



Communication etiquette in the digital world from the media and children's perspective.

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Abstract

Nowadays, the sensitivity of the media and children issue is increasing since we spend such a long time with media content that the child audience is vulnerable to the media and that they have not yet gained the ability to distinguish between what is right and what is wrong. At this point, it has become a necessity for parents to create the correct role model patterns about how to use the media by guiding their children. The issue of how children should defend themselves against harmful content from the media has been discussed from the past to the present. Of course, the child mass should also create a defense against the media, learn what is fiction and what is accurate, and not accept every content they see in the media as they are, and should take the task of confirming different sources from at a young age. This study points out that, especially in the digital world, there are some rules that we must obey in terms of respecting the rights of others and the necessity that every individual should not act as they wish. These rules are the rules that should be gained from childhood. Just as in daily life, people have to obey some rules to live in respect, love, and togetherness; they have to follow some rules while on the move in the digital world.

Keywords: *Education, Digital Media Literacy, Media and Child; Manners and Courtesy Rules, Digital Media Etiquette*

1. Introduction

In today's digital world, we are faced with media messages every minute. Especially during the pandemic period, this has become more visible. In the axis of digital media literacy, this situation is expressed as being subjected to media bombardment. In the digital world, the issue of children acting as role models for parental behavior and the need for parents and educators to guide children in the right direction of the media are increasingly becoming more sensitive. At this point, handling the media in a very pessimistic climate would not be correct. As long as media is used effectively and efficiently as a productive tool, it should also be evaluated through its educational functions. Today we can reach information very quickly, and interact by sharing the same information very quickly.

Parents and educators should also guide children in how to act in the digital media environment, focusing on the productive, creative aspects of the media rather than consumer use. Family, one of the minor social institutions of society, is the most influential socialization tool in a child's life. In the children's education process, the family comes before the environment and school. The education and communication style to be given in this socialization area is of great importance for the successful raising of new generations. For the successful raising of new generations, the education and communication style to be given in this socialization area is of great importance. The new generation of digital natives of the new era, born into technology, use technology very actively, and sometimes leading to digital addiction. This new age, in which we realize most of our life practices in the media, also indicates some rules we must obey in this world. A life without technology is not possible anymore. Greek states, institutions and leaders consider making a difference in the digital world by using technology effectively and successfully as the ultimate goal. In digital immigrants, who are now a generation that later encounters technology, have to be at least as technology literate and know how to integrate with technology to understand their children well to observe which areas they are busy in the digital world and which applications they use. It is a fact that most people use today's technology uncontrolled and futilely.

Most of individuals now go to the bathroom with their smartphones asleep, even with them. Living with so much media has brought along the necessity of having rules unique to this world. Individuals are no longer aware that they are subjected to cyberbullying in digital media or cyberbullying without realizing it. Of course, everyone can express whatever they want in the digital world, but a measure of this should be acted within the framework of ethical rules of ethics (Gürkan & Şişman, 2015). First, we should not realize any behavior model we do not want to be made to ourselves in the digital world. From time to time, individuals cause cyber lynching by leaving heavy, disrespectful comments on the content of others on social media. Many individuals who act without paying attention to the feelings and thoughts of others and without respecting their intimate spaces try to make themselves known and increase their digital performance, especially with such actions. Some individuals benefit from the digital world's de-identification features and can more easily reveal the words they do not say and the steps they cannot do in this field. In many ways, they may share content that degrades, mocks, and condemns others and may find disrespectful and unbecoming ugly comments on the content disrespectful and unbecoming. Such behaviors are considered within the scope of cyberbullying. On the other hand, in our daily life, some rules allow society to live within the framework of decency and courtesy, which is not too heavy to be

sanctioned by the society when we do not obey. These rules are learned and reinforced over time, first in the family and then in other groups in the socialization process. These rules are called rules of manners and courtesy. As our new living space in the digital world, we must comply with certain etiquette and courtesy rules. The study will focus on the necessity of etiquette in the digital world and the necessity of teaching these rules from childhood. The critical, interpretative, analytical, and argumentative features of digital media literacy in particular literacy; on the other hand, the authorship will be examined with its productive dimension.

2. Digital world and the media

In today's digital world, all of our posts on social media applications, from the images we share on Instagram to our Twitter discourses, appear before us after many years as our digital footprints. Since the earliest periods of history, human beings have been engaged in activities to meet their communication needs. Individuals, who used the technologies of the times they lived with the ability to think symbolically, engraved important natural events, beliefs, and fears on the rocks in the form of pictures with sharp stones and then made them permanent by coloring them with primitive paints. At this point, it would not be wrong to say that the article starts with a picture. Emotions, thoughts and beliefs, which have been made permanent by the desire to socialize, have a common spirit and memory in the individual since the past, have inherited the future societies as the traces of the primitive period (Törenli, 2005: 21). With the spread of information and communication technologies, communication has become the most talked about concept in today's world. Now, this new world is surrounded by 'information highways' that appear in satellites, computers, smartphones, the internet, and many other fields. Communication, as an essential economic activity sector, also includes tools and networks that provide news, information and information flow (Bourse & Yücel, 2012: 14). With the technological developments and the 1960s, all mass media supported by image and sound were exposed to changes and transformations. With improved infrastructures, regulatory environments and usage patterns, they first started eliminating borders (Borders & Catherine, 2001: 338).

In the digital age of information overload and increasingly complex social and technical information systems, individuals by nature can only deal with a small portion of the information that surrounds them, and they have become increasingly dependent on technical systems to achieve what they are looking for in the abundance of information (Neuman, 2005: 16). As a technical communication revolution, connections and reproduction of the content of artificial memories have provided radical changes. Long-distance connections via cable and airborne signals were invented, and artificial memories and new replication techniques laid the foundations for the technical revolution. Jan Van Dijk emphasizes that the invention of the printing press provided a revolution in terms of text reproduction and states that the development of communication tools so that voice, speech, text, data and images can be sent over long distances with different channels is also a technical revolution (Dijk, 2018: 18). The concept of new media, which provides unified connectivity, began to be used in the 1990s, replacing multimedia. However, the concept of new media, which is very difficult to define, comes to the fore with some features that distinguish it from traditional media (Akar, 2010: 5-6; Gürkan, 2016). These features are interaction, demassification, and being asynchronous (being asynchronous) in Rogers' three-headed classification.

Geray states that new media are systems where users can access content or applications in different periods and interact. He draws attention to the hybrid structure that emerges from using of many applications with traditional media today (Geray, 2002: 18-20). With its feature, reciprocity and multi-layered communication were provided by switching from linear transmission to hypertextuality in the communication process. With the expansion of the degree of simultaneity in communication time, it has provided changes in the user's role and participation in the communication phenomenon process compared to the traditional media (Binark, 2007: 21). With technological developments, new usage patterns have started to emerge, social shares, music files, etc. new media services cause different changes in the media usage of individuals (Gürkan, 2016). Now, the answer to the question of what individuals do with the media has become important again (Gülner & Balcı, 2011: 82). Convergence, a concept that has become frequently used with the development of new communication Technologies, such as text, audio, video, graphics, photos, music, websites of communication elements, etc... is to become publishable in new technological channels (Tuncel, 2005: 91). With this feature, media messages can now be experienced in different areas.

3. Manners and courtesy etiquette as a universal heritage.

Cultural development is as important as economic and technological development to society. Nations that base social welfare on contemporary human relations will also provide human happiness and glory. In societies, the satisfaction of individuals in social life is hidden in the communication, thinking, behavior, and life they establish with each other. However, Esirci points out that this issue is not given enough importance and emphasizes the necessity of providing vital importance in this relationship chain, from the steps of our education level to preschool education to university years. In this sense, these relationships should be taught and people should be educated. Manners and courtesy rules are learned over time as a universal culture that all the nations of the world have created jointly and accepted by the alliance. At this point, these rules can also be seen as a common property inheritance that all humanity should claim. Societies that do not protect and claim this heritage cannot qualify for membership in the contemporary civilized community of nations (Esirci, 2018: 11-12). As the art of knowing how to live, manners are a set of rules that enable individuals to be in love, respect, unity, and togetherness. The foundation of etiquette is based on tolerance. Therefore, it is necessary to be patient and affectionate in human relations and avoid rude behavior.

Manners and rules emerge within the scope of need, and provide a peaceful and comfortable community life. In this emergence process, needs should not be forgotten and behavior patterns should be explicitly shaped for these needs. Thanks to etiquette, people start with the thought of helping each other meet all their needs and act accordingly (Değirmenci, 2020: 9). Manners are not just a list of rules. Along with the general etiquette accepted in society, manners are also a lifestyle and a philosophy of life (Atmaca, 2017: 17). Manners and good morals are two related concepts. Manners are closely associated with many features of good morality. As a person who knows the importance of good manners, he is aware of his shortcomings in this regard and tries to fix them quickly. At the same time, good manners bring many features of good morality. Human beings with good morals do not deviate from righteousness and have justly compassion, compassion and tolerance. It cares not only about its own needs but also other party's needs. As a thin and sincere person, he does not

only act according to his own decisions, he also gives priority to the words of others, and they form a common decision mechanism by consulting (Atmaca, 2017: 40-41).

4. Etiquette training that should be started in childhood

Human relations constitute the essence of life in a society. People who value each other in that society, will be less stressed and more gruff-faced. It is seen that in societies that do not respect each other, people often have high stress. When we get down to the elevator, saying hi to each other, or good morning, using the expressions hello and good afternoon create a civilized environment. These types of messages are the messages that people of civilized societies give to each other and how they communicate (Cüceloğlu, 2016: 46-47). An individual does not come to the world in a polite and decent manner. Manners and manners are lifelong achievements. They learn throughout life. The rules of manners that we know and understand should be constantly applied to our daily lives and brought to a lifestyle of people. Not to be harsh and harsh, to be tolerant, to be respectful, to show humility, to pay attention to the events around us, to be sober and simple, to act away from pretension, etc. Many behaviors are learned lifelong in society. Learning manners and manners should be started from a child's age (Öznel, 2010: 27). Here, the family, the fundamental socialization unit, is of great importance. Family as the place where children are born and raised is the first socialization factor. Mothers help children gain new information about life through communication. Tabula Rasa, mentioned in my theoretical philosophy discourse, is used to explain that there is no unity in the child's mind in the socialization process. Children with zero knowledge at birth are given education to suit the family and the environment.

In this way, the child first learns to integrate with the family and society. At this point, it is necessary to use the correct communication methods (Aziz, 2012: 67-68). From the moment children are born, as the number of life experiences and things they relate to increases, they begin to develop holistic systems. As he learns, understands and begins to question, he tries to create more large systems and seeks new life experience areas to be overcome (Cüceloğlu, 2017: 16). First, children start to be role models in family life, where they first open their eyes to life. Mother and honeymooners should create the proper role model patterns in this regard and try to give children suitable behavioral models at the point of movement throughout their life. As the place where manners and courtesy are first learned, families provide the first and deep-rooted education in forming the individual's personality structure. For many people, this place of education is highly educational and instructive. Individuals who do not receive such an efficient family education have to educate themselves as well-mannered person in society. Family members must respect each other's views, expressions of respect for each other, and generous and selfless non-selfish behaviors that respect each other's rights. It should not be forgotten that a man of good manners has good morals, kindness and respect (Atmaca, 2017: 48). Starting school life, which is among the first group socialization factors in the socialization child's socialization process, differs from country to country. In such cases of socialization, the method is again similar to communication patterns. But this time, there is a differentiation in communication types. Written communication channels are also coming into play as a new kind of communication. In addition to verbal communication, a structure that will expand the individual's knowledge base in the way of socializing and communicating with the trainers' books and other materials is emerging (Aziz, 2012: 68). It is the environment where we learn to be social, communicate

with our environment after family life and spend a lot of time. If we want to be comfortable, peaceful and happy during the time we spend with our friends and teachers at school, we must maintain our understanding of manners in this environment and based on respect, love and tolerance (Atmaca, 2017: 49). A wide variety of books are published in the USA on this subject. In addition, many courses and seminars are organized and schools are opened on the subject (Öznel, 2010: 27). Among the socialization functions of the school, there are also duties such as supporting valid social values and teaching social commitment (Hesapçioğlu & Yılmaz, 2010: 57). At this point, it would not be wrong to say that the rules that ensure a peaceful life in love and respect in society, which are of great importance in terms of social values, are among the socialization functions of the school.

5. The new language of the digital world, etiquette and courtesy rules

Digital change and developments in new communication technologies have caused a change in traditional media tools. In this context, a new and dynamic society model has been formed within the scope of the transition from the industrial society to the information society. As the cornerstone of this new social structure, individuals develop new habits and methods for accessing news and information with the latest tools and media provided by these new technologies (Untila Kaplan, 2019: 2). Technological developments are rapidly changing and transforming the entire sphere of our lives. With these dizzying rapid developments, the concept of digital media literacy has become increasingly important in today's world, where we are confronted with media messages every minute. Literacy accepts to question and / or examine the ideas, value beliefs, and producers that underlie the messages from the media. At this point, the intention or meaning is to form the focal point of literacy. The ultimate goal of media literacy is to make individuals active participants in the media and enable people to create their meaning instead of being the media's pawns (İnal, 2009: 46). Knowing how and how much media texts are consumed, being equipped with basic information about the consumption process and production process, analyzing the differences between different channels, and analyzing the context of media texts are among the stages of media literacy (Binark & Gencil Bek, 2010: 55). Most media literacy and digital media literacy education activities are based on analytical approaches. Information should be given about the types of cyberbullying, which is the digital form of traditional bullyings, such as the threats that children and young people may face on social media channels, fake identities, fraud, theft of private information, and disclosure of information from many privacy areas. With the friendships established, their evil intentions and the harm people will cause should be discussed. It should give children and young people a conscious and careful perspective on this issue (Bilici, 201: 51). At this point, Postman's point is essential. The relationship between education and technology and its aim in media education should be questioned realistically. It points out the necessity of raising awareness of children and adults against the adverse effects of media by developing real media awareness (Uysal, 2016: 33) The issue that the media has an inevitable impact on individuals, especially children, is constantly on the agenda. Children who develop media literacy will learn to perceive the media correctly and to look at it more equitably (Kutoğlu, 2007: 105). One of the issues that netiquette research draws attention to is to pay attention to the use of capital and lowercase letters in digital correspondence. It is necessary to act consciously while using these letters. The use of "Dear expression", bullet points and numbers should be included in official mails. Special attention should be paid to grammar and spelling. Before an e-mail is sent to a different user, if it

contains unique wording, they should be removed. It is considered impolite to use all capital letters in digital correspondence. Because it is considered as shouting. Greetings should be decided according to formal or informal types of correspondence. Shares of sexual content that would constitute ethnic cultural discrimination should be avoided. In addition, a separate e-mail address should be obtained for professional correspondence. Since mobile phones that make it possible to access the Internet anytime and anywhere are counted within netiket, not speaking loudly in an environment with others and not talking about private matters in every environment in order to comply with the netiket rules; it should not be used in places where it is prohibited to use mobile phones such as cinemas, hospitals, and airplanes (Atalay, 2020: 8-9).

Those who know the rules of the culture of the digital world gain more advantages than those who do not know these rules. Observing ethical rules in the internet allows us to act without harming or disturbing others. Nowadays the Internet is increasingly becoming a global environment, Internet etiquette has become more culturally specific and requires efforts to avoid misunderstanding (M. N. O. Sadiku, S.R. Nelatury, S.M. Musa, 2017: 51). New etiquette in electronic communication is expressed with the term netiquette. Netiquette as a word is formed by combining NET (net) and LABEL (a set of social behavior and habit rules).

Netiquette establishes the rules of users' behavior in the digital field. Although etiquette in the digital world is only referred to as "an unwritten set of rules", failure to comply with these rules can be understood as a kind of disrespect. In written communication, it may be more difficult for us to communicate. Therefore, it is necessary to convey ideas clearly and concisely. In this way, buyers must avoid misinterpretation (T. Kozik and J. Slivova, 2014: 67).

6. Conclusions

It is a skill that every individual should have to know the digital world, to be able to analyze media messages correctly and to be a critical media reader in the digital world, where we spend most of our life practices. The digital world envisages productive individuals on the side of authorship within the framework of digital media literacy. Productive consumption of media should be among the characteristics of individuals in the digital world. Being constantly intertwined with the media requires acting in the digital world. Acting within the framework of the correct rules of conduct in ethical understanding, being respectful to others, and not behaving impolitely indicates the necessity of obeying these rules in the digital world and in traditional life. Children should be taught in the family and education life in the digital world, the rules that ensure that we do not live in the society we have gained from a young age within the framework of love, respect, and courtesy. As families show sensitivity to this issue, the first lessons on this subject should be placed in education programs early, and children should be started to raise awareness.

7. References

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