

SOCIAL EFFECTS OF FILM AND TELEVISION

Demet KARAKARTAL

Faculty Of Education, American University Of Cyprus

d.karakartal@auc.edu.tr

Orcid: 0000-0001-7890-8340

ABSTRACT

With the advancement of technology, television, which is one of the mass media, entered every home and television channels started to increase and diversify over time. Rapidly developing mass media can be one of the factors that deeply affect social change, as it directly targets society. When mass media are used for purpose, they can contribute to the transfer of culture from generation to generation, and when it is not used for purpose, it may cause deterioration in the development of children and youth, family and community structure. Cinemas, with the support of art and aesthetics, shed light on social events, and since they started to be in the center of life because of the ability to show and experience the audience, customs, habits, values, life styles and family structures also changed accordingly. In this study, it is aimed to evaluate the social effects of cinema and television. When the relevant literature is analyzed, there is a very close relationship between cinema and society, cinema can be important in terms of understanding social transformations, socio-cultural, socio-economic and political orientations, and life styles of societies are the most effective means of reflection among art branches. Can be reflected in cinemas. Cinema, which reflects the society, is both witnessing the period, and it can be important in terms of shedding light on the future. In addition to this, television; can cause social behavior positively and negatively.

INTRODUCTION

Communication; as an exchange of messages between the sender and the receiver it can be identified and is the most important aid in the realization of communication today it can be seen that the element is also the mass media. Mass communication tools; inform, inform, entertain, take on educational roles and leisure service to members of the community for purposes such as ensuring their assessment it is able to provide. But only a direct transfer by mass media although it is not done, such as keeping these tools under control and directing it can be seen that they also have goals. In addition, mass media it also reflects the values that society has, the way it thinks and perceives, and the mass the messages given by the means of communication can also guide the society. Besides it's time for rapidly developing mass media to directly target society at the beginning of factors that deeply affect social change he can come. When mass media is used for purpose, contribute to the transfer of culture from generation to generation. when not in use, children and young people in the development of family and community it can cause deterioration in its structure. Mass with the advancement of technology television, one of the means of communication, has entered every house and over time television channels also began to multiply and diversify. That being said television, the mass communication it receives because it has more than one feature it rightly fills the position of being the most effective of its tools and maintains it also. Because of the features it carries and the programs it offers, it is very much in society in particular, it offers the basis for the occurrence of directional effects it can also be seen that the programs play a very effective role in this regard. First television broadcast took place in the United States in 1928, with the beginning of television broadcasts, viewers with a new social structure programs that have been encountered and prepared on television are also large in society most of them were found to have content that could respond to their demands. In addition, the beginning of television broadcasting and television channels competition, which is one of the basic principles of capitalism along with its diversification, is itself he also began to feel in the field of media and dominated visual media has taken. Visual media, on the other hand, has created the culture of consumption today and consumption cinemas are also the product marketed by television channels serving its culture has been. Cinema, as a lifestyle, meets the expectations of individuals and an important role in completing the missing aspects of their lives he can play. Cinema includes and reflects society and individuals, including life by adding something from himself to his own way of life references Cinema's development from past to present; society and individuals within society that is, how cinema and society express each other in themselves can be seen. Behavior and role with the connection between audience and Motion Picture from a visual point of view, it can also determine the person's place in the living space. The Cinema Society and of the main mechanism that allows you to it can be seen that there are individuals who make up. Audiences in motion pictures topics to be told; appeal to the feelings and thoughts of the audience at the same time, the audience also faces in their everyday life there may be issues. Cinema, beyond the reach that humanity has discovered presenting, achieving the living conditions, character typing and dream history as an art that reveals the mysteries of the subconscious in its realm people who can take their place are the way of life they dream of, aspire to, and it can easily find more in cinemas. Thus viewers, they can comfort and satisfy themselves. Developing today along with technology, individuals spend their free time thanks to cinemas and televisions they can evaluate it at home. With the support of cinemas, art and aesthetics

together, they shed light on social events, show what happened and their viewers because it has the property of action and is at the center of life customs, customs, habits, values, life their shapes and family structures have also changed accordingly. Cinema social the most prominent aspect in terms of the effects on attitudes is the effects of these effects. it has often been seen that attitudes are in the direction of changing. With this changes in attitudes together also on many issues of society it allowed it to be redirected. Occurring in the attitudes of individuals changes changes both in individuals ' own lives and in society he brought with him the ability to do it. Changes in attitudes it can also be effective in changing individuals ' values. At the same time, another area where viewers can be affected is social the roles of the characters and unorthodox roles in movies created responsibilities; changes occur in the sharing of social roles it triggered a re-distribution of roles in the family.

configuration Especially some movies with violent content social behavior, social approval and socialization processes are different consequences (desensitization in the face of violence, with characters who commit violence identification has led to the emergence of (legitimizing violence). Violence his behavior is also involved in social perception, which also makes up society similar violent practices by individuals have led to concern. In this context, the social relations of cinema and television and social description of its effects can be important. In this research, cinema and television field writing on social implications it is intended to be mentioned.

CINEMA AND SOCIAL EFFECTS

Cinema as a branch of art consisting of image, sound and textual narrative (Arinc, 2009). From this point of view, cinema, other art it can come across as a branch of art that can also include its branches and create it can be qualified as the most competent with its domain. Esen (2000), cinema; " achieved by sequencing moving images in a row where is emphasized. But this image ranking is not haphazard. According to what the director wants to tell us, especially what they want to emphasize sorts images into the storyboard. As he chooses words when he talks, the film creating also reflects the selection of images on the white screen. The film's he describes what he thinks in his words, in his images. So cinema is a language. The director sometimes approaches events, objects, sometimes moves away; it shows events related to each other in parallel; events, similarities between people or create contrasts; use colors as you wish, in short, his own world, he transfers the worlds he knows to the storyboard. He pours out his feelings, his enthusiasm the white curtain. The realities of life, with the possibilities of cinema, when you understand it yourself he describes it as" revealing." Turkish cinema, on the other hand, 'Sound Vision, which is really a narrative based on representation and image contrast, image contrast, theme-counter-theme conflict in other words, diametrically opposed to a Western narrative, to the parallelity of sound and image, image it depends on its parallelity, the principle of monophonicity in music, and its storytelling technique as a visual expression effort based on Epic rather than tragic" it is defined. (Shasa, 1993). When looking at the characteristics of cinema; a team that defines the definition of cinema US argues against the elements. Ozon (1995), features of cinema the way explains: Cinema is a language: it has different aspects from the traditional written and oral language we know; has its own rules, features; sounds to both the eye and the ear, visual it is an auditory language.

Cinema is a means of expression: cinema with its own unique audiovisual language, it is a means of transferring thoughts, emotions to others. With this feature of cinema, another his arts are e.g. theatre, music, dance, summer, etc. it can also be used to transfer. Cinema is a means of communication: in all corners of our world, even in recent years by detecting events in our expanding universe by spreading to other planets with cinema we can spread it all over. Cinema is an educational tool: images of cinema, the visual they carry because of the features, it is also a very effective tool. □ Education in and out of schooleducation available successfully. Cinema is a research tool: in scientific research and reviews; cinema, he is one of the most important assistants of information, experts, researchers. Especially in all cases where my giant is involved, no other tool can replace the cinema. Cinema is a propaganda tool: the believability and deceit of its images, because of its misleading and effectiveness, cinema is at the beginning of propaganda tools. Cinema is a combination of Arts: the most general, the newest of the Arts, the whole other after the traditional branches of art, because of this, it is called the seventh art the cinema, which is named, will be able to benefit from all the arts before it, their it is flexible in structure, capable of assimilating all its properties within its own rules. Cinema depends on both economic and political and cultural phenomena and these phenomena it can be one of the most effective means of transformation (Joy, 2014). Cinema, it originates from society and can return to tolum, so understanding society to look at the cinema is seen enough (joy, 2014). In this context cinema, a product of social life; socio-economic, cultural and political structure society and events in society; cinema can also influence these mentioned phenomena. The good, the bad in a society, beautiful, engaging, right and wrong, but also in the cinema of this society the body posture of all the reflections of society that can be located in cinemas you are able to receive. Cinema, which is an important reflection tool of the living society, and the living period his testimony is both a projection into the future and a photograph of life it can be important to attract. At this point, cinema is just

emotion and although it is not a tool to help reveal thoughts, it is social, the quality of both a guide and a document in the expression of cultural and historical truth as well as being a guide to individuals and society, it should be underlined (Güçhan, 1992). Therefore, cinema, which is a mirror of social structure; social dynamics that guide society and social events, and cinema it can assume a very important role in the presentation of social dynamics to society. As the film shows the experiences and realities of the society from which it came out, its past and it can also be a kind of document, reflecting what happened. What happened in the past and what happens happens in society, a person can be an individual in society and it shapes your life. In this formation, the individual is social, economic, political, its cultural location and location can also be decisive. This formation; what happened yesterday, tomorrow it can cover events and issues that people will encounter. So cinema social science; cinema people's attitudes, thoughts and behavior it shows that it can change, create public opinion. (Güçhan, 1992). One of the main elements influenced by cinema is culture.

Through culture the aim of reaching the target audience that will appeal to the subject and structure of the film to be created you can carry it. In the developing process, cinema is influenced by different cultures it can create its own culture and a culture of cinema that will spread throughout the world in some countries in the reflect. A cinema gain the admiration of society and heavily involved in cultural codes to attract people's attention cinema films; different cultures both know each other intercultural communication at the point of both understanding and reducing perceptions (Özkan, 2004). Turkish cinema in the period from the 1960s to the mid-1970s he addressed social problems such as urbanization, internal and external migration, after the 1970s films pointing to the mentioned problems have also been made (rich, 2017). 1980s after many years, especially with the transition from modernism to postmodernism sinama, who influenced toplum, was also influenced by postmodernism and postmodernism images and identities of temsi began to be acquired in cinemas. From the beginning of the 2000s to the present, both subject diversity and a new understanding of cinema in terms of film language and expression alienation, communication caused by problems that began and accumulated in previous years films with an emphasis on themes such as lack and miscommunication, violence and belonging withdrew (Rich, 2017).

To summarize; cinema social transformations, socio-cultural, socioeconomic and can be important in terms of understanding political orientations and life forms of societies are the most effective means of reflection among the branches of art it can be reflected in cinemas. Cinema that reflects the living society and the living it is important to witness the period and shed light on the future references A study on cinema and society relations one of the first sources he needs is the history of Turkish cinema and cinema research related to past periods that are sufficient and necessary for evaluation being outnumbered is a significant obstacle for the researcher. When the field is examined in the summer, what is the Society of cinema as a social institution how and how it affects it is the subject of different research at the scientific level and looking at the exit of cinema as a modern institution, in the beginning it is entertainment it later took its place in society as an industrial and social institution references Cinema can be a powerful art that forms social life and belongs to it it is recognized to be a direct and indirect reflection of society (Jowett & Linton, 1980). From this point of view, the cinema is directed and a view of society by reflecting, sizing and enriching emotions and thoughts it can also make a positive contribution to its angle, as well as very little-known issues it can also contribute to providing a common opinion about (Adanir, 1989). Cinema life of the society in the form of positive and negative tarzin an effective tool (Shield, 1988). Creating sensitivity on issues on the agenda of society and positive another positive social impact of cinema he shows us. The spread of society to the structures of art, which are the material culture it comes across as another positive feature. Besides, cinema the value of society regardless of its content when its relations with society are evaluated it can also be seen that it is not far from its judgments (Adanir, 1989).

Creating sensitivity, especially on issues that are on the agenda of society cinema, which can reflect, can also lead to positive developments. Up the positive effects of cinema have been addressed. To summarize, a social phenomenon as cinema, both to enrich experiences and these experiences it's seen as an important way to share people, not just entertainment it can also provide thought. In addition, cinema can have positive effects as well as negative effects can be found. Among these negative effects, cinema is especially newly grown getting ahead of Family, School and groups of friends among generations is an important part of the day passing by the Cinema Society with the section in front of the television watching moving to a guiding position, negative in motion pictures in the development of individuals finding role models can be counted (Ozon, 1995). Also the audience; by immersing themselves in the flow of events, identifying with events and characters another negative feature due to the ability to set aside their mental activities (Esen 2000).

TELEVISION AND SOCIAL EFFECTS

Television, " electromagnet of electronic images and related sounds instantly to places far away with the help of waves, satellites or cables as a string" that allows it to be delivered and tracked in receivers here it is defined

(Özkan, 2004). Istanbul Technical University in 1948 At the University, the first television broadcast trials began to be conducted and the first television broadcasting was also carried out in 1952 and as an institution; TRT it began broadcasting on January 31, 1968 (Bauman, 1998). Addressing both visual and auditory senses simultaneously with both image and sound unity television, a privileged position from other mass media kazanmış (Ergül, 2000) television, a symbolic reflection of socio-cultural life cinemas have also been an important tool in terms of understanding the social structure. Television allows individuals to receive news, obtain information, have fun, and instead of the functions mentioned in television, which can play an active role in socialization he can also contribute to society in all aspects while bringing it. This contribution content and changes in social perceptions of television it can also increase the importance in life (Bertrand, 2014). Individuals who make up society, what is happening in their environment is one of the mass media in this context, it can follow from television because of its visuals television is an important element in facilitating perception and understanding (TUIK, 2012). In addition, the Society of television programs its effects on it occur at different points and in the values of society, these values protection, change, differentiation of consumption habits he can feel himself (Akdag, 2008).

Programs featured on television, which are, or are likely to be, in people's lives language, religion, tradition that can include everything and take part in the lives of individuals, subjects such as art, economics are visualized to the viewer's taste (Akdag, 2008). Therefore, social television programs it can cause behavior and behavior changes of individuals. Besides sequence television; in the socialization processes of individuals; formation of their personalities, gain social status, join social groups and social as an active factor in the formation of culture, as well as its adoption of its role acceptable (Cereci, 1996). The field type is examined, situated between the mass media, television, in the century in which we live, it has entered people's lives and social change is important it has become one of its dynamics. Television, guiding societies and New by offering life models, both in community ideas, beliefs, and attitudes and it seems that he has the power of guidance and persuasion in his behavior. Besides television is more appealing to everyday life and a wide place in the lives of individuals an important role in the formation and formation of social structure he can play.

Today, children and young people to spend their free time and have fun their orientation to television brings with it a number of negatives references Among these negatives mentioned is the violence shown on television and aggression, where immoral programs lead children and young people to crime (Yavuzer, 2006). In a study on this subject, violent film and programs are not only individual, but also especially children and young people he reveals that he is turning to crime, which is a social problem (Doğan ve Söz, 2006). Timemr, Eccles and O'brien (1985), the truth of models of aggressive behavior one of the sources states that television and television in the United States he points out that 82% of his programs contain various elements of violence. Aggression tendency of individuals with violent content on television and antisocial (society-anti) behaviors of the relationship between social learning Albert play widget it is based on his theory, and according to this rule, people resort to violence on television learn to act aggressively by watching characters and modeling (Mutlu, 2005).

Gerbner sees television as a force that shapes modern societies, and it's symbolic of the power of television, the real-life dramas shown every day in this context, Television, Society's corporate he expresses that he is a storyteller and offers a consistent picture of what happened (Griffin, 2000). As a storyteller of television that symbolic dominates our world, viewers of things shown on TV it is scenes of violence that are attractive in terms of and images of violence in this sense by directing viewers to violence, the world outside is a wild world he expresses that he has strengthened his faith. (Griffin, 2000).

Baran on the other hand (1997), television he notes that they do not allow them to communicate, and television is deceptive, it has become a distraction and deceiving mechanism, so it is also a good it emphasizes that it is not an educational tool. In addition, televizyon in our lives it is extremely effective, and one of the most important indicators of this effectiveness is also by stating that the people's television series from TV series it is in the artificial world in the series rather than the real world in which they live. He suggested they were interested in what was going on. As a result, people are up to date by forgetting their problems, people are more artificial than their own problems of the artificial world and artificial it underlines that the problems of people around the world are becoming important.

Arslan (2001); television connects people to itself, and as a result social interaction between people is weakening and people's communication blocking and people unaware of each other, insensitive to each other he noted that there is a society made up of people. Family and society as another negative aspect of television it's alienation. In a study on this subject, the sample group included participants said that the old warm relationships today do not remain, and that everyone is into themselves (Bıçakçı, 2001). In this context, this alienation it can lead to individual and social dissolution over time communicable. In addition, a team imposed by the routine that daily

life brings with it moving away from restrictions and avoiding the problems that problems burden people, emotional ejaculation and relaxation; an attractive fantasy world in itself by watching a television program, the viewer temporarily invades this world it is able to. People who are upset; when choosing stimulus programs, psychological tension as those under pressure watch more calming programs they may try to reduce their level. In this sense, television is a kind of it can also function as a tranquilizer. But calmed down thanks to television, and the tension that is temporarily forgotten and delayed, then devastating on people and it may also have damaging effects (Mutlu, 1998). Television plays an important role in the formation and formation and continuity of social structure can play (Yilmaz, 2009). In the process of socialization of individuals; personality formation, gaining social status, joining social groups and social television is considered an important and effective factor in their adoption of roles (Cereci, 1996). In this context, television is individual and social the source of experiences (Batmaz et al, 1995).

Getting news about the rapid developments in today's societies, especially television can be with (Işık, 2002) examples where individuals can identify themselves in addition to being able to offer, it also causes individuals to acquire new behavior patterns (Karatay, 2004). Besides, television, appeal to a wide audience it can contribute to community education with its feature. For example, indirect or direct training programs with audiences to a certain level of Education (Karatay, 2004). Given that television is an integral part of everyday life, both an individual can be a source of both group and social experiences, and each society is one of the possibilities of television in accordance with its social structure (Gürel, 1976). On the other hand, television permeates daily life practices in the life of the individual it is more involved, as well as shaping the social structure and it can play an important role in its continuity (Yilmaz, 2002). Individuals both the formation of their personalities and their social status in socialization processes it is also considered an important factor in their victory (Cereci, 1996).

CONCLUSIONS

Widely used among the mass media that television has positive and negative effects on society references positive characteristics, television being a source of News, individuals ability to play an active role in acquiring knowledge, having fun and socializing at the same time, in the performance of these functions mentioned in television, the society is also each it appears to be able to contribute to the direction. Television, on the other hand, is in the process of socialization of individuals; the formation of personality, gaining social status, joining social groups and their social roles television is an important and effective factor in their adoption. Besides television contributes to community education through its ability to appeal to a wide audience can be found. Another result from the study is the free time of children and young people today they turn to television to spend and have fun, as well as some negativity it's what he brought with him. Among these negatives mentioned in television violence and aggression shown, depraved programs to criminalize children and young people direct to hotel. Television in individuals to communicate with each other in their spare time television is a deceptive, distracting and deceiving mechanism. this is why it is not a good educational tool. Besides televizyon is extremely effective in our lives and this effectiveness is the most important television is one of the indicators of TV series and people in the artificial world in the series, rather than the real world in which they live, influenced by their series another negative result is that they are interested in what is happening references Family and society as another negative aspect of television it's alienation.

Another conclusion from the study is that television is empty of individuals other activities in their time have been replaced and filled in some way. depending on the reading habit in particular greatly negatively affects also can be seen. In addition, television; many actions and activities in the lives of individuals it appears to be replacing it, thus making individuals dependent on television he is able to bring. Viewers see television as an indispensable tool; the individual with others the most important friend is television, making it unnecessary to contact as a result, a society that has no interaction with each other in the future it also reminds us of the danger that it may be. Television, the tool that fills leisure activities the most, outside of work the compression of social life between the four walls and the superficialization of relations another conclusion is that it is a significant perpetrator. Violence in many countries of the world thanks to the uninhibited feature of television and aggression programs, urges to commit crimes in children and teenagers another result that he is developing is from the research. Another conclusion from the research is that cinema as a mass media being an informal educational tool and holding a mirror to the beliefs and values of society at the same time, economic, political and cultural phenomena and these phenomena it is one of the most effective means of transferring transformations to society.

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