosing community with computers. This years had been very important because of the positive opinions about new communication technologies. (Mattelart, 1992, p. 17)

Information that produced by communication network, at those years, was a benefit for industrial nations and seen as the most important way for economic recovery.

Especially from 1980’s, information that linked with communication tools, had dropped behind and that seen as changing into a different structure. (Charon, 1992, p. 27)

At the end of 20th century, electronic journalism occurred. Nowadays, this concept has become one of the main subject of media agenda. This new technology let people design “home printing” products. All of these developments seem as a very important step for modernization. It also helps to remove the cost of printing and distributing. (Gezgin, 2002, p. 84)

3. NEW MEDIA JOURNALISM

In 1990’s there were excesses in journalism that memorized. (Hargreaves, 2006, p. 166-167)

The most important feature of new media as benefit is “information at your fingertips” concept. (Vasseur, 1993, p. 28)

New media journalism is a kind that covers studies like digital art, computer graphics, video games, communication animations, interactive art, etc. (en.wikipedia.org/wi-ki/New_media_art)

Aktüel is known as first digital magazine in Turkey. New media is becoming common in journalism, even some newspapers continue to broadcast their contents in the digital environment. Radikal is one of them. With an announcement in 21 June 2014, they explained, they would end their traditional journalistic activity and carry on broadcasting in digital environment. (Demir, 2014)

Getting information with new media is not limited like traditional media studies. It easily comes true with any possible portable device that can connect to internet.

New communication media brings different environments together like multimedia; and it protects its asset with togetherness of text, motion picture, motionless picture and sound associations. (Kara, 2013, p. 11)

Most people tend to look suspiciously to the new formations instead of taking a positive attitude. This judgement can also be possible for new media.

Developments related to computers move together with communication. And this new shape has named as new media. (Tosun, 2010, p. 381)

New media screen has derived with new media concept and brought a breath of fresh air to communication process. It has also helped to improve new communication methods.

“New” word improving with technology, has brought many changes and media has also effected from that situation.

New media which is also called as social media is developing day by day and it is an important tool for serving society.

It cannot be denied that new media increases the interaction between people. The most important advantage of it is sustainable communication.

When digital media is compared with traditional media, it is seen that one of the most important difference of digital media is not having a special broadcast time. (Kara, 2013, p. 15)

The number of people that spending time with media screen increases day after day and according to this the number of mass communication tools also increases rapidly.

First, screen concept was only limited with televisions. Nowadays, it also includes computer, mobile phone, navigation and other different function electronic devices.
New media concept, which makes both mass communication and individual communication work together, is also independent from time and space. It involves communication technologies and all numerical communication tools.

As will be understood from its definition, new media screen differs from traditional media in terms of its usage. The most important privilege of new media’s new screen is interaction. (Altunay, 2012, p. 16)

Portability is one of the most distinctive feature of new media. It differs from the traditional with this feature. This also eliminates both place and space notions. (Altunay, 2012, p.17) Television, newspapers and radio are known as “old media” and “mass communication tool”. Internet and mobile devices’ research is made under the title of “new media” (Babacan and others, 2011, p. 72).

It is known that mass communication tools decrease interaction in traditional media. “New” concept takes place with “Individual-oriented” concept, is also mentioned in minds for “new media”. Meant by this, now instead of sending messages to targets altogether, messages are sent to a single target directly. This process increases the interaction and communication has better quality. Maximum acceleration is provided by digital technology in this transition process.

4. CONTEMPORARY ART AND DIGITAL ART

Without changing its goal, art touches people’s hearts with changes from shape to shape. (Kandinsky, 2013, s. 33)

Pop’art artist figure finds a place in minds at contemporary art period; it had been a period against Renaissance period views. The most important feature should be in that period artist was shown as equity between the artist work and audience. Imitation had ended with “abstraction” and art had left behind its goal of being purpose with surrealist, smectite and electronic techniques. Contemporary art period had also been effected by Dadaist Movement. It had mixed all types of art. During that period, artists like Marcel Duchamp and Hans Arp had formed their works without thinking their meanings. (Farago, 2006, p. 239-243)

Digital art includes different studies made by using computer technologies. (http://encyclopedia2.thefreedictionary.com/digital+art)

Scott Ligon who has become popular as a film director and digital artist, had been one of the pioneers of developing technology in fine arts. At the same time, he is the author of “Digital Art Revolution: Creating Fine Art with Photoshop”. He explains that today’s digital artists have many opportunities and they can exhibit their works not only in galleries but also in interactive digital environments. He emphasizes its importance.

According to Scott Ligon, one of the advantages of digital art is, without quality loss it lets corrections endless time. (Huntley, J., Huntley, M., 2014)
5. NEW MEDIA AND ARTS JOURNALISM

Arts journalism has also improved with new media. As a part of journalism there are discussions about art journalism’s seriousness. There is also another question mark that if anything related to art journalism written by experts or not.

Arts journalism discussions and reports are not only limited to film, literature, music, etc.

Advertisements and classifieds are almost lifeguards for spreaded art journalism. One of the most important step for digitalizing arts and arts journalism is “e-book”. Since 2002 its sales have increased. We can easily prove this by data from site called “Amazon”. “Kindle” which is reader of e-book is another benefit for Amazon. In 2010, Amazon offered many sales that suited with Kindle.

Between 2002 to 2009 sales figure of e-book increased and it is supported by some important authors and seen as an advantage. By some authors it is important to feel the written documents by touching themselves and they wish book to stay same as before.

Authors like Ayşe Kulın and Ahmet Ümit are much more interested in old reading habits. Opposite to this opinion, Ayfer Tunç, who is an author and has books in a digital environment, things that digital broadcasting is a very helpful, technologic development. (Tanrıyar, 2010, p. 96-98)

Arts Journalism that works with technology; is useful for the mass, especially new generations that cannot move without technology. It is also useful for spreading of art and

6. RESULT

Most people, even if it is true, seem to be against innovations. The biggest reason behind this is the old habits return dependency.

For flow and spread of information easily, it shouldn’t be lagging behind technology.

New media is not an application against traditional media and it has been improved by technology. It has been joined more than in human lives day by day. It may decrease the number of prejudices. New media is not a concept that created itself. It has shaped by traditional media.

This study has been examined with national and international literature. This research can be developed by studies about new media and traditional media. It can be proved that they are not opposite to each other. New media has been shaped by technology and belonged to traditional media studies.
REFERENCES


Gezgin, S. (2002), Medya ve Eğitimde Birikimlerim, İstanbul: İstanbul Üniversitesi İletişim Fakültesi Yayınları, p. 84.


Tosun, N. (2010), İletişim Temelli Marka Yönetimi, İstanbul: Beta Yayıncılık, p. 381.


Vasseur, F. (1993), Geleceğin Medyaları, Galip Üstün (çev.), İstanbul: İletişim Yayınları, p. 28.


en.wikipedia.org/wiki/Arts_journalism (erişim: 20/08/2014)