CHANGE OF AGES and COMMUNICATION: THE TIME OF NEW MEDIA
ÇAĞLARIN VE İLETİŞİMİN DEĞİŞİMİ: YENİ MEDYA ZAMANI

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Abstract

In this study, starting from the communication techniques in which people live in development, the high communication technology that has reached in the last age and its most common product new media and social media are evaluated. Communication, which is one of the main needs of human beings, has been the basic act of interpersonal relations in every period and new tools and techniques have been invented to communicate. Each invention has accelerated and facilitated the act of communication a little more and has colored life. The new media that emerged with the invention of the computer also provided opportunities for personal sharing, socialization, and ego satisfaction as well as communication. New media has provided people with opportunities that they cannot even imagine, but they have largely eliminated face-to-face communication and caused the loss of many cultural values. Not many realize that the new media is, in fact, an important tool in a grand political and economic plan. While this study deals with the importance of communication and developments in communication technology, it also tries to explain the philosophy of new media as a hypermodern strategy.

Key Words: Communication, medium, media, new media, social media.

Öz

Bu çalışmada, gelişme aşamasında olan insanların yaşadığı iletişim tekniklerinden yola çıkılarak, son çağda ulaşılmış olan yüksek iletişim teknolojisi ve onun en yaygın ürünü olan yeni medya ve sosyal medya değerlendirilmektedir. İnsanoğlunun temel ihtiyaçlarından biri olan iletişim, her dönemde kişilerarası ilişkilerin temel eylemi olmuş ve iletişim kurmak için yeni araç ve teknikler icat edilmiştir. Her buluş iletişim eylemini biraz daha hızlandırmış, kolaylaştırmış ve yaşamı renklendirmiştir. Bilgisayarın icadı ile ortaya çıkan yeni medya, iletişimin yanı sıra kişisel paylaşım, sosyalleşme ve ego tatmini için de olanaklar sağlamıştır. Yeni medya insanlara hayal bile edemeyecekleri fırsatlar sunmuş ancak yüz yüze iletişimi büyük ölçüde ortadan kaldırmış ve birçok kültürel değerin kaybolmasına neden olmuştur. Pek çok kişi, yeni medyanın aslında büyük bir siyasi ve ekonomik plan için önemli bir araç olduğunun farkında değildir. Bu çalışma, iletişimin önemi ve iletişim teknolojisindeki gelişmeleri ele alırken, aynı zamanda hipermodern bir strateji olarak yeni medya felsefesini açıklamaya çalışmaktadır.

Anahtar Kelimeler: İletişim, medyum, medya, yeni medya, sosyal medya.

Introduction

The world has moved and changed since the first humans. Man has changed the world depending on his needs and wants (Stefen, 2019, p. 221). People have constantly changed the world, sometimes for their safety, sometimes for their other needs, sometimes for a more comfortable life. Every change has been the pioneer of new changes. Along with the physical world, thoughts and attitudes have also changed (Hornik et al, 2020: 23). While the world has changed, the basic needs of people have not changed, only the tools and techniques have changed.

In addition to physical needs, intellectual needs have always existed, and people have developed different tools and techniques for their intellectual and spiritual needs. One of these needs is communication (Günthner and König, 2016, p. 198). Beginning with the first humans, many communication tools, especially the voice, have been used. More advanced communication tools, which started with clay tablets, advanced to electronic devices and met the needs of people.

Language, writing, machines have acted important roles in the development of both communication and technology. The development of communication has also led to technological developments, and in this context, civilization has also developed (Thaler, 2014: 10). Communication tools that carry thoughts and dreams have also caused the world to change. Every thought and dream has resulted in a new physical movement and change (Baecker, 2017, p. 21). Stone inscriptions, letters, electricity, telegraphy, digital technology, computers, new media are the main elements of both communication and civilization.

While people were acting in line with their personal interests, wars and conflicts, as well as scientific efforts and inventions, also changed the world (Banse and Grunwald, 2019, p. 207). In fact, every new view, every new behavior on earth has changed the world. The world has been constantly changing, reaching new ages and new styles. Since the beginning, communication has also changed both physically and intellectually and has evolved into a hypermodern style (Bellingradt et al, 2019: 84). The new media, which was reached at the end of communication technology, has provided effective opportunities for people by gathering the functions of all previous communication techniques.

With the new media, a new era has started in the world. The modern and postmodern eras have left their place to the hypermodern era (Winter and Buschow, 2017, p. 608). The hypermodern age has been the age in which the world has changed the most in every sense.

Short History of Media

According to some historians, after the inscriptions printed by the monarchs, the figures hanging on the walls of the Roman Senate are the media (Hassan and Sutherland, 2016, p. 37). People have developed techniques and tools in every age to share their messages. As technology advances, the speed and quality of communication tools have increased. People wanted to share messages endlessly and therefore constantly developed new tools (Zemp and Bodenmann, 2015, p. 34). The development of the media continued until the new media.

There have been many developments in the field of electricity and chemistry in the last 200 years. Faraday built a device called the Galvanometer to measure currents, and electric telegraphers got a signaling device that uses dynamic electricity to disperse bubbles and expel core balls. Thus ended the prototype phase of the telegram. But there was still a question: Was a dynamic electrical system needed for remote signaling? In 1809, Richard Trevithick brought to London the latest wonder of the country's mining fields, an iron carriage track on which a

steam locomotive ran. (Winston, 2003, p. 337). As people lived, they developed techniques and projects, and wanted to use their minds to their limits. Thus, many inventions were made and people's need were met in easier ways.

Every new invention arises from the recombination of previous technological devices, language and production/consumption grammar. From this perspective, new tools are an interface that structures various material and symbolic components, personal experiences and collective meanings. Biological species usually do not mate among themselves, and when they do, their offspring are sterile. The invention of the printing press, the computer, and then the digital revolution led to miraculous changes. Thus, the technology of the previous era was renewed and people became acquainted with more modern communication technologies. (Scolar, 2013, p. 1424). Traditional media has gradually left its place to new media.

Time changed the world and man has changed with the world. People have only spent time for their daily work and social structure in traditional period and then people did not have much free time. The modern era brought many conveniences and people have had too much free time in modern era (Coccoli, 2017, p. 244). People looked for opportunities to spend their free time and they also wanted to move away from the tensions of the modern age.

The media has been the fastest growing tool. From the second half of the 20th century towards the end of the 20th century, incredible developments took place in the media. Along with new technologies, new theories were developed. The media has turned into tools that the whole world is interested in and used (Salaverría, 2019, p. 3). Every technological invention has further developed the evolution of media.

Each century has gone so far as to question the previous one. The 21st century has fully recognized the dominance of technology. Successive developments created digital networks, and digital networks gave birth to social networks. Social networks, which meet the basic needs of people, have turned into a digital system that dominates the whole world (Pischetola, 2011, p. 2). Information and communication technologies changed worlds of people.

The modern age, which is separated from the traditional ages as much as possible, has emerged with a completely different character. The modern age has created an atmosphere of competition and competition in the world, and all people are trying to prove themselves in the hectic and tense atmosphere of the modern age. New media is the easiest way to prove himself and everyone can reveal all their features through social media. The new media, built on the basis of computers, has changed people's lifestyles and approaches.

The evolution of the media industries is a continuing phenomenon that will impact both traditional and new media markets. The new media has played a role in the change of life, from business to shopping, from art to education (Albarran, 2010, p. 66). Recently, new media technology has become a major industry all over the world.

Mystery of Medium

Media is a kind of medium and constantly conveys messages from sources to people (Krämer, 2015, s. 291). Since the first newspapers, the media has been in people's lives for nearly 200 years. The glorious medium of the new millennium is social media (Barichello and Carvalho, 2013, s. 239). As a medium, everyone is curious about the messages conveyed by social media, and the posts on social media attract everyone. Like medium, which transmit messages from other worlds, social media conveys the shares of people all over the world and carries countless messages (Ashley and Tuten, 2015: 24). People are always curious about the messages of social media and want to learn (Famular, 2014, s. 67). Because it is a very effective medium.

Social media transfers messages shared by people rather than transmitting messages with their own comments such as traditional media. Social media, like a traditional medium, simply transmits existing messages from one place to another, enhancing its reliability (Alrubaian and others, 2019, s. 2848). Social media largely makes people aware of each other. Social media, which is the most common and dominant tool of the last century, is the subject of many researches from various perspectives. Various studies of social networks are correlated, linked, and studied together to establish their credibility in all possible perspectives, identify potential problems, and suggest fixes, changes, or improvements. The character of social media, which surrounds and directs people's entire lives, draws attention constantly (Dinora and Graciela, 2013, p. 585). The reliability of social media as a medium increases its number of users.

Social media's sharing of messages that everyone is curious about or never knows makes it an attraction. Even the fact that social media transmits interesting messages from all over the world turns it into a mysterious medium (Maesela, 2019, s. 51). Social media is actually the individual medium of individuals. Everyone shares what they want and learns what they want. In this context, the social media has a personal mystery (Renner, 2019). The mystery of social media attracts educated, uneducated, young, old and peasants.

Social media is an online and multi-option media platform that people use to establish social networks or social relationships with other people who share similar personal or career interests, activities, backgrounds or real-life connections, including different ones. Social Media is an innovative idea with a very bright opportunity with additional scope for advancements and provides many possibilities for people that they need. It has now become the essential tool of almost every field and every sector. With the development of social media, many organizations use this environment to improve their practices (Akram and Kumar, 2018, p. 347). With modern developments, social media has turned into an international medium. Individuals and organizations at different ends of the world can communicate with each other through it.

Importance of Communication

Communication is one of the spiritual needs of man. It is not possible for a person to live without communicating in the social environment (Goodier and Eisenberg, 2006, p. 61). In addition to physical needs, communication as an intellectual need is also an indispensable need for people.

People have to communicate in order to express themselves and understand others. Communication is about ideas, feelings, information and also culture (Morreale & Pearson, 2008, p. 236). The organization and structuring of society also depends entirely on communication. The more communication is established in society, the stronger the social organization (Tench & Moreno, 2017, p. 122). Human nature is based on communication as much as physical needs.

Communication is the process of transmitting information and common understanding from one person to another. The elements of the communication process are the sender, encoding the message, transmitting the message through a medium, receiving the message, decoding the message, feedback and noise (Lunenburg, 2010, p. 10). Communication is an action that equipes people with knowledge and approaches.

Communication, in a way, means sharing information and thoughts. Each message is the beginning of a new message (Agarwal and Garg, 2012, p. 42). In a way, communication is human development and success.

Communication is the exchange of ideas, feelings or attitudes between two or more people. Communication changes people and the environment. Every message carries a power

of influence and with this effect, people and the environment change (greyowl.com, 2004, p. 5). Communication is, in a sense, a skill. Many ways of communication offer people many different conveniences and a peaceful living environment.

Due to the transformative power of communication, communication is taught to people at every stage of education (Mahajan, 2015: 38). All societies teach the rules of communication from the first stage of childhood (Witzany, 2018: 101). Communication also means the development and democratization of society (Chimutengwend, 1988, s. 43). Any society need communication to develope and to adapt global conditions.

Change of Age

Every experience in the world has led to a new development, many thoughts have resulted in a physical effect (Lipscy, 2015, p. 349). Change is in human nature. Man has adapted to the conditions of every age and people have created contemporary tools and approaches.

Every political, military, cultural movement experienced in the world has caused physical and intellectual movements and moved life. Especially technical inventions accelerated the change (Hamaker, 2002, p. 65). Positive change brings civilization. Positive thoughts, scientific studies, democratic environment and communication actions form the basis of civilization.

Traditional life has been almost completely forgotten, the world has met a new physical and mental life style (Cereci, 2010, p. 7). People moved to apartments from detached houses and people started using cars instead of animals and left their troubles and began to do easy things in modern age.

Many people greet briefly with short words and no longer speak or understand their problems. Due to the high rhythm of city life, people do not spend much time cooking and usually eat frozen foods. Innovations sometimes brought with them new dangers. Many people use computers and cell phones in their daily lives and do not write letters or talk face to face. Many people are not interested in beliefs and spiritual values and are mostly interested in money and easy jobs (Napoli & Friedland, 2016, p. 59). New Age did not care about traditional life and people followed a different path. People began to forget the traditions and learn the modern style at the beginning of the modern age, immersing themselves in high technology. Geography, and climate and religion and moral rules and production conditions were generally base of culture approxtimately until Industrial Revolution in rural areas and media generated at the end of the Revolution process when people migrated from rural to urban areas. People who migrated from rural areas to urban areas were shocked in the beginning of migration because of different conditions from rural and they lived in difficulties during long time. They have lived in traditional culture for hundreds years and they were suddenly face to face with a different culture in urban areas and shocked (Cereci, 2015, p. 7). Urban life presented people many attractive facilities after people moved to urban areas and people found numerous attrations in their new lives.

People constantly apply to the media to learn news and to participate in social life and to integrate with the world in modern age. Modern age shapes people and leads people and presents them attractive facilities. Modern age components are based on a commercial basis and try to attract people with very fancy elements (Ali, 2016, p. 121). One of the most attractive components of modern age is enterteainment and rulers of the age lead people to have more fun. People work much and get tired much in high rhythm life and need to have fun much. They want to move away from the real world and refuge in imaginary worlds (Cereci, 2015, p. 229). Modern age attracted people via visual attractions like large poster sor like television or like internet images.

Image attracted people much because of its ease and its pretension. Rhythm of modern age is tiring and people look for recreation and entertainment facilities. People do not want to wear their brains because of their problems. They prefer images to understand (Claffy and Clark, 2016, p. 238). Visual communication became as important as verbal communication recently and visual communication generated graphic design, photography, television, video, or interactive media in modern age (Lester, 2013, p. 37). Visual design and design principles became a main work of communication and visual communication spreads gradually among people.

New Media Reality

Social networks are an intrinsic element of the hypermodern age and are used by almost everyone. People use these sites because they want to communicate with their friends, exchange photos or just to kill time when they are bored. Social networks meet many personal and corporate needs. Companies have also started using social media as a marketing tool to target their customers with relevant information and focus more on them. The modern economy is also built on social networks. With the availability of user groups that can encompass millions of users, there are always malicious malicious ones. Every new technology has also been used by abusers. Attacks by worms and insects spread through these social networks. Cybercrime is one of the important problems of the hypermodern age. In almost every case, scammers have resorted to social engineering tricks to send demanding messages under the pretext of an infected user. Social networks also provide favorable environments for illegal business. Nosy people following the link are also corrupted by malware and unintentionally spread the texts further. There are many ignorant people who use social media. Unfortunately, many people, not knowing the real wolf behind the screens, click on any link in their feeds and add any person to their personal networks and spend a lot of time with new media (Sundaram, 2017, p. 39). The era has changed and new generations now use tablets instead of notebooks and pens.

New generations are born into a digital world and often do not recognize the traditional way of life. The possibilities of the digital world are far away for older generations (Valickas and Jakštaitė, 2017, p. 117). The history of the Internet is actually not that old. Only 25 years ago the www was invented, only ten years ago Facebook came online. But it found a lot of users in a short time. Considering this short period of time, it is impressive to see how this development affects our daily lives and behaviors. Social networks have provided people with countless conveniences, but they have come with serious problems.

New generations are born into a digital world and generally do not recognize the traditional way of life. The possibilities of the digital world are far away for older generations (Valickas and Jakštaitė, 2017, s. 117). Social networks provided people numerous facilities but they came with their heavy problems (Grzywińska and Batorski, 2016, s. 27). Human beings are social creatures, people thrive on, and in fact need, social interactions to maintain a healthy life and mind. Social media taps into these primal needs of human beings and it should come as no surprise that social media sites and social media apps are so popular in modern era (McFadden, 2018). In fact, social media was design in conditions of modern era. Billions of people live modern era and use social media (Zeitel-Bank, 2014, p. 1184). New media created social media on digital technology and changed the world and all approaches in the world.

Conditions and problems of modern era require an attractive and funny facility. It was designed carefully and presented people kindly. It was social media (Almahmoud, 2019, p. 179). Social media has been a popular topic among scholars spanning several disciplines including communication, psychology, sociology and business. The bulk of existing academic literature on social media has been published in just the last few years and has focused on the social processes of social media and its effects in areas such as marketing, politics, health

communication, and education (McIntyre, 2014, p. 7). Social media began to respond many need of people in the last of 20th century.

The biggest revolution after the Neolithic Revolution and the Industrial Revolution is the digital revolution. Digital technology is humanity's greatest invention, and the computer is now used everywhere. Digital technology has made everything easier and all processes of the modern age can be done with digital technology. From the military to education to everyday life, there is digital technology everywhere. (Januariyansah and Rohmantoro, 2018, p. 437). New media is the most competent product of digital technology and has surrounded the whole world. Except for some rural settlements, almost every place recognizes the new media.

Although new media is a great opportunity, it causes problems when misused (Fitzpatrick, 2018, p. 54). The difficulties of using new technologies sometimes lead to complex problems, and the problem-solving methods that technology users find for themselves cause new habits in technology use. The application character of new technologies naturally reflects on users (Aiman-Smith and Green, 2002, p. 427). Social media is very popular because it can be used by anyone who can touch the computer and access the internet; Some parts of unethical and absurd posts are disturbing. Social media sometimes turns into a problem and sometimes causes cybercrime.

Social media is the general name of internet-based tools through which people can exchange messages (Dewing, 2012, p. 1). The nature and necessity of social media, which cannot be explained by a single factor, is the result of many dynamics and influences in the modern world. Especially in the modern world, the human profile explains the necessity of social media (Troitter & Fuchs, 2014, p. 34). Modern man lives very tense and takes refuge in social media to relax.

New media has entered people's lives like a miracle. His character of psychic, information, entertainment, social events impressed everyone (Boomen, 2009, p. 257). The new media provided the most common viewing and demonstration opportunities. Many people use it to see and show new media (Hirsjärvi & Tayie, 2011, p. 105). The new media has provided the most common viewing and demonstration opportunities. So many people use the new media to see and show (Hirsjärvi and Tayie, 2011, p. 105). Social media is the great reality, but imaginary technology as real as concrete reality. Everybody knows social media, most of people use social media, but most of people use incorrectly. Only a few people use social media correctly when they need it. Most people use social medya to spend time or have fun and some people share unethical or unlawful sharing on socail media. They do not know, how they must use it.

The media, which is the most effective tool of the hypermodern age, contains all kinds of messages from politics to economy, from education to individual life. The media, especially popular newspapers, music-massive media, and television programs where every program is tried to be turned into an absurd comedy, produce enough entertainment to allow the public to see state business, science and art, and to mix with the public world. (Newbury, 2005, p. 401). Media is the most convenient distraction and appeasement tool for managers. Managers, who are quite satisfied with this, use their own skills, from simple and interesting challenges to striking blunders, to increase the dose of fun every day (Bennett, 2004, p. 26). New media has the greatest possibilities in every respect. Social media keeps many people busy, especially those who do not know how to use it.

It is known that many images and information on social media are untrue. But people believe what they see on social media. Because they have ruled out other references. People usually don't question (www.visionquilt.org, 2019). People should first learn to distinguish between right and wrong, and to question the information on social media. However, very few

people do this. Social media is a fantasy world between the real and the unreal. That's why people approach him the most. People are most interested in the unreal dimension of social media (Lomborg, 2015, p. 2). People are often mistaken in this context. One of the reasons for the popularity of social media is rapid communication and another feature is that users can be divided into various groups according to their usage behaviors. (Mathews and George, 2013, p. 3181). Social media is like a colorful carnival. This is a social facility.

New media is now the most widely used tool in the world. People spend a lot of time with new media and cannot find time to do other things (Harris & McCabe, 2017, p. 43). In the modern age, people spend most of their time with new media. In a way, new media is the social life of people. Many people find on social media what they cannot find in real life.

Social Media Time

People have always tried to struggle with problems and produced solutions. Humanity has produced time, problems and solutions. People have thought a lot in the face of difficulties, experienced difficulties and developed techniques. Every technique has solved a problem. Face-to-face communication actions in primitive ages have developed a little more in every age. In the hypermodern age, communication has moved to different dimensions, and social media has become the main tool of communication actions (Salem, 2008). 2016, p. 5). Social media attracts a lot of attention because it meets many vital needs of people in the hypermodern age. It provides a lot of data from communication to social activities.

Many inventions have been made in the last centuries, but the 21st century has become the age of social networks. With social media, the world has changed in a way that has nothing to do with the past (Churchill & Halverson, 2005, p. 18). Social networking sites are defined as web-based services and social networks can be accessed wherever there is internet (Abdulahi et al., 2014, p. 133). With new technology, the world meets new tools and concepts.

Over the past few years, Twitter, Facebook etc. have added a new social dimension to the web. He observed a boom in social networks. There is a rapidly increasing number of online connections between groups of people who share similar interests, even though they are concentrated in one absolute space (Gupta & Bashir, 2018, p. 221). The new media has facilitated the work of countless people, especially young people and children.

Social media attracts everyone's attention with its ease and attractiveness. High communication technology has produced many different tools for people to connect to social networks (Lane and Coleman, 2012, p. 7). Social technologies can provide flexible support in the teaching and learning process and the ease of public publication to enable the sharing of ideas and the reuse of work content and comments. They also provide links to supporting sources of relevant information checked by users, students, and faculty (Habibi and others, 2018, p. 47). Social media is used not only by students, but by a wide audience. However, the usage rate of the students is very high.

Social networks affect all areas of life and are therefore frequently used. Social media has now become the daily communication and business tool of all people. Social media is used not only by its users but also by a wide audience. However, the rate of use by children is quite high.

Social networks provide many opportunities for people's intellectual and physical needs. Sometimes it creates new needs and leads people to social media again. (Wang, 2018, p. 329). Although there are those who claim that social media has a structure that accelerates child development, this issue is discussed. Not every message on social media can be a development. However, social media is a convenient tool for children to get to know the world (Syaiful et al., 2019). Social networks are now used in every period of education, from pre-school education

to graduate education. In social media, there is countless information and data for every educational stage.

Social media sites are in constant motion, very unpredictable. Three or four years ago no one guessed Twitter or other social media sites and no one was their children and browsing. A lot has changed in a short time. There are some services that cannot be ignored (the speed of news coverage, the traveler you use, the people we know - even the celebrities you love - or meeting new people, finding answers to certain places, etc.). Getting to know the world and understanding life now takes place on social media. Social media network allows users to create and share their media content (Alassiri et al., 2014, p.56). On the other hand, of course there are even bad parts related to Twitter and other social media technologies and applications. As we all know, nobody is perfect. But Twitter and other social media sites are here to stay for a long time ahead and only by using them wisely and taking into consideration and using the productivity rules, those applications can become meaningful (Malita, 2011, p. 752). All kinds of social media activities attract people.

Many communication habits have changed in recent years. People can now do their jobs from their homes through social media, attend school from social media, and learn their daily life information from social media. There are many ways for these (Tabassum et al., 2018, p. 25; Pantic, 2014). Despite all its negative effects, social media is the most used tool in the world. Because the world is living in the time of social media. Social networks have made people happier than ever before, responding to their many cultural needs.

Social Media Strategy

Social media is a cultural and social communication network that develops with high communication technology. Communication technologies work as an investigation and intelligence gathering system. Not only officials, but also ordinary people can find the information they are curious about and people's private lives through communication technologies (Ogbuji, 2018, p. 166). Aside from all its features, social media has been studied mostly on the issues that concern the economy. Social media, which is an efficient advertising space, is also a very convenient environment in terms of increasing the use of products with economic value**.**

The world has changed a lot since traditional times. After the modern, there was a transition to the postmodern, and then with the new media, it was passed to the hypermodern. The world now revolves around social media. Many sectors, especially the economy, carry out their transactions through social media. A strategic approach to social media can help overcome these challenges in both commercial and non-profit domains (Effing, 2013). The economic aspect of social media is of interest to many. Because it has been one of the basic dynamics of the economy in the hypermodern age. (Chanthinok et al., 2015, p. 45). Social media has become the basic dynamic of the economy with its effective and widespread character.

Social media creates a large market and targets a wide audience. Many products from consumer goods to culture are sold in this market. The largest demographic of social media users is young adults aged 18 to 29, but the largest growing demographic is people over 65, which has tripled since 2010. Mobile is the device of choice when accessing social media, eclipsing the desktop. . In fact, 80% of Facebook viewers access the platform via mobile (redandyellow.co.za, 2917, p. 443).

The use of social media is increasing day by day. Depending on people's changing agendas and lifestyles, social media is also expanding every day (Ashley & Tuten, 2015, p. 24). Social media constantly takes into account new developments and changes and renews itself. Social media has always been the tool of the age.

New media has changed the global structure with its high technology and countless possibilities. Social media is a network that organizes the world and creates a new form in the modern age dominated by consumption. In this network, new roles have been given to everyone and everything, and all concepts have been redefined (Schade and Neuer, 2018, p. 36). Social media was developed primarily for communication purposes, then changed shape and content according to the conjuncture (Reißing, 2010, p. 91). Social media has now become a tool that determines all the dynamics and trends of the age. So much so that, apart from legal transactions, illegal transactions and actions are now also carried out on social media. In the modern era, the business world has become dependent on social media (Maier, 2015, p. 234). All economic activities are now carried out through social media.

Social media is the means to follow the world, not just a few sites and blogs. Everyone in the world, from heads of state to students, uses social media and all activities are shared on social media. In a sense, social media is the dominant power of the hypermodern world (Bürger, 2013, p. 43). The world vision of social media shows that it is actually planned for a large account, not a small space.

The Character of Social Media in the Hypermodern Age

Colonial powers have dominated the world for ages (Li, 2014: 264). The world is living in an era different from the previous ones, and this era is mostly based on consumption, exploitation and violence (Guedes and Faria, 2007, p. 33). In the modern age, people are happy due to consumption, but countries suffer from global conditions. This does not prevent people from consuming and having fun. People have found a rich space where they can have fun and be satisfied. It is social media (Sano, 2014, p. 509). Social media is a very wide area of sharing and messages.

On earth, only human beings can communicate with their minds and be effective on other beings (Rathmann, 2021: 13). Communication is a natural human need, even a necessity. People live more safely and peacefully with communication (Fredette et al., 2012, p. 114). In the developing civilization, the tools and techniques of communication have also accelerated and their possibilities have increased (Hudson et al., 2015, p. 36). Everyone can be a user in social media and everything can be shared in the social media environment.

The most important function of social media in the hypermodern age is to be an effective commercial tool (Evans, 2010, p. 289). Another important feature of social media is that it connects over great distances (Rajeev & Jobilal, 2015, p. 15). People don't usually research each other and share their messages and they want to be liked. In a way, social media is a satisfying medium. People expect to be liked in social media and want to experience virtual satisfaction in social media (Shipps & Phillips, 2013, p. 47). That's why people turn to social media.

The conditions of the age forced everyone to have computers and mobile phones, and everyone started to do their job with technology. The reason why social media has become so widespread is that its multifunctional structure works very well (Xiao, 2014, p. 61). In the modern age, where people need more entertainment and more rest due to the conditions of globalization, everyone intends to share something about themselves.

Social media is particularly convenient for sharing visual messages (Vinyals vd., 2016, p. 3160). In the modern world people are dominated by global exploitation and people do not live very happy and they want to look better than they are. The easest way is social media to look fantastic (Miller vd., 2016, s. 181). Modern age provokes competition and race and people look for an available space to prove themselves. Social media is also the most convenient tool

for self-actualization (Schrecl ve Keirn, 2013, p. 74). The social media has turned into an arena where people try to prove themselves.

Social media has become a means of communication, as well as a tool for everything in the universe, for every subject, for every job (Chan et al., 2013, p. 167). All communication actions take place on social media, information about all developments in the universe is obtained from social media (Han, 2014, p, 129). Social networks also create a multicultural environment.

Social media is used almost every hour of every day and users feel happy and safe (Brahbam, 2015, p. 2). The fact that people are so connected to social media facilitates the work of those who want to exploit people to gain profit.

Social media, with all its functions, is a very convenient tool for influencing and directing people. This feature also provokes malicious people (Hall et al., 2018, p. 23). Social media is so powerful that prejudices can be crushed and shake the world from start to finish.

Conclusion

Social media, as a competent product of high communication technology, is a hypermodern phenomenon and affects a large audience around the world. While social media creates a suitable infrastructure for many communication actions, it also provides many opportunities for learning and socializing.

Communication is the primary way of self-actualization and understanding of life. People have communicated since the early ages and developed new communication tools in every period. After primitive techniques, electronic techniques and digital technology emerged. Digital technology has been the foundation of new media and social media.

Social networks were developed as magnificent tools of new media. Social media, which are the basic tools for self-realization and understanding life, are the tools at the foundation of many social structures in the hypermodern age. Social network use, students' academic, entertainment, socialization, etc. It refers to the online space they use to connect, share, communicate, connect or maintain with others for purposes. Social networking as a communication medium is rapidly rising, mostly in the successful growth of applications for mobile devices. Young adults, in particular, are getting used to sharing their daily lives and experiences, keeping in touch with teachers, friends and family online, and talking about their interests.

Almost all people want to live in luxury conditions and be appreciated for their luxury. These are different components of hypermodern culture and media always convey messages of hypermodern culture to people. In a way, the media works as a carrier of culture. Culture is, in a way, the soul of a society and emerges at the end of people's experiences over a long period of time.

While social media provides many opportunities to people, it also functions as a tool of domination in the world. Social media, which is the tools of the hypermodern age, is becoming widespread as the tools of the philosophy of power and domination, which is the basic approach of the hypermodern age.

The new media has transformed the world into a completely different shape and spirit. Life styles and approaches have completely changed with the new media. Despite all the problems it causes, it is gradually spreading and dominating in the new world. Using the new media correctly will benefit people and societies.

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