Hypocritical Side of Public Media

Ayşenur Yılmaz

Lecturer
Email: rainmate02@gmail.com

Abstract— In this article, I will compare The Public Service Media and Public Service Internet Manifesto and Environmental Activism in the Digital Age which evaluate the aims of the development of digital media and the use of benefits differently. Today, it is seen that advanced technology has a proven cultural, informational and moral guiding effect on community and it's social life. Upon realizing that the media branches, which have become a digital product for communication purposes, have a directive power over people individually and collectively with this awareness, this power can be diversified to be used in different ways only by the underlying control mechanism for the things it aims at. While Jacqmarcq's article evaluates the effects of developing digital media on environmental actions and the individual and social effects of environmental awareness that may arise as a result, Public Service Media and Public Service Internet Manifesto is seeking for the benefits of using the digital media internet to update way of reaching community in order to present them traditional management and ethical values of government without considering the environment and nature as a high value and necessity of humanity . In this paper I will argue how these two papers consider digital media as a directive tool for totally different purposes of increasing effects in society.

Index Terms— Public Media, Public Service, Digital Age

I. ANTHROPOCENTRIC PUBLIC MEDIA

Jacqmarcq's article discusses the ways which environmental activist actions are delivered to people in order to spread environmental awareness more effectively as the most important object of digital media's power to reach people through communication. By advocating the systematization of this use and the fact that its rules are still subject to mono control, it deals with the principles that try to make digital media a tool for the benefit of people and materialism. In the Manifesto , with an approach that is intended to give a human - centered appearance , mono powers that are not expected to lose their influence on society are tried to be protected . For this reason , the areas where digital media needs to be developed in the two studies have noticeable differences according to the purpose they aim . The most obvious of these is how the barriers to be overcome are described differently in the two articles. As a positive result of new media , Jacqmarcq assumes that 'cross-platform usage' and 'horizontal networks interconnected through different platforms' help to overcome geographical and temporal barriers in the way of spreading the environmental activist information . However, in the Manifesto, the speedy transportation power of the digital media that advances without the obstacles of time and location, the general awareness of the society adopted by the state administration, and the items that it defines as 'beneficial' for people are seen as positive in terms of saving material and manpower. So we can easily notice that it doesn't put forward environment as a basic core value which should be considered something we need to protect and raise awareness about it . In the Manifesto, the central role of the media is defined as creating and directing cultural values of the new modern society and the social and political actions they can create according to the bases of the democratic government's values and

principles .Manifesto confirms media as a functional and useful tool for society as long as the 'values' deemed appropriate by the government . If we dig in the source of this government concept, we can realize it fits with the financal horizontal line of the materialistic chain of the system . Actually this paper as a kind of indicator that power of fast and new information spreading frightens the controllers of traditional power owners .We can infere it from these lines of the Public Service Media and Public Service Manifesto ;

'' The dominant commercial Internet platforms endanger democracy. They have created a communications landscape dominated by surveillance, advertising, fake news, hate speech, conspiracy theories, and algorithmic politics that tailors and personalises commercial and political content according to individual tastes and opinions. As currently organised, the Internet separates and divides instead of creating common spaces for negotiating difference and disagreement. ''

It is a significant language applied in the article to use the recorded instinctive effect of old method journalism and management orientation that has an impact on society unconditionally. On the other side we can observe an opponent purpose of developing and using the digital media in Environmental Activism in the Digital Age in the way of seeking new methods of reaching the target audience of Enviromental Activism both can be individually or as organisations . One of the main differences between two papers is ; how they see who should have the control of spreading information to the society . Jacqmarcq advocates that main stream media has a power of connecting old and new users of technology . Because of that it shouldn't be shaped by the politics or a passive audience but it should serve for the active members of the organisations or capability of creating new methods of acts . These sentences in Jacqmarcq's article support this view;

''The dominant commercial Internet platforms endanger democracy. They have created a communications landscape dominated by surveillance, advertising, fake news, hate speech, conspiracy theories, and algorithmic politics that tailors and personalises commercial and political content according to individual tastes and opinions. As currently organised, the Internet separates and divides instead of creating common spaces for negotiating difference and disagreement.''

We can put forward to the evidence of the previous lines that,the global environmental organization Greenpeace claims that modern digital media methods are part of ways that can create "major social change" by communicating with environmental activists or individuals who need awareness on this issue. It can be easily observed with some environmental acts that take action with social media that the media surpasses barriers such as geography, distance and financial inadequacy in accessing information and gives better results than many traditional methods by mobilizing both new and old technology users. As a result of this interaction power, companies or politicians with strong financial resources may have to change their behavioral aspects or decisions that can make a significant difference with this power of digital media. Jacqmarcq indicates this argument by giving example of Greenpeace's "Everything is not Awesome" action which has created a big change . At this point we can see critisizm of how corporate and financial powers exclude the environmental damage and how they don't consider it as a basic problem of life and existence of human being . This sample action given is a great example to draw attention to how the effects of the pyramidized systems of institutionalized large corporations have killed the human nature relationship and planned their formation without taking this into account. These companies, where everything is portrayed as perfect to consumers, try to impose their understanding of excellence with a perception that is accepted without question. Dijital media and it's communication ways can be used to create an awareness on that topic and even it can force this major powerful factors of society to make a change . In contrast with that ; Manifesto finds independent spreading of these information and organising acts without the control of dominant powers can be harmful so dijital media should be funded by only democratic powers of the country and also it should reflect just it's cultural vision . So it shouldn't publish anything which can dare to change culture of politic powers . Because of that limiting dijital media's power with Public Service Media and Public Service Internet is just an intervention to it's free access to community . While Jacqmarcq gives the idea of communicating individuals and understanding their environmental needs or relations with their natüre is also very important as much as organisations , Manifesto just takes care of masses who support their debates and ideology . It is very clear that public control provides the politicals preventing of

big social changes which is out of their control and it even may gurantee the possibility of noticing their mistakes . Maintaining a positive corporate image is very important for them and dijital media clearly threatens that image in the way of showing the degree of neglections they have done to the humanity and environment.

According to the Jacqmarq ; system of online activist posts remains dependent on the neoliberal economic structure that has led to the emergence of digital media. This economic model is a structure that postpones individual gains in its own interests and objectifies nature, and points out that the gains will only happen when it is elite-centered. However, this system is only an expiration date for the sustainable environment and serves the neoliberal economy. This argument states in the article like that ;

'' The structural model of online environmental activism depend upon the neoliberal economic context in which both emerged. This is an economic model that prioritizes individual gains over group sharing, wealth accumulation over harmony with nature, and commodification of natural resources over their preservation. The current elite-centered economic model is environmentally unsustainable and contradicts the initial intentions to make digital technologies a horizontal space of equal co-creation.''

Despite the advances in digital media and digital communication technologies , the models on which media power depends do not differ much because of the control mechanisms they adhere to . The old media methods were designed to control the traditional cultural dominance of the monopolized media, and the effect of these methods is still being made more effective by using the public service cliché against digital media. The fact that media consumption directs people's behavior in relation to the environment and nature is not one of the actions targeted by traditional media.

'' Environmentalism is linked with the change in dominant values that come as a consequence of socioeconomic development. More specifically, postmaterialistic values emphasizing individual autonomy,diversity, self-expression, and quality of life are becoming more prevalent.''(382)

This statement also supports the argument of Jacqmarq generally because of emphasizing on new communicative methods of media . Individual and daily behaviour centered approaches can access people easier than frameworks of industrial and shiny but passive products of media . If the new media voices don't act consumer-centered then they can explore even more places, organisations and audience because contemporary activism starts to move with this motive .

In conclusion , it has been discussed in this paper comparasion of The Public Service Internet and The Publice Service Media Manifesto and Environmental Activism in the

Digital Age articles in the way of they considered digital media and it's purposes on society, environmental information spreading and control mechanisms of them . The aims seen between the perception and high moral values to be created with digital media show great differences in the two articles. While Jacqmarq examines and offers suggestions for improvement in translating the advantages of digital media into effective collective action, Manifesto has the stance of trying to ensure that old market dynamics are not disrupted. The idea that eco-actions need to get rid of their dependence on economic market dynamics is one of the most important thesis differences between the two articles in order to reflect their true purpose in themselves. Jacqmarcq's article discusses the ways which environmental activist actions are delivered to people in order to spread environmental awareness more effectively as the most important object of digital media's power to reach people through communication. System of this use and the fact that it's rules are still subject to central control, it deals with the principles that try to make digital media a tool for the benefit of people and materialism. In the Manifesto , with an approach that is intended to give a human - centered appearance , mono powers that are not expected to lose their affect on auidence should be guided and protected more to still have original words in media.

REFERENCES

[1] Dobson, Andrew, et al. "Andrew Dobson: trajectories of green political theory Interview by Luc Semal, Mathilde Szuba and Olivier Petit." (2014): 132-141.

[2] Elliott, Lorraine. 2020. "Environmentalism - His tory of the Environmental Movement." Encyclopedia Britannica. https://www. britannica.com/topic/environmentalism

[3] Fuchs, Christian and Unterberger,Klaus The Public Service Media and Public Service Internet Manifesto. London: University of Westminster Press, 2021.

[4] Ghonim, Wael. 2015. Let's Design Social Media That Drives Real Change. TEDGlobal. https://www.ted.com/talks/wael_ghonim_let_s_design _social_media_that_drives_real_change

[5] Hemmi, Akiko, and Jim Crowther. "Learning environmental activism through social networking sites?." Concept 4.1 (2013): 7-7.

[6] Jacqmarcq, Maelle. "Environmental Activism in the Digital Age." *Flux: International Relations Review* 11.1 (2021).

[7] Lester, Libby, and Brett Hutchins. "Power games: environmental protest, news media and the internet." Media, Culture & Society 31.4 (2009): 579-595.

[8] Salvatore, Chiara, and Gregor Wolbring. "Children and youth environmental action: The case of children and youth with disabilities." Sustainability 13.17 (2021): 9950.

[9] Zhang, Nan, and Marko M. Skoric. "Media use and environmental engagement: Examining differential gains from news media and social media." International Journal of Communication 12 (2018): 24.