

Research article

RELATION between TECHNOLOGY and TELEVISION: AWAY from REAL LIFE

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Abstract

Contradiction between living in reality and escape from reality is a matter in contemporary life and the contradiction is concerned with television. Life contains numerous realities and some people prefer to live in concrete realities and some prefer to live away from realities. Billions of people watch television in 21.st century and most of them aim to participate in reality of social life via television but they contrarily go away from reality because of television. Television is naturally concerned with reality but it actually is media of fantasy and imaginary. Television works on technology and design its productions on technology, especially on computer technology with fantastic effects. Technology provides television a great number of facilities to design fantastic images far from reality and most of people watch images of television to relax and to have fun though they want to participate in realities of social life. Most of people watch television to go away from problems of social life and front television to watch unreal images and they also go away from social life and they move to individual lives. Computer technology is used almost all parts of economical and medical and media sectors and computer technology also guides television productions. Though television productions are based on imaginary messages, people especially front television to relax and whereas to participate in reality of the world. This study discuss contradiction between participating in reality of social life and watching television to go away from realities by evaluating technology and television. **Copyright © IJMMT, all rights reserved.**

Key Words: Technology, television, reality, social life, fantasy.

Introduction

This study discusses relation between television and people and evaluates reason of watching television and emphasized aim of people to participate in reality of social life by watching television but also emphasized imaginary character of television. People naturally aim to participate reality of social life and look for different ways and instruments to participate in social life. The closest and the cheapest instrument is television in life and numerous people prefer to watch television to be a component of social life. Television productions contains materials from social life but they mostly contains fantastic stories and usually take people to unreal worlds (Luther, 1950, 173). People watch television to participate in reality of social life but they travel to unreal imaginary worlds via television.

Technology has sovereignty on people, and on social life, and on agenda of world in 21.st century and technology is used almost in all areas on the earth. Media also use technics and facilities of technology and present people many different fantastic messages by help of technology. Television is the most popular component of media and it is known as instrument of imaginary worlds. Television produce fantastic and unreal images by help of technology to attract people and aim to take people to imaginary worlds to have the spectator forget realities (Jancso and Bachman, 1974, 51). The most important attraction of television is based on fantastic images.

People are interested in media to learn actual news and to know agenda of world and to know different people and cultures and to participate in social life as a component of society. They aim to learn reality of social life but they watch many imaginary messages on media and they sometimes have some problems in reality of social life (Rowntree, 2009, 181). Imaginary messages of media and reality of social life do not always overlap and this causes problems. The most common and the most popular component of media is television and television is known instrument of fantastic and imaginary messages.

There is contradiction about concept of television and aim of people. People watch television to learn social realities but they watch imaginary images and messages far from realities on television. People do not object productions of television and they gladly watch them and they hesitate between to live in reality and to travel to imaginary worlds (Denham and Jones, 2008, 96). Technology eases lives of people and provides people many facilities and television productions on technology present people enormous imagines far from realities.

Position of Technology

Technology, the ability to deliberately manipulate the environment to improve chances of survival, is a fundamental characteristic of humans. Early technology owed nothing to science, and science only began to have an influence as recently as the late 18th century. Technology was originally the result largely of imaginative trial and error. In order to practice technology, a belief in cause and effect in relation to physical objects was absolutely essential, and how this belief arose is a central problem in understanding human evolution (Wolpert, 2003, 602). Vocational School of Higher Education teaches students to train them for future and constitutes education firstly on an idea and then feed this idea with educational facilities.

Technology and its productions are produced as results of human mind and also control people by surrounding people's lives. Those who produce technology earn much and technology attract those people and has a sovereignty over them (Demetriou ao., 2002, 13). Most of students of Vocational School of Higher Education are

not aware of this sovereignty danger but they are taught in schools and they want to make practice with technological facilities in their schools.

Technology can own a sovereignty especially over children and it can control not only bodies of people but can control opinions, and dreams, and imaginations of people too (Blascovich et al., 2002, 121). Young people usually use technology to prove their existences and to show their abilities in their friendship ambience. They mostly ignore all possible dangers and they absolutely demand technological facilities to use them and to feel themselves well.

Since the beginning of 1990s the use of information and communication technology in education has developed rapidly. Technology is used both in Primary Education and in Secondary Education and is taught in some countries. It was observed that technology could change attitudes of students (Volman and Eck, 2001, 629). Because of attraction of technology a great number of students use technology all over the world but it can be considered that technology use is taught in schools or not.

Technology is mostly used by young people and some of young people do not have sufficient knowledge to use technology and they sometimes use technology incorrectly. There is not sufficient education at schools and children and young people can not use technology correctly. In some schools, technology is taught and is used in lessons (Kumar and Altschuld, 2002, 188). Most of adults also use technology incorrectly and some of them suffer problems about technology.

Technology is not used in schools much because of technological lack. Many technologies, especially computer technology are quickly spreading to almost every part of people's lives, but less in schools. One of the reasons about less technology using in schools is concerned with investment and the other one is associated with teacher and naturally technological facility lack. Teachers sometimes apply technology for their own professional use but not for their students (Zhao and Frank, 2003, 821). Mostly in vocational higher schools students learn to use technology as a necessity of higher school education but they mostly can not get technological facilities sufficiently in Turkey.

Several studies suggest that teachers who use technology tend to become more constructivist in their pedagogical orientation overtime (Windschitl and Sahl, 2002, 195). Students who are taught by those teachers naturally obtain aim of their teachers and intend to produce contemporary productions. But they can not use technology sufficiently unless they get technological facilities in their school.

Technology expands opportunities to market educational programs for older or working adults, and also opens the higher education market to new providers: Corporate universities, for-profit institutions, and technology-based distance providers (Owen and Demb, 2004, 650). To teach technological information to their students, administrations of Vocational School of Higher Education must intend to get technological facilities.

Students arrive at campuses with the expectation that technology will play a major role in their education, and as consumers they demand the same service quality that they demand elsewhere: Lower costs, better service, higher quality, and a mix of products that satisfies their definition of a good education (Owen and Demb, 2004, 655). Besides students, all people use technology in many parts of their lives and expect much ease from technology.

Effects of Television

People were fed by fantastic stories and mythological legends in cultural atmosphere during thousands years in the past. Fantastic stories taught people and also changed their behaviors and their life styles (Sullivan, 2001, 292). In digital age, television tells fantastic stories and shows people fantastic images and affect them via its fantasy atmosphere.

Watching television has a significance for social relations that many social behaviors like violence or like cultural assimilation are related to television watching. Especially violence in a society can be related to television programs (Jackman, 2002, 396). Television can teach cultivation values by showing rules and experiences. Beside television is an entertainment media, it also teaches its spectator who they will be (King, 2000, 239). Some people say that they prefer to watch television instead of reading book to spend their time because of television's attraction (Juster a.o., 2003, 47). Some technology naturally guide people laziness.

Television productions are crew works and everybody in crew can reflect his approaches on production. Television director communicates with the spectator in his own style and tries to influence the spectator via engaging images (Tomasulo, 2004, 9). Experienced directors usually choose topic of programs from the life of the spectator among a great number of topics on the earth. But the most important think of directors is to prepare colorful and enjoyable programs for the spectator to provide them a unique joy.

Contemporary conditions changed television an entertainment instrument but nevertheless directors guide concept of television. Television director is generally inspired from daily life and shows sophisticated images of daily life by commenting in his viewpoint (MacDonald and Brakhage, 2003, 10). Every director has a message to convey to the spectator and he wants to convey his message in a philosophical and aesthetic way.

Television is an images instrument but it is watched on many different reasons. The spectator is privileged in relation to the characters in a television program which they watch (Haenni, 1998, 89). Characters on television naturally affect the spectator by conveying them some opinions or some decisions about life. The spectator generally regard what characters on television tell or do.

Every aspect of television exhibits a reliance on genre. Most texts have some generic identity, fitting into well-entrenched generic categories or incorporating genre mixing. Industries rely on genres in producing programs as well as in other central practices such as self-definition and scheduling. Audiences use genres to organize fan practices, personal preferences, and everyday conversations and viewing practices. Likewise, academics use generic distinctions to delineate research projects and to organize special topic courses, while journalistic critics locate programs within common frameworks (Mittell, 2003, 3). The spectator are not aware of the characters of genres on television, but they choose program according to their daily necessities.

Traditional folk stories include many realistic or fantastic episodes and tell people parables (Bennett, 1986, 429). Traditional stories and legends have to include parables and vital informations because of their

characteristic. Television does not have to include parable or information, because it is media of entertainment and fantastic stories.

Television is surrounded by all effects of the universe and it conveys all ideas and images from the universe to the spectator. It has a different affect against daily affects of life and people think that they need different affects of television (Newcomb, 2005, 109). Television has a special mean for spirits and think of people and television became a cultural instrument because of this.

Digital Television Productions

Since the mid-1980s, the photography industry had been undergoing a technological change, from chemical-based films to digital, and had a high level of uncertainty. The period under study was an era of ferment, as multiple approaches to filmless, electronic cameras competed with each other and against film-based cameras (Benner and Tushman, 2002, 685). Television never avoided digital technology, on the contrary it always used attractions and effects of digital technology.

Television often uses classical stories of folk culture or different components of theatre and it presents more colorful and attractive images to its spectators by help of contemporary technological facilities (Hughes, 1981, 10). Television spectators countenance attractive images of television easily and wait for more attractive images because of technological developments.

The emergence of digital widescreen television represents an exciting and dynamic development, one that may have implications for other media, including computer communications, and the motion picture industry. In television productions, digital technology and computer substitute many contemporary affects instead of classical affects (Corbett, 2001, 30). Attraction of computer technology is used in all parts of media and eases all works.

Television productions sometimes use special shootings and these shootings include difficulties to apply. Director sometimes wants to tell a philosophical or a fantastic story but production conditions compel director to shoot his images. Difficulties such this can solve by help of computer technology and director can reveal his images in computer assembling technology (Roth, Lacy, Morales, Holland, 2001, 61). The spectator are mostly not aware of computer effects and watch images as reality.

Digital media technologies are distinguished from their analog counterparts through a sort of phenomenological “click fetish” and concomitant “lure of sensory plenitude” effect, presumably available simply, intantaneously, and pleurably with any one of several clicking apparatuses (Everett, 2004, 93). Television mostly uses digital technology in contemporary conditions and often attempts to affect the spectator via effects of digital technology.

Technology always produces novelties and new patterns to gain much and people can not avoid to be interested in attraction of technology. Computer technology is ususally sufficient to generate attractive and effective

images for television productions (Hayes, 2002, 80). Television is the chiefly media of entertainment world and computer can provide many facilities to reveal its attractions for television.

Business gets easier for a director in front of computer because of its advantages. Computer can succeed to assemble many fictional images in a tangible atmosphere for television spectator (Capino, 2005, 64). Television spectator always want to watch droll imaginations which are close to their imaginations on television (Cereci, 2001, 55). They always look for their expectations on television and they find concrete reflections of their expectations in fantastic productions of television recently.

Computer Technology and Television

Television need many effects and high technology to design fantastic images and unreal imaginary stories. Films and television productions are created by digital equipments anymore and computer is the most available device in television production process. Almost all productions on television achieved through digital technology (Chin and Qualls, 2002, 51). Digital technology provides television many facilities to create imaginary productions and to create fantastic worlds.

People like and use high technology much and want to travel in fantastic worlds of technology to go away from their problems. Computer technology actually enable television production by providing many production facilities to television producers or directors. Computer technology especially change art into another form on television (deLahunta, 2002, 111). Television spectators orientated technological presentations of television and placed them in their lives.

Numerous people front people to watch fantastic images instead of their own images and imaginary stories of television make people happy and relax. Television is vast and it comprises a colorful world which was generated by thousands of components. All its works are based on an electronical hardware and use contemporary digital facilities (Hilmes, 2005, 115). The spectator can find their imagines in where they want to live or they want to watch in works of television.

Television relates to social life a culture and it has some means industrially and creatively, and it is always the media of present. Beginning in the mid-1980s, an increasing number of articles and books have addressed details of television programming, industrial organization, personalities, responses to the medium, its place in culture both material and symbolic, and so on (Newcomb, 2005, 109). Television always use realities of the world but it always design imaginary productions by help of technology.

Television regularly produces works that is better and more interesting to attract people permanently. It generally focuses on weakness of human and on anxieties of people. (Caldwell, 2005 93). Television spectators are mostly not aware of artifices of television but they are affected. Imaginary messages of television attracts people to enormous fantastic worlds and make them relax there.

All components in the universe inspire television and television uses numerous materials in their imaginary stories. Television has always been associated with feminine, because of its position within the home and its historically greater appeal to female audiences (Hilmes, 2005, 113). Television can respond these feminine expectations within computer technology by preparing colorful and feminine productions.

Computer technology presented a new aesthetics to television and television spectators learnt new patterns in this style. It is an artificial image which was produced by computer but attractive (Spigel, 2005, 86). Television spectator began to watch artificial images instead of real images since television begin to produce with computer. Specially magic images and advertising products attract the spectator much.

Television programs explicitly cite generic categories, and advertising, promotions, parodies, and intertextual references within shows are all vital sites of generic discursive practice. Television industry naturally must regard social life and agenda. Television's success relates to contemporary currents of the age and computer provide many facilities for those (Mittell, 2001, 19). Television spectator perceive television images by coupling their memories and other images in their memories. Computer technology help television spectators to relate between television images and their memories by evoking current images.

Problem with Television on Technology Base

Television programs which produced by computer technology affect people by taking them to a fictional world and hold them during hours. People watch television to find a world which they constitute in their imaginations and to see their expectations in their worlds (Cereci, 2008, 138). Computer has a sublime power to produce fantastic fictional images and to affect spirits and minds of people. Television uses computer technology to design fantastic imaginary messages but presents them as reality and do not allow the spectator to be aware of their unreality.

Technology affects people and changes their lives. It causes a complex and fantastic life but people do not complain about this, on the contrary they think that they need complex life and fantasies of technology (Thurk and Fine, 2003, 114). Technology may change learning forms, entertainment ways, marriage age etc., but its effects never bother a great number of people. Technology builds fascinating and legendary worlds for people and especially electronic media take people to magical worlds (Epstein, 2008, 177). People feel themselves happy and relax in fantastic world of technology.

Television is still the most favorite media in the world and computer technology which eases television production process is improved day by day and television mostly use computer technology anymore. Computer technology adopts a sublime power to produce fantastic artificial images which can affect spirits and minds of television spectators (Cram, 2012, 184). Television directors usually use deceptive images by the help of computer technology but television spectators ignore this and want to watch deceptive images to find their expectations on television.

Computer technology provides many attractive facilities and materials to built fantastic world in television serials, in cartoons, in advertising films, in music programs, and even in news. Directors moslty use attractive effects of computer when they assemble their programs to affect television spectator and to persuade them to travel to a fantastic world (Zinman, 2012, 153). Many people prefer to travel to fantastic imaginary worlds of television because of daily problems.

Despite televison takes the spectator from real world to a fictional world by help of computer technology, the spectator do not complain this taking and they want to get away their real world because of its problems (Pearson, 2004, 63). Technology provides many facilities to television to build more colorful and more attractive worlds, and attractions of technology increase during people want to travell to fantasy worlds.

Conclusion

High rhythm life of 21.st is complex and tiring and people need to escape problems of contemporary life. Therefore they escape to attraction of technology and to imaginary worlds of media and especially to fantastic stories of television. People want to learn and want to participate of realities of social life but also want to go away problem realities of social life. Television seems a way to relax because of its fantastic imaginary productions and it also seems as a main component of social life.

Technology is also an indispensable part of people's lives and contemporary world. In almost every area, technology is used and future of all sectors are constituted on base of technology. Media use technology to design their productions and to ease their works but reality of social life can be changed in media and technology provides many facilities to change realities. Television mostly uses technology to design its productions, it especially uses technology to design fantastic images.

People live in a real world and they want to participate in realities of social life but they have many problems in conditions of contemporary of social life. People use television to learn realities of social life and to share life via television. They mostly want to go away from their prolems and choose to be interested in media and they especially to watch television to travel to imaginary worlds of television. Television uses reality of social life but it also design unreal imaginary stories to attracts people.

Television can be used as an entertainment or a relax instrument but people have to know that everything on television is not pure real and people have to use other ways and instruments to participate in realities social life. Reading newspaper and participating in social activities like conferences or like concerts and participating in activities of nongovernmental organizations and going to theatre or to cinema are more available ways to participate in realities of social life.

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