Chapter 5

Media Literacy and Framing of Media Content

Zuhal Akmese
Dicle University, Turkey

ABSTRACT

Communication is one of the areas most affected by technological developments. This change in the field of communication affects society in all its dimensions. Today, the media, which has become a force that affects, changes, and transforms social life in a serious way, is one of the most important elements of socialization. Media literacy is an extremely important concept to understand the functioning and policies of media institutions to ensure that individuals are not exposed to the manipulative effects of media production and to be able to analyze media content accurately. This study focuses on how media content is framed by addressing media and media literacy from a holistic perspective and emphasizes the importance of media literacy in analyzing these frameworks. In this context, the concept of media literacy is discussed in detail and how a sample news about media production is constructed in the context of critical media literacy is analyzed by the method of framing analysis.

INTRODUCTION

“The border is not the place where something ends; rather, the border is what started something’s existence, as the Greeks realized” (Bhabha, 2016)

Heidegger

Mass communication is the transmission and reception of information and entertainment through mass media and media technology. The communication process is shaped by a small number of sources, a large number of receivers and a limited amount of feedback (Lull, 2001, p.241). The concept of media is used to cover all of the mass media. The main mission and aim of mass media is to reach the widest possible audience and to ensure the highest level of consumption of publications and programs reflecting the products and ideology they market with the messages they convey (Rigel& Batuş, 2005, p.262). The

DOI: 10.4018/978-1-7998-1534-1.ch005
facts that, concepts such as power, ruling, authority have been subject to various debates in terms of hierarchical relations in almost every society throughout the history and these communities and societies are composed of the rulers and ruling ones within this hierarchical structure, have an absolute impact on people’s social relations (Akmeşe & Parsa, 2016, p.540) which is reflected on the products in the field of communication. When the history of the scientific research in the field of communication is examined, it is seen that the research on Mass Communication has a century-long history. Mass communication is described as the process of communicating with potentially existing audiences of content produced by an organizational structure through mass media. Mass communication is a type of communication in which the masses cannot interfere with the nature of the product and have no chance of forming it (Erdoğan & Alemdar, 2005, pp.16-17). Today, Mass Communication is basically fictionalized to ensure that manufactured goods are pushed into consumption areas (Çakın & Bolat, 2019, p.181). Which is one of the most influential mediums in shaping society, media, social, cultural, political and economic fields and society in all its aspects as being effective in all areas in a structure that shows exhibits.

Individuals reach first-hand experience that you cannot have the chance to learn by finding “facts” of the facts in the minds of individuals, and individuals forwarding to “images” (picture in our heads) creation (Zaller, 1992, p.6) to fulfill the function; individuals are entertaining, informational and institutional structure of society that will combine themselves with the values, beliefs, and behaviors of grafting them (Herman & Chomsky, 1998, p.21) the mission carries out. The information and information transmitted through the media is received by the masses and as it is transmitted it affects the shaping of the cultural structures of societies. The mainstream media, in particular, has considerable power and influence in determining the country’s agenda with the content it produces. It is possible to evaluate this situation in the context of media ownership structure, media-capital and Politics relationship. This network of relationships plays a decisive role in shaping all media content. Briefly today, in parallel with the development of technology and the technological infrastructure of the communication system of ownership of media outlets great financial power that it requires and the power of the state first, then to reveal the result of falling into the hands of the big capitalists, Althusser, the ideological definition of the state and mass media devices as well as on the basis of these lies (Rigel & Batus, et al., 2005, p.262). The determination of the content in media messages is shaped through many interventions, starting from the production process until the moment it meets the audience. Content created with specific frames has an effect on the viewer’s perception. This is sometimes presented as news, sometimes a television series that points to the ideal life, sometimes an entertainment program or an advertising film that shapes the consumer behavior of the audience meets with the audience. The view of the viewer or reader is shaped according to the reference frames presented by these contents. The viewer/reader who thinks about the event that is the subject of a newspaper or television channel perceives the reality presented by the media as “Real” by putting into the background the questioning of the fact that the content is fiction and that it is formatted, and the perception of reality is shaped by media references.

Bagdikian emphasizes the formative influence of media on information and culture by stating that the media has created “a new special Ministry of information and culture” (2004, p.44). Keane, Baudrillard’s L’autre par lui-same (1987) America (1986), the evil demon of images (1988) by referring to the work of modern hyper-communication we live in a universe of individuals that was besieged by the