Chapter 18
New Communication Techniques and Online Image Management via Narrative Advertising

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ABSTRACT

New developments and changes in Internet technology have also changed communication techniques. New communication technologies with interactive features have a user-based content control feature. It also offers new possibilities to share content more easily. New communication technologies have changed the communication techniques. In this direction, new communication techniques come to the forefront with the features of up-to-date, multi-use, sharing and digital storytelling. In this direction, online image management has become a necessity with new communication technologies. The effect of electronic word-of-mouth communication is increasing rapidly. However, the importance of the crisis control plan and online image management has also increased. Online image management has become one of the most important components in new communication techniques. New digital communication platforms have increased consumer interaction with the brand. In this respect, transparency is the most important feature of new communication techniques.

INTRODUCTION

WWW.Web is the largest transformable knowledge structure in which the idea was introduced by Tim Burners-Lee in 1989 at first. In the last three decades there has been much progress on internet, web and digital technologies. Web 1.0 is an IT network. Web 2.0 is a communication network. Web 3.0 is a collaboration network. Web 4.0 is the integration network. All these Web technologies show the four generations of the Web. It also expresses the process of development since the emergence of the Web (Aghaei et al. 2012). New communication techniques (Web 2.0) capture a combination of innovations.
on the Web in recent years. A precise definition is elusive and many sites are hard to categorize with the binary label “Web 1.0” or “Web 2.0”. But there is a clear separation between a set of highly popular Web 2.0 sites such as Facebook and YouTube, and the “old Web; Web 1.0” (Cormode & Krishnamurthy, 2008). Internet technology is becoming more integrated into people’s lives and has shown its potential to alter communication outcomes; as such, public relations professionals have been finding it increasingly difficult to forgo this communication channel and increased their use of the web for various purposes (e.g. connecting to brand members, constructing a positive image, and attracting potential supporters). The public relations professionals who use the platform have developed a new approach in communicating with their costumer (Hsu & Park, 2011; Zyl, 2009).

**New Communication Techniques**

Web 2.0 was meant to achieve, observing that like many important concepts, Web 2.0 doesn’t have a hard boundary, but rather, a gravitational core. You can visualize Web 2.0 as a set of principles and practices that tie together a veritable solar system of sites that demonstrate some or all of those principles, at a varying distance from that core. Key elements of this ‘gravitational core’ include (Whittaker, 2009): (1) using the web as an applications platform, (2) democratizing the web, and (3) employing new methods to distribute information. The implications behind a ‘democratization’ of the web are contentious to say the least, and this idea is better limited to considerations of usability and participation rather than any implied political process, but these three basic points in some shape or form do identify the nucleus of what Web 2.0 is meant to achieve with regard to platforms, participation, and data as the focus (Whittaker, 2009). Web 2.0, new media, digital media and social media (new communication techniques) is the democratization of information, transforming people from content readers into content publishers. It is the shift from a broadcast mechanism to a multi-based model, rooted in conversations between authors, people, and peers. Social media uses the “wisdom of crowds” to connect information in a collaborative manner. Social media can take many different forms, including Internet forums, message boards, weblogs, wikis, podcasts, pictures and video. Technologies such as blogs, picture-sharing, vlogs, wall-postings, email, instant messaging, music-sharing, group creation and voice over IP, to name a few (Evans, 2008).

The Internet has increasingly occupied the daily lives of consumers, creating great challenges for brands. The emergence of social media has influenced the communication policies and marketing strategies of brands. The Web 2.0 revolution allowed brands to develop many possibilities. The use of Web