

IN THE CONTEXT OF URBAN CONSCIOUSNESS CYBER FORMATIONS WITH NEW MEDIA TECHNOLOGIES

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ABSTRACT

It can be said that the city is not just a place, however the dialogue and interaction with each other people where the relationship to be a collective value and pattern. Today, because of population growth and urban expansion field in, the city has the basic elements of the system of value and relationship urban culture and civic awareness of the concepts to be discussed makes it mandatory. In the process of urban growth, showing an increase of acceleration, It is thought that new media technologies can benefit from, for it is necessary to create conditions for culture system.

Today, computers and mobile technologies has become the essentials of life. Cultural processes, have witnessed a virtual platform with new media. The rapid technological developments in lifestyles reflections and bring about changes as a result of the information age. The widespread use of new media technologies across the globe, to speed up the process of globalization; interactive communication in a virtual environment, the Cyber-methods, regardless of the concepts of space and time, allowing to happen.

Comparable with prior developments in touch causes according to the use of new media technologies, a provider of benefit to people or causes can be divided a harmful cultural corruption goes hand-in. This is totally how and for what purpose it is used of the technology. New media technologies, instant access to a large number of citizens and provided the ability to create interactive communication environment of feedback potential can be used for civic awareness to be created.

Created social network can create a platform the city's total for the development of opinions, positive-negative attitude to sharing. Exemplary behavior for the popularization of this shared videos can be transferred to those living in the city through new technologies. In summary, new media facilities will be available, in order to be a self-regenerating contemporary town, the inhabitants of the city and to be in constant communication care about ideas of living in the city.

Keywords: *Urban, New Media, Culture, Cyber, Virtual*

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INTRODUCTION

"The city is described as a residential unit which population exceed a certain size and density, economy is more concentrated in non-agricultural activities and its population to live-in the domain of service providers" (Demir, Acar, 1993: 206).. Living in the city does not mean a person really access urban or urban consciousness. "Urban concept pointed individuals belonging to the state which they themselves feel. The first step in the awareness of urban, identifies himself as urban, allows" (Bkz: Güçlü, 2002: 18).

To create awareness of urban in the foundations of our culture around the existing values "Etiquette" must comply with rare. Etiquette has formed communities of individuals; as the wealth of cultural differences, courtesy of owner, that accepts any discrimination with respect to everyone around, regardless of any opinions, thoughts and unkind to the idea, weak and orphans compassion towards and compassionate, cooperative, sharing a sense of Justice, sensitive, devoted, and brings a habit to put him down, really can have the attribute of a contemporary society" (Bkz: Doğan vd., 2009: 25).

In the cities the observed; such as lack of tolerance towards cultural differences, the city in which he formed with the great migration for compliance difficulties, social, physical and cultural erosion experienced in cities, born to lack of zoning control and relationships rent city housing estate damaging constructions, disabled citizens become broken from individuals, lack of dialogue within the community that will be replicated in most cases decreases the quality of life in our cities.

The influence of urban development, history, turn away, chasing a global structures "identity quest" have no cause to "identity lost" and as a result begin to present identity-free cities. he number of individuals that they kept losing his identity or face losing herself in cities that the urban feel that belong to the city and civic consciousness decreases, individuals are starting to feel alienated and that city a sense of ownership.

Socio-cultural, economic, political factors influence the problem of urbanization. Follow the development of the architectural structures built with the newly released material, as soon as they are renewed urban identity, constantly to keep pace with the employee, you can see an

inconsistent form; formation of urban aesthetics. It has nothing to do with each other that not many incompatible structure nested.

Local governments that they cannot create mechanism regardless of the identity of the city in the face of the global propagation policies is not an obstacle to existing identity wear of the city .

Giddens describes cultural globalization as "the remote settlements, many miles away, events, local formations is formatted or the exact opposite when it comes to the intensification of worldwide social relations"(Hall, 1998: 39). Foreign investors and foreign designers are shaping cities according to his own perception, depending on the nature of social relations that are focused around the world. With a globalized culture reflecting the area's culture, a non-math "global architecture", is seen everywhere.

"The changes in the Urban tissue and corruption, to the meaning of the city, causes the disappearance of identity. This situation affects the urban individual negative of the city. Day by day the ascent live excluded individuals large crowds remain alone in and urban is moving away from consciousness. Losing the identity of cities, inferior into places reduce the quality of life of the individual and no sense of belonging that is the place "(Öztürk, 2007: 16).

In this context, the decisive effects of developing technology and globalization, make the city identity as identity or rather suggest a global identity impersonate. Civic awareness are transported social norms marching through an uncontrolled value judgment with individual and social culture of the root with the weakening of the character.

As a result of extensive researches and assessments ,according to the report, Department of Public Works and Settlement, published in 2009, Duties and obligations, which can be downloaded to the media are listed as follows.

- The city's cultural and historical assets both scientific and popular intellectual and audiovisual-written/printed publications and by using information technologies to deliver to all segments of society,

- Tomorrow our children with large urban and environmental awareness in order to give, audiovisual-written/printed publications (television programs, cartoons, internet games, coloring and children's books) and by using information technology publications,
- The city's tourist attractions and the natural beauty of introducing audiovisual-written/printed publications using information technologies,
- In individuals who live in the city, the city will create a "sense of belonging" and the city will develop their audiovisual protection reflex-written/printed publications using information technologies,
- Wander about the city district neighborhood, street by street, city of pulse, and monitor the transfer of publications,
- The elements that civic awareness will develop contains such as (solidarity, aid and neighbourhood, cleaning and environmental protection, traffic behavior etc.) to prepare spot films,
- Open the city's past, present and future subject area sessions, discussion programs,
- Ratings high in the television series, an example of common life in the city rules by offering examples of positive behaviour audience awareness,
- A high rate of views published in the morning and afternoon in women's belt respect, love, tolerance, and solidarity, giving place to the elements of the neighbourhood urban sensibilities and sense of responsibility, improve,
- You will develop the culture of the City Arts and culture programs audiovisual-written/printed publications and give all using information technologies,
- The city's cultural and art activities audio-visual-written/printed publication and also to inform the Viewer by using information technologies (2009:1104).

This research is the use of the media in addition to the assessment, the development of new media's power examines how effective can be used in urban consciousness.

NEW MEDIA TECHNOLOGIES AND APPROACHES IN CYBERSPACE

Media, there are three sorts of "medium" in Latin. Medium, is described as carrying the message in communication systems. Can be translated to Turkish languages as mediums. It is

used to identify the message forwarded environments (Yengin, 2012:28). The concept of the "new" computers, mobile technologies and has been raised with the popularization of the internet and refers to the changes, developments and transformations in the message is forwarded.

The highlight of the new media "digital code" objectives (Dewdney - Ride, 2006: 226). Based on the calculation of digital, electronic media and is a technical term used to describe the system." The kinds of data as expressed analog is represented with binary encoding" (Alioğlu, 2011: 119).. Digital systems, maybe shared, stored, processed, with a broad audience all the data such as drawings, photos, videos. "The most important function of digitalization, make virtual objects, is it possible to transmit via the replication and electronic networks" (Sütçü, 2012: 84-85).

The concept of interaction cross-and at the same time occurs between two or more people or system activity. Interaction changes relationships between laying the product and product area (Dewdney - Ride, 2006: 216). This concept defines in the case of the active process of the parties. The media is a passive receiver against an active transmission. Involved in the new media communication everyone can have a say.

They were not in reality people with new media technologies as the representation of entities in places with impunity (Altunay, 2012: 18). In this case, we neither physically there, as the representation of time and space, through the screens of our availability limitations are overcome. According to Jose's definition telepresens, "everyone everywhere, the most natural and realistic communication experience face to face and through the more effective is the next generation of video conferencing can perform interviews" (Jose, 2014: web).

Today, many operation That 20. years ago is not possible such as the world-to be able to communicate instantly, with teleconferences, in more than one place, from anywhere as the representation of the concept of the place make the patient surgery somewhere else without corroborating, commercial exchanges and bank operations from where he sat, handle money, can be performed. Emerging technology offers new possibilities for people.

RESULT

Thanks to the new media in facilities, can be used as an effective tool the spread of sensitive behavior the spread of sensitive behavior increased percentage of ownership of the city activist interested in moving platform creating. Communicating with urban interactive control mechanisms expandable. aesthetics of the city, history of the strength of the field shaped by an innovative approach to the, creation can be achieved. To do this, local management with sensitive residents include transparent, feedback given of, warnings can be said to be a cyber formation required.

Virtual hosts and civic consciousness of the city performed at the gully shares that can be accessed for considering the city's ideas, problems, can be evaluated by experts in the field. For example, paving over them in visually-impaired citizens placed comfortable walking, park on the line he was able to find the direction of the vehicle to be removed from its current location, urban-local management can be accomplished with instant communication between. Such actions are damaging the city and citizens to prevent negative images, created social network that will serve as an example and challenge can be shared in the town square of the giant screen. The motive of such Cyber organizations therefore is considered to be effective in the development of the city.

Urban structures covers all elements in the city, cities reflects the characteristics of the period in which they are in. Over time, the area now known as alternating cities, comprise existing identities. The role of new technologies in this formation is greater. Under the control of local governments in urban structures unless performed buy-sell system generated a negative twist on city buildings. Uncontrolled destroys every building that occur in city aesthetics and identity. Located in buildings and advertising signs are visual pollution. Local governments in the achievement of identity and aesthetic to the city without the support of live in the city and dashes compatible with efforts.

Street signs placed on street corners of the image formed by the ensuing pollution can be eliminated with kiosks. Where is the street view programs by transferring to kiosks which place of business, corporations and organizations, including from the touch screen can be learned. Other than that, advertise for organizations that want you by putting a giant screen near term kiosk advertising publications. Thus the streets are recoverable with a single kiosk and giant screen using a square foot of space-saving display of pollution sign.

In this context, thanks to new media technologies, between local government, government agencies and residents of feedback transparent, creating cyber control mechanisms; with respect to the proliferation of sensitive behavior around, tolerant, cooperative, sharing the sense of justice can be the proliferation of city dwellers.

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