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Message from the Editors

Dear Colleagues,

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TOJCAM thanks and appreciate all reviewers who have acted as reviewers for one or more submissions of this issue for their valuable contributions.

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Table Of Contents

A RECEPTION ANALYSIS OF MALE & FEMALE ROLES IN THE ADVERTISEMENTS THAT CARRY DIFFERENT CULTURAL CODES 1

Emine Şahin, Meryem Oğuzhan Tuluk

EDUCATION TECHNOLOGY CHANGING FACE OF SCHOOL LIBRARY SCIENCE AND SCHOLARLY COMMUNICATION AREA IN K12 9

Şebnem Gürsoy Ulusoy, Özge Gürsoy Atar

IMPACT OF EMPLOYEE EMPOWERMENT ON JOB PERFORMANCE IN PUBLIC SECTOR TELECOM ORGANIZATIONS OF PAKISTAN: MEDIATING ROLE OF ORGANIZATIONAL COMMITMENT AND SELF-EFFICACY 15

Usman Ghani, Muhammad Ilyas, Muhammad Asif Chuadhry, Sumaira Liaqut

ETHICAL DIMENSIONS OF ADVANCED COMMUNICATION TECHNOLOGIES AND DIGITAL NEW MEDIA 27

S. Gözde Dedeoğlu

A RECEPTION ANALYSIS OF MALE & FEMALE ROLES IN THE ADVERTISEMENTS THAT CARRY DIFFERENT CULTURAL CODES

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ABSTRACT

This study aims to point out how the individuals from different cultural backgrounds perceive the female & male roles in the Turkish advertisements broadcasted on Turkey and their commenting about these female & male images through their cultural motives. Accordingly, the article tries to answer these following questions: How the audience gets the true messages and connotations that are aimed to be given through the brands/products of company? How the individuals exposed to the advertisements comment on father mother's roles and female & male roles that take place on the advertisements of a different culture? How their perceptions of these regarding advertisements affect their actual life? Due to the difficulties of a representative sample, the sample group is taken from a small cluster to collect reliable data and in-depth interviews have been conducted with 14 students who are studying in the department of Turkology in their countries and have come to Istanbul University Language Center for summer school. Most of the participants are coming from the countries in the Middle East countries. An audience perception analysis was used in this study while gathering the data about how the participants receive the roles of father/mother represented in the advertisements with the regard of their different cultural perspectives.

Keywords: Advertisements, perception analysis, female/male roles, cultural differences

INTRODUCTION

It is notable that there are being many cultural changes and diversity in the world and the countries like Turkey where different sub-cultural groups live and take short-and long-term immigration for a variety of reasons. All other factors such as experiences, values and cultural items play an important role in the audience perception and interpretation of publications in communication channels. Advertisements not only have such sales functions as creating the product/brand awareness, providing information, persuading and reminding the audience about the product but also they transfer values, lifestyle, consumer culture of the society to the audience via visual, text and voice messages (Elde, 2009: 187-183; Aktuğlu, 2006: 4). Actually, a cultural transfer is a matter of fact through ads like all other mass communication tools. The advertisements have become communication tools where gender roles are reflected, represented and reinforced, consequently a variety of stereotype is offered. It is seen that the research in this area has been done by terms of content, tool and audience.

This issue is in the boundary of both sociology and economy if we take into consideration of the heterogeneous structure of the audience. It relates to the sociology and society since it deals with the question of how the message is perceived, commented on and how the audience develops an attitude towards the ads. It relates to the economy since it is a way of marketing a product. Although a limited number of perception analyses have been used in previous studies, they approach the audience not as a homogeneous whole, but mass of differences composing from a variety of experiences and practices.

In this study, in-depth interviews were made with 14 undergraduate students who are studying in the department of Turkology in their countries and they came Istanbul University Language Center for the summer school. 30-35 minutes interview was conducted with per student and many questions were asked. The study aims to find answer these following questions: How they perceive Turkish ads? Do they really make out true messages and connotations of the ads? How they make connections ads and the brands/ products? How they conceive male& female roles in the ads? How they compare and contrast these roles with the ones in their countries and what kind of differences do they see in the roles of father/mothers in Turkish ads and the ones in their countries by commenting on the ads in detail? Also, the study research what kind of meanings the participants produce after watching the regarding ads and what they think about them. Do they really find the secret messages and cultural motives inside the ads? Do the images of

father and mother in the ads reflect the ones in their mind? What kind of images they have about father and mother's roles in real life? Do they want to be mother or father like the ones in the ads?

CULTURAL DIFFERENCES AND REPRESENTATION OF THE ROLES OF WOMEN& MEN IN THE ADS

When we have a look at the previous research done in the field of advertisement, we can clearly see that the representation of the roles of women/ men in the ads has been argued permanently. This hot topic has connections with both moral and social rules because the ads use the sexual images of women and men in the ads while representing those figures. Thus, the critics and regards about these represented images will continually be put forwarded and take the scholar's interests.

The representation of sexuality in the ads both inside and outside Turkey is being regarded in two ways: First one; "How are the images of women/men used in the ads?" (Levy, 2006:77; Hetsroni, 2007: 201; Soley ve Kurzbard 1986; Demir, 2006: 4; Yılmaz, 2007: 144; Karaca ve Papatya, 2011: 480). Second one; "What kinds of attitudes does the audience have towards both the ads and brands/products that contain the motives of sexuality on the social and moral level?" (Peterson ve Kerin, 1977:62; Latour ve Henthorne 1993: 52; Dudley, 1999:90; Poorani, 2012: 3; Şener ve Uztuğ, 2009: 160; Özdemir, 2010: 102; Bakır, 2013: 23). Previous studies show that women are sometimes represented as a sexual body on visual scale; that is less powerful and dependent on men but erotic, and sometimes women are portrayed as a self-dependent business woman, attractive, beautiful, successful wife and mother (Levy, 2006: 77; Ioan, 2006: 47-48; Rutherford, 2000: 140; Koernig & Granitz akt. Levy, 2006: 77-78; Özgür, 1996: 235; Demir, 2006: 291; Karaca ve Papatya, 2011:482; Yılmaz, 2007: 145). On the other hand, men are sometimes represented as a powerful, assertive, attacker, initiative, independent, competitive and ambitious character (Levy, 1996:77; Rutherford, 2000: 140; Karaca ve Papatya, 2011:480; Demir, 2006: 294; Özdemir, 2010: 103), sometimes men are portrayed as both a non-dominant businessman and a caring father, also a metrosexual character that is both doing household choir and working (Levy, 2006: 96; Fiske akt, Demir, 2006: 294; Ioan, 2006: 47-48; Rutherford, 2000: 140; Özdemir, 2010: 103).

On the other hand, the audience –focused studies are mostly interested in the attitudes of audience towards the brands/products in the ads, how these attitudes urge audience to act in favor of ad or not and how the audience perceive the ads by having an active role while doing this. These studies where the attitudes of audience are argued make the audience be active rather than passive while perceiving the ads (Becerikli, 2012: 163-177; Şeker ve İşliyen, 2011: 338-349; Akbıyık ve Karadüz, 2014: 159-190). The age, gender, ethnicity and culture of the audience are important determinant in both the audience-focused analyses and composed contents.

Culture is transferred by the society with all the things that compose it, such as symbols, behaviors, rules, moral rules, traditions, customs, ethics, religion and social values. The values of the society describe both social experience and models of later learned behaviors (Giddens, 2010: 30; Herbig, 1998:11). Henceforth, when it is looked the ads that are broadcasted on a country, we can get an overall data about the stereotypes, gender roles, lifestyle, cultural and economic structure, demography and social-cultural features of that country or relate the ads to the ethnicity, morality and social values of that society by taking the reviews and comments of the audience into consideration (Gilly, 1988: 75; Morris, 2007: 1390; Hestroni, 2007: 202; Demooij, 1998:179-210; Dudley, 75; Nelson and Paek 2008; 716; Pollay, 1983:80-84; Saydam ve Kanibir, 2007: Fernandez ve Vicente akt. Karaca ve Papatya, 2011: 486; Elden 2005:205).

Marieke Demooij and Geert Hofstede, who studied on the relationships between the cultural diversity and global marketing, try to improve product strategy model and advertising while addressing that there is a close relationship between people's values and culture, and their attitudes towards the ads. Demooij support that ads are affected by culture. As a proof to his remark:

1. Appeals should contain values and motives. But, values promoted in the ads are production of the culture.
2. Even a simple advertisement should contain different applications and visuals so that this visualization is the reflection of a specific approach.
3. Cultural values can be inferred from consumer behavior. (Demooij, 1998:12; DeMooij ve Hofstede, 2011: 181-188).

To Demooij, we can make connections between the ads and values “can be desired” that mean things exist in that culture and values “be desired” that mean things to be wanted in that culture. The culture wants to create values “be desired” through the ads (Demooij, 1998:179-210). In this respect, while it is aimed that the ads transfer the socio-cultural norms, lifestyles, consumer behaviors promoted by the resource to the audience, it is also important to explain how the audience perceive the message in the ads and how the audience social, cultural economic and ideological gains affect their lives.

AUDIENCE RECEPTION ANALYSIS

In the field of communications, studies are done in three ways; content, tool and audience. Like many studies in other fields, audience-focused studies has gaining importance in the area of advertising especially last decades. Also, planning a successful advertisement and managing a true message strategy are highly important while considering audience reception and their taste scale.

A lot of research methods such as; field research, observation have been used by showing the content of advertising message, way of the transfer, advertising framework and discourse dissertation. But especially last decades, receptionanalyses are used often among the research about ethnographic subjects and they also help the audience to take a more active role rather than be passive while watching the ads. Thus, the effects of media messages on the audience are aimed to reveal with this method. Reception analysis depends on three main traditions; first, literary texts are used for revealing the differences between the customers’ opinions and experiences. Second; ‘Uses & Gratifications’ approach is concerned about why and how people actively seek out specific media to satisfy specific needs. It assumes that audience members are not passive consumers of media. Rather, the audience has power over their media consumption and assumes an active role in interpreting and integrating media into their own lives. Third is cultural studies tradition that focus on active audience and support that each audience has come from different social and economic group. Richard Hoggart’s contribution to the history of ideas and to Cultural Studies that emerge in the idea of Marksist and also in the center of English Cultural Studies is gaining fame. Also, the studies of Raymond Williams & Stuart Hall contribute to the area of Cultural Studies. Especially, Hall’s model of Decoding & Encoding reasons the concept of culture on the political ground. His model continues today because of the importance of decoding. Here, it implies that the audience is not a homogenous group, rather it is a part or a component of “country”, “nation” in a big scale and in the light of this background, different kinds of decoding are possible to be produced by the audience in that sense. Media audiences are presented with messages that are decoded, or interpreted in different ways depending on an individual’s cultural background, economic standing, and personal experiences. The process of composing message and interpretation of them are related to social, economic, cultural and ideological contexts(Şeker ve Tiryaki 2013: 4; Becerikli, 2012: 165; Mutlu, 2012, s.196; Yücel, 2015: 6).

Hall’s reception theory is accepted as new trends in area of communication and this theory is developed with the idea of decoding and encoding model that explain every individual interprets differently the same media text because of his different background. The first samples were applied on the news texts after 1950. Later, those studies continue with TV programs and content of news (Becerikli, 2012: 165). The ads are regarded as transfer tools of culture and in this the advertiser with the help of sound, visual and media texts encodes sense, values and ideas. Also, audience members make meanings of those decoded texts and understand reality through their use of cultural symbols, experiences, social and economic background (Wharton, 2013: 56). Wharton makes use of Hall’s theory of decoding/encoding in three scale: 1. Dominant/hegemonic position, 2.negotiated position 3.oppositional position (Hall, 2003: 323-325).Here, the first category is preferred reading: the reader fully shares the text’s code and accepts and reproduces the *preferred reading* (a reading which may not have been the result of any conscious intention on the part of the author(s)), second is *negotiated reading*: the reader partly shares the text’s code and broadly accepts the preferred reading, but sometimes resists and modifies it in a way which reflects their own position, experiences

and interests, third is *oppositional ('counter-hegemonic') reading*: the reader, whose social situation places them in a directly oppositional relation to the dominant code, understands the preferred reading but does not share the text's code and rejects this reading. Furthermore, the readers' social situation has placed them in a directly oppositional relation to the dominant code, and although they understand the intended meaning they do not share the text's code and end up rejecting it. Still, the readers produce new meaning and interpretations (2003: 56). The third reading mainly concentrate on whether the audience gets the central meaning and connotations, and they reproduce meaning by refusing the message on the ads with their socio-cultural roots. Audience perception come out with in-depth interview or focused group study.

In this respect, the audience who receives the message and produce the new meanings is more important than what the ads try to say to the audience because the ads carries cultural and economic codes where the audience transfer from the past to the future. In addition, social class, gender, age, religion, cultural, economic, social factors, and environmental factors play big roles in the interpretations of a product/brand in the ads.

In this article, two ads that carry cultural motives are determined and argued. While one of the ads represents a traditional Turkish family with use of the players, music, place, etc, the other one represents a more modern Turkish family structure. However, both of the ads include cultural motives and codes. The codes must be given in written, oral and visual ways (Wharton, 2013: 56). It is clear that the ads texts are given in the same ways. Thus, the article try to put forth audience perceptions of the central and connotations promoted in the ads, their reception of women/men role and their overall evaluations about the regarded ads.

FINDINGS

The class teacher and researcher have done the study in Istanbul University Language Centre with 14 foreign undergraduate students who are fluent in Turkish language and came Istanbul for summer school. A 30-35 mins face-to-face interview was done with per student by using a sound recorder over his or her own free will. During these interviews, many questions are asked to them and later, those interviews notes were analyzed in detail.

Here the participants of the study are Şems (India, male, 22), Arvaz (India, male, 22), Anna (Georgia, female, 23) Sanella (Bosnia, female,21), Raşida (Algeria, female, 21), Zehra (Algeria, female, 22), Rauşan (Kazakistan, female, 21), Halis (Ukraine, male, 19), Ahmet (Egypt, male, 22), Sibel (Kosovo, female, 19), Nazira (Algeria, female, 22), Habibe (Bosnia, female, 21), Tomaye (Japan, female, 22), Samira (Bosnia, female, 21). Their socio-cultural diiferen from each other even though they are almost same age scale.

In the study, the first ad is about a bank credit campaign of “Yapıkredi Bank” founded in 1944 by Kazım Taşkent as a private banking. The campaign motto is “Unlimited Family & Unlimited Country” and they are reflected both visually and orally. This ad was designed in accordance with the aim of the campaign that gives the message of “The family has extraordinary expectations” and the bank meet this unlimited boundaries of the family.

The target group of the ad about “Traditional Turkish Family” is young families (<http://www.mediacaonline.com>) and the bank ad tries to give message to them “we can meet your all needs and offer you new bank credits”. It still carries the hint of “ we know how important the family is but also we meet your future unlimited expectations”. In the bank ad, many traditional codes were represented such as Sunday picnics, barbeque in the forest, birthday party, family brunch, stuffed grape-leaves (local food) and cookies in the kitchen bottle. They are all the signs of cheerful, warm, friendly, comic Turkish typical familystructure thatexperiences all emotions without any limits.

The second ad is about Father’s Day campaign of AVEA that is one of the GSM Operator in Turkey. This new brand of Avea is special to Father’s day and the father is portrayed as “devoted”, “leader” “responsible”. In addition, a very old Turkish music by Melih Kibar was used in the background to give the emotion of “happy family posture”. Here, the cultural connotations are matter of fact because of the music that was used man times in old best family movies. The female and male images match with stereotypes of Turkish men and women. For instance, in the regarding ad, the father is bringing a bread in special market bag, calculating the debts, cleaning the baby’s bottom, these all portray a responsible family father and the mother is waiting for him come back from work.

All the participants are asked **“What they think about Turkish ads and what kinds of things in the ads draw their attention?”** to determine whether they decode the visual, oral and written motives of Turkish culture promoted by the advertisers or not.

The participants, who watched the Avea advert, generally get the intended messages in the ad. They get the information about the brand in the ad and they grasp the posture of “devoted and responsible father”. The participants state that it is a campaign of a GSM Operator promoted in the ad, but Halis (Ukraine,19) and Rouşan (Kazakistan, 21) state that this advert is possibly organized by Ministry of Family and Social Politics as public service and they also remark that they like the ad partially and find it a little bit emotional.

There are more hidden messages in the advert of Yapıkredi bank. The ad messages are not given in a open way. However, the participants understand easily that it is a bank campaign advert. The Turkish family portrayed on the ad is like a more modern family rather a traditional one, but again it uses some customs of a traditional family like “Sundays picnic”, “barbeque in the forest”, “birthday party” etc. Only Sibel (Kosovo,19) says that “we also go to picnics on Sundays”.

To the question of **“What kinds of Turkish cultural motives draw your attention from the aspects of women and men relationships in the ad?”** The participants generally answer that Turkish family image in their mind match with the family image promoted in the ad. the relationships between men and women are reflected in the ad as it must be in real life and there are similarities between their countries and Turkey. Nevertheless, after they start to live Istanbul, they come across a totally different family structure.

On the other hand, Halis(Ukraine,19) thinks that Avea advert is not reflecting the real Turkish family structure and also says: “Turkish families have serious communication problems among themselves, everything seems perfect on the ads but I have never seen a man and a women talking on the Street in real life. Here, social relationships among people are so little and weak.”

Anna (Georgia,23) comments on Avea advert and says: “there are many things in the ad that reflect Turkish family; for instance the father who is cleaning baby’s bottom. However, in my country it is not possible in my country because this would show the father as a servant and a father cannot behave like servant. Generally, in Georgia men are outside and working, women are inside home. It is just like as it must be.”

Sibel thinks like that there is close match with the image of Turkish family in the ad and the one in her mind maybe because she comes Turkey so often. However, she finds some scenes (dancing scene of father and mother) of the ad really exaggerated

The participants say about Yapıkredi bank advertisement does not represent the real Turkish family and find the roles of father and mothers exaggerated, but they find the overall representation of Turkish women and men normal. Ahmet (Egypt,22) states that the representation of Turkish family structure in the ad is similar to the image on his mind but this does not match with the family structure on his own country. He also adds: “If I were the advertiser, I would have used a brunette woman or man, and I don’t want to be father like this in the ad.” it can be inferred that Ahmet get the real message and connotation of the ad but the representation of female/male roles are against his own culture. Samira (Bosnia,21) also find the female/male roles are normal, real but the behaviors of father and mothers in the ad very exaggerated. She thinks that the representation of the family in this bank advert doesn’t fit the one on her mind. Samira remarks: “I possibly wouldn’t like to be parents like the one in the ad. They are so close with the kids and there is no distance between parents and kids. This would be difficult for parents to establish authority over the kids.”

Tomeya (Japan,22) says that the family image in the ad is totally fake and not reflecting the reality. She also adds: “This family on the video is not real Turkish family, In japan we have modern and flexible parents but they don’t even dance with their kids”.

When we ask the participants **“What do you think about the environmental factors like space and the artists used in the ads?”**,they mostly state that all the things included in the ads like space, music and artist represent

Turkey and Turkish people. However, Şems (India, 21) and Avaz (India, 22) express “If the artists in the ads had seemed like Indian people and they had get dressed colorfully like Indian people, I would have felt myself closer to the ads.”

Zehra (Algeria,22) states “overall, the relationships between women and men are similar in my society but the artists and actors should have been more beautiful and charming so that they can draw more attention.”

Raşida (Algeria,21) find the adverts successful in general but she also states :”Personally, I think that women and men in the ads should be more attractive, especially a woman should behave in a flirtatious way and care her body better not like the woman artist in this ad because she seems really bad, careless, as if she had no make-up and her hair is totally mess.”

Nazira (Algeria,22), who find the Yapıkredi bank advert very exaggerated, states “ The artists on the ad are literally so weaker than expected for the content of the advertisement and roles of the scenario.” She is more interested in the general physical appearance of the artists rather than the roles they are performing and stress on the point of “more beautiful artists should be selected.” Rouşan (Kazakistan,21) agree that there is a concept of modern Turkish family in the ad but she again find the representation of these parental roles exaggerated and fake. According to her opinion, there are not such modern family relations and atmosphere in Turkey like the promoted one in the ad.

CONCLUSION

In this study, the advertisements that include the cultural motives have been determined, and then those cultural motives were presented. Finally, the participants’ comments and connotation on about the regarded cultural motives were mentioned and especially their opinions about representations of parental and male/female roles in the ads were shown and argued. In this respect, the study was done with foreign undergraduate students who have different identity, language, gender, and religion, social and economic background. Thanks to their fluency in Turkish language, they easily understood the ads and the messages of them. They are also studying Turkology in their countries. However, they sometimes have problems with getting the true cultural codes.

In addition, in this study Hall’s perception theory of three ways reading of media texts; Dominant/hegemonic position, 2.negotiated position 3.oppositional position were used (Hall, 2003: 323-325) and also, the study use the similar ways as Wharton applied the audience perception in the ads. In general, the audience get what the ads try say and implicit messages, also. They see and mention about the brands/products promoted in the ads. All of the participants have an overall opinion and deductions about the real messages of the campaign/product/ brand in the ads.

It is clear that the participants’ different comments vary one culture to another one. Although all of the participants say that they like the ads, they state that real Turkish female and male images are not the ones portrayed in the ads. They think that the ads represent the “ideal” Turkish family, not the real and traditional family in Turkey. After they come to Turkey, some of them changed their minds and regard the ads with a critical eye. Therefore, it can be seen clearly that they read the ad texts in a negotiated position. In addition, some of them prefer the female/male characters in their countries; Indian participants’ remarks are examples of this.

In conclusion, when it comes to their evolutions about the environmental factors like the use of space and artists, they especially find Yapıkredi bans adverts so exaggerated and far away from the reality. The most criticized themes in Yapıkredi bank advertisement are the fake representations of the female/male roles. Furthermore, Halis (Ukraine,19) and Rouşan (kazakistan,21) at first assume that both advertisements are done by Ministry of Family and Social Politic for the public use. In both advertisements, Avea and Yapıkredi, emotional texts are used so often that all the participants totally get the messages at the end of the ads. This situation shows us that the audience can produce alternative meanings towards the ad texts.

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EDUCATION TECHNOLOGY CHANGING FACE OF SCHOOL LIBRARY SCIENCE AND SCHOLARLY COMMUNICATION AREA IN K12

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ABSTRACT

The theoretical framework is important to understand communication between technology, communication and school library science changing face of Turkey. “Empowering Learners: Guidelines for School Library Media Programs (AASL, 2009) charges school librarians “to play a leading role in weaving such skills throughout the curriculum so that all members of the school community are effective users of ideas and information” (Johnston, 2015, 17). Changing first start in human culture, the internet is giving a change for people to communicate the World and other people. Find the information is very easy in 21st century but the important difficulties come to same time. This problem is find the true knowledge problem. “The last three decades have been marked by the gradual digitalisation of human culture, knowledge and learning. Evolving digital media and technologies – such as computers, the internet and mobile devices – have been constantly generating new waves of promises and fads.” (Markauskaite, 2010, 79). The face of communication and education change with technology. Digital devices and social media is usefull for peoples communication process. Technological artefacts and computers could be useful for assisting with or doing some traditional cognitive tasks. (Markauskaite, 2010, 92). Traditional communication process start with oral culture. Walter J. Ong said that “The Technologizing of the Word” his book of Orality and Literacy. Firstly oral culture start with the first communication process. People telling and memorize the culturel things. Second of them is literacy when the first letter of semitic alphabet using this literacy culture process is starting. “When this is all said, however, about the Semitic alphabet, it does appear that the Greeks did something of major psychological importance when they developed the first alphabet complete with vowels. (Ong, 2002, 5). This research about the 21st century school library science scholarly communication process changing with technological development and case study for Turkey.

KEYWORDS: Scholarly communication, communication, scientific collaboration, new media, academic collaboration, high tech, education technology, edtech, social media.

INTRODUCTION

The theoretical framework is important to understand school library science between technology, and scholarly communication. “The last three decades have been marked by the gradual digitalisation of human culture, knowledge and learning. Evolving digital media and technologies – such as computers, the internet and mobile devices – have been constantly generating new waves of promises and fads.” (Markauskaite, 2010, 79). The face of school library science change with technology. Digital devices and social media is usefull for peoples communication process. Technological artefacts and computers could be useful for assisting with or doing some traditional cognitive tasks. (Markauskaite, 2010, 92). Traditional communication process start with oral culture. Walter J. Ong said that “The Technologizing of the Word” his book of Orality and Literacy. Firstly oral culture start with the first communication process. People telling and memorize the culturel things. Second of them is literacy when the first letter of semitic alphabet using this literacy culture process is starting. “When this is all said, however, about the Semitic alphabet, it does appear that the Greeks did something of major psychological importance when they developed the first alphabet complete with vowels. (Ong, 2002, 5). Technology and library is going nearly, one of them is change the other of them change will be. Because reading is open the door of evaluation, revolution and development of the World. “Cameron came to the conclusion that school librarians and instructional technology specialists both look for ways to incorporate information technology into the curriculum of the school and provide support and resources for the entire school community and it is this overlap in responsibilities that makes collaboration between the school librarian and the instructional technology specialist important.” (Johnston, 2015, 20).

1. SCHOOL LIBRARY SCIENCE

21st century is change the world education system. The new world education system is not a "Oral Culture" or "Writing Culture", this new culture name is "Dijital Culture". Born in dijital world child understanding the world very differently for other generation. The 21st century teachers first job is understanding this born in dijital

world child. Their communication process is very important and using education technology process is other important thing of this process. Digital technology change the world immediately. Education technology and digital technology using together in K12 (Kindergarden to high school) school area. The classical library science change too. If the teacher using school library regularly their academic achievement to rise up. The school library science change their face to ARGE School Library Center. This library center is research center, new project center, new educational technologies center, scholarly communication and academic achievement center... Marshall McLuhans teory of "Global Village" is heart of this project because of library get a transformation of "Global Village Library". This area is specific education of teacher academic achievement. Reading book, researching data, making a new curriculum model, conecting with other countries teacher, doing digital project all of this things we are doing, using the school library. If the teacher academic achievement rise up, students academic achievement rise up too. This is new Scholarly Communication model of School Library Science. Because next generation education model's first substruction is "Communication". Communication with other, communication with world, communication with their job and other area. Second important part of library is creativity; creative project is very fantastic in school library. Creative science project using book, creative art project using book and other area. Communication and creativity is our Global Village's first model's of education principle. This research analyzing the what is the new education technology and scholarly communication project using in private schools and their school library? Using schools Facebook and Twitter social media authorized page.

2. SCHOLARLY COMMUNICATION

“Social Penetration Theory (called a “stage theory” by Mongeau & Henningsen, 2008), has enjoyed widespread acceptance by a number of scholars in the communication discipline.” (West 2010, 169). What is the difference of conventional education and digital education or education technologies? Education technology is useful for communicate all academic and students freely. They are collaborating projects together very easily. Universities use social media, teaching management systems, Tablet technologies for their education systems. Information allocation process has been changed too.

“First, the dynamic ways in which papyrologists, medievalists, and early modernists engage with the digital primary sources suggests that an emerging model of data curation may be more appropriate than the special collections model on which scholars have traditionally relied when seeking help from librarians and other information professionals about primary sources. Second, the ways that they communicate about these sources with each other and with students and the public alters the publishing functions normally associated with academic publishers. Finally, the lessons of these cases suggest the need for key new elements in the academic infrastructure” (Waters, 2013, 21).

“This changed as technical development entered into a feedback relation with the progress of the modern sciences.” (Marcuse, 1968). On the other hand, scholarly communication is changing along technological transaction and people connecting to others very easily and frequently. Marshall McLuhan’s approaches this period with his “Global Village” theory. This has opened a new for changing the world with the help of communications. Technological development, new media and digital technology are drivers of this process. “Globalization has been accompanied by the creation of new institutions that have joined with existing ones to work across borders. In the arena of international civil society, new groups, like the Jubilee movement pushing for debt reduction for the poorest countries, have joined long established organizations.” (Stiglitz, 2002, 8). Mc Luhans “Global Village” start with internet and social media is the mail part of this “Global Village”. Internet is changing face of scholarly scientific collaboration. The people find the other people very easy and they share something with other quickly. Electronic devices and electronic books is another part of communication process. “One Internet company that struggled with the buy/share issue is Infonautics, which offers a product called the Electric Library. The Electric Library offers full text of 150 newspapers, hundreds of magazines, international newswires, radio transcripts, and many other high quality sources of information.” (Shapiro, 1999,49). The early decade of 21st century nobody know the social media people using library and card catalog but this perspective change with internet. Academic staff share their news and article very quickly using the social media and internet. “Since the early 1980s, the scholarly community has been witnessing a considerable increase in the use of information and communication technologies. The networked personal computer, e-mail, the internet, of and online databases, the World Wide Web, electronic publications, discussion lists and newsgroups, electronic conferences, digital libraries, and knowbots are but a few of the trends that increasingly influence the daily work of the scientific community.” (Olson, 2008, 33).

3. SCHOOL LIBRARIES AND THEIR SCHOLARLY COMMUNICATION FACE

The school librarians changing face of using education technology. This process changing the face of scholarly communication area in schol libraries. “The specific purpose of this study was to identify what is enabling those

most accomplished school librarians to thrive in the role of technology integration leader, as well as the barriers they face.” (Johnston, 2015, 17). School climate every time change with developmental things. 21st century education skills and approach change school libraries and school librarians face and jobs description. “If school libraries have long functioned as sites where students have less-structured and more unmediated interactions with large collections of information, these experiences with traditional media may present good models as educators consider how to approach digital literacy education in new ways.” (Losh, 2012, 17).

The print culture librarian’s integrated to new education technology for scholarly area is difficult process but the digital culture immigration librarian’s (they are born in a print culture but use technology effectively) use education technology in scholarly communication area. “Research suggests that teachers are less likely than many of their professional peers to have had formative experiences playing games or exploring the Web; they are often creatures of print culture, which is a good thing in many ways, but leaves them less than fully prepared to integrate digital media into their instruction or to be able to advise their students about safe and ethical engagement with the online world.” (Losh, 2012, 18). Online world changing the school library science area. First important changing is reading book culture is changed. E-books is important part of school libraries. Second important changing is online database and searching on internet is changing the researching method in school library. Third important changing is librarian communicate with students using online technology. Those are school libraries facebook, twitter and blog pages. “Technology is a major force in the transformation of schools today and librarians are becoming more and more critical to the process of shaping both teaching and learning with technology.” (Dotson, 2015, 55). If school librarian using technology successful and communicate with children fluent, students academic achievement and library utilization is good.

Librarian and their scholarly communication process

Scheme 1 (Christa Harelson Deisler, 2015, 40)

Domain 1: People and Interpersonal Relationships	
Enabling Factors	Impeding Factors
<ul style="list-style-type: none"> -Personal support system at work - Positive working relationship with school administrators - Mentoring or modeling from respected colleagues -Collaborative team work with other teachers -Mutual respect and interdependency of the staff -Recognition provided for work -Encouragement and support from family and friends 	<ul style="list-style-type: none"> -Lack of personal support at work -Passive or active opposition from colleagues or administrators -Tense relationship with principal or school administrators -Lack of collaboration, teachers work on their own -Lack of professional respect from other staff, resentment -No recognition for work -Passive or active disapproval or non-support from family and friends

The librarians goods communication is important for the school and students academic achievement. The education technology specialist librarians first important role is follow the technological development and good communicate with school climate.

4. NEW EDUCATION TECHNOLOGIES IN LIBRARIES

In 21st century technology is changed immediately. Social media, blogs, wikis, reader, kindle and onlie resources is opened the door of new communication process. This communication process based of technological development.

4.1. SOCIAL MEDIA, BLOGS, WIKIS

Facebook, LinkedIn, Twitter is the social media fenomen. Sharing the academic news on Facebook. “One way that Facebook may hinder social integration is that the communication tools provided by Facebook might contribute to a communication skills deficit. The freshman experience provides a wide range of opportunities for freshmen to practice a variety of communication skills that will be useful throughout their academic career and beyond.” (Wankel, 2011, 15). Digitalization is changing all of the academic period. The Turkish academic staff find the another academic staff in another countries. Scientific academic collaboration is very easy for using social media. “Digital ethnography is among the emerging research methods for understanding and analyzing industry habits in virtual communities such as Facebook, Twitter, and YouTube. Digital ethnography has evolved from habits and norms of virtual communities.” (Wankel, 2011, 28). Academic daily news transportation and accessibility is very easy when using Facebook and other social media. “Social media gives study abroad administrators the ability to exchange information with colleagues and experts they usually would not have access to on a daily basis.” (Wankel, 2011, 131). Facebook and LinkedIn users network for other people is very strong. “Unique situations with regard to travel or visas can be quickly remedied by tapping into a network of people who either have a solution or know someone who can help.” (Wankel, 2011, 131). Social media is make a new e-social science. People is more social when using social media. “E-social science is underpinned by a vision of the transformation of research practice into collaborative activity that combines the abilities and resources of distributed groups of researchers in order to achieve research goals that individual researchers or local groups could not hope to accomplish.” (Jankowski, 2009, 85). Social media is make a new communication model. This new model is make people interchangeably. “People often the terms social networking and social media interchangeably. Social networking often facilitates many forms of social media, but a lot of social media also exist outside of social networking sites.” (Shih, 2011, 17).

4.2. READER, KINDLE, IPAD, DIGITAL LIBRARY, ONLINE PAPER, ONLINE ACTIVITIES

Tablet, reader and kindle is actively using in school libraries. Online book activity sheet is another using material in school libraries. Publisher giving the link of books activity sheet and test for students. The students reading the book in their tablet, kindle or reader later they are doing the activity online. The sample of this publishing area is Oxford, Pearson and Little Tiger Press. In Turkey Yapı Kredi Publishing, Red House and too much other publisher using online and pdf publishing page. School librarians important role of helping students and teacher, when they choosing books. “The district’s launch in 2013 of its digital learning initiative spurred the need to change how libraries are used. As of next year, every elementary school student will have her or his own tablet, many already do, and every middle-schooler will have a laptop. As a result, kids no longer rely on labs in their schools’ libraries for computer access, and media specialists have become more important because they help students and teachers adapt to the array of new hardware and software.” (Kompar, 2015, 23).

5. RESEARCH AND RESEARCH METHHODOLOGY (STUDY)

Turkey in Istanbul’s different location ten high school librarians attend to this research. They are telling their libraries new communication process. This research focus on what is the new education technology changing the school library science scholarly communication process. They answer the survey, and doing focus group together. Using content analyzing method when evaluate the survey.

The basic question of survey are;

1. What frequently using education technology in your school library? Do you share new things other school librarian? Please tell your new project about using education tehnology in your school library?
2. Which education technology material do you use in your school library?
Blogs, Social media (Twitter, facebook, Instagram)
Reader, kindle, IPad
Dijital library
Online paper and online activities
Internet game
Ilustration travel
And other....
3. Do you have some scholarly communication problem when you communicate with 21st century dijital born child? Which problem solving method do you use when communicate with dijital born child?

**Survey Scheme
K12 Librarian Survey**

	A	B	C	D	E	F	G	H	I	J	K
1		1	2	3	4	5	6	7	8	9	10
2	What education technology is used in your school library?	Tablet,	No	Tablet,	Tablet,	No	Tablet,	No	Tablet,	Tablet,	Tablet,
3	Do you share new things with other school librarians?	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
4	Which education technology material do you use in your school	Blogs, Wikis	Social Media	Social Media	Social Media	No	Blogs, Social Media	Blogs, Social Media	Blogs, Social Media	Blogs, Social Media	Blogs, Social Media
5	Do you have any scholarly communication problem when you communicate with a child borned in 21st?	Some times	Yes	No	No	Some times	No	No	Some times	No	No
6	Your Age	32	40	29	27	45	25	39	35	38	24

The school librarians using the;

- Digital devices in to their library
- Blogs and Wikis is very usefull for librarian
- They send a mail for their student to understand their field of interest.
- Videos and games is usefull for learning library system.

The librarian;

- They entegrated the curriculum development process
- They find the new books and daily news. Share this in to the library social media page.

The librarian solve their communication problem with child;

- Using listening method
- Playing with them
- They answer their question
- They are reading children books
- They are talking them and they understand their field of interest

The new scholarly comunicater school libraries have a academic role in school development process.

The librarians use the digital devices and edtech technology effectively.

Scholarly communication and librarian;

25 – 45 years old librarian join the survey

- 25 – 30 years old person is scholarly communication process is clear and fluent.
- 30 – 35 years old person’s scholarly communication process is middle clear.
- 35 – 45 years old person’s communication and scholarly communication process is difficult.

CONCLUSION

Librarians and education technology scholarly communication area are connected each other. Librarians communication skills is very important for students using library treatment. If the librarian is communicate with other sucessfully students using library achievement process is going well. Younger librarian using education technology more than older librarian. Younger librarian communicate succesfull with digital born child more than older librarian. 21st century education skills giving librarian new role. Those are; librarians integrate and join the curriculum development process, life long learning projects leader and school’s innovative project leader, technological development and information literacy leader is librarian too. This roles giving a librarian important position, they must be a good scholarly communicator.

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IMPACT OF EMPLOYEE EMPOWERMENT ON JOB PERFORMANCE IN PUBLIC SECTOR TELECOM ORGANIZATIONS OF PAKISTAN: MEDIATING ROLE OF ORGANIZATIONAL COMMITMENT AND SELF-EFFICACY

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ABSTRACT

This research was an attempt to establish and empirically verify the configuration of Employee Empowerment and Job Performance through Organizational Commitment and Self Efficacy in the public sector telecom organizations of Pakistan. It developed a conceptual model that included drivers of Human Resource practices such as Organizational Commitment and Self Efficacy (OC & SE) identified in the literature. It provided a set of measurement scales to operationalize constructs within this model, and to empirically verify their interplay for the execution of successful Job performance considering the role of employee empowerment. It also aimed to fairly understand Human Resource context and to make it more effective with respect to conditions of Organizational Commitment and Self Efficacy in the public sector telecom firms of Pakistan. Instrument was adopted using the base paper and different authors. Data was collected from the Managerial community related to public sector telecom companies within Islamabad, Karachi and Lahore. The conceptual model was developed and tested empirically through a survey of 162 managers representing selected public sector organizations. The research found a Partial mediation effect of Self-Efficacy between Employee Empowerment and Job Performance whereas Organizational Commitment showed no mediation between Employee Empowerment and Job Performance respectively.

Keywords: Employee Empowerment (EE), Organizational Commitment (OC), Job Performance (JP), Self-Efficacy (SE).

INTRODUCTION

Employee Empowerment is the need for any sector around the globe where employees get together and work as a unit for an Organization whether it is any firm or whatever sector it belongs to, “Employee Empowerment leads to the intent of fulfillment of needs of the employees, their wants and desires as indicated by Allen and Grisaffe (2001). In health psychology Self-efficacy has been holistically developed and extensively applied where it is perceived as a key mediator in health behavior change, and educational psychology, where it is employed and used to understand ‘human motivation, learning, self-regulation and accomplishment’ (Pajares 2005, ix). Basically, it is argued that levels of self-efficacy are said to be measurable and able to predict particular behavioral outcomes, for example, whether an individual uses a condom or complies with a medical treatment regime.

Public sector telecom organizations of Pakistan have this repute that they lack organizational commitment and looking into that perspective this study is extremely beneficial for both the employees and Telecommunication Organizations. The objective of this study was to investigate the influence of organizational commitment and self efficacy on job performance, while exploring if there is a mediating role of Employee empowerment between them. Whether Employee empowerment is affected through organizational commitment and self efficacy or not was the aim of this study and how the job performance is increased or decreased afterwards. Selected questionnaire was being scattered among managers of different public sector telecommunication organizations i.e.; PTCL & UFONE. It was necessary, to investigate how employee perceptions work through organizational commitment as well as self efficacy and job performance of affected employees’ via Employee empowerment.

Mondros and Wilson (1994) have stated that there is no exact definition of employee empowerment as it has a vague meaning and not clearly specified. It has different definitions for different fields, Dainty et al. (2002). However, it has been carried out after further researches and studies as a decision making process under job context. Empowerment basically stands for authority as stated by Tulloch (1993). Many studies have concluded that empowerment is not a term used for trust but it for strong authority. Authority comes from control and it helps in making strong decisions about the organization. Empowerment comes from control and it effects the organization in total context, Spreitzer and Doneson, (2005). It has been stated after numerous of researches done in the past that it is an internal matter between the employee and the supervisor, indicated by Lee and Koh (2001).

Organizational commitment has been the focal point for many researchers and many studies has been done on it to understand the phenomena (Gutierrez, Candela & Carver, 2012; Huang, You & Tsai, 2012; Meyer, 1997; Meyer, Stanley, Jackson, McInnis, Maltin & Sheppard, 2012; Cohen, 1993; Mathieu & Zajac, 1990; Tett & Meyer, 1993; Wayne, Casper, Matthews & Allen, 2013). First one is the Affective commitment. The employees have a strong belief in the vision of the organization they work in and acknowledge them; The employee comes to the aid of organization readily; Sense of urge for the employee to remain part of the organization (Mowday, Porter & Steers, 1982).

Many studies have indicated that organizations lower down their operation when they are being underpaid or paid less and they speed up working efficiently when they are being overpaid by Adams and Freewoman, 1976; Greenberg, 1982. Organizational Justice and job satisfaction are important drivers of job performance as indicated. There exists a relational construct between organizational justice process and employee job performance as analyzed through Social exchange relationship theory by Cropanzano and Prehar, (1999); Masterson et al. (2000). Measurement of output rates, volume of sales for a particular period of time and a group of employees' production who reports to manager with few others is one of the three types of measurements explained by Porter and Lawler (1968).

The belief that a person can perform a task with success is known as Self-efficacy (Bandura, 1977, 1997). It is also referred to as social cognitive theory or social learning history. Self-efficacy is the self-confidence of the person (Kanter, 2006) or the task-specific self-determination (Brockner, 1988). Self-efficacy is a threefold element. These elements are explained as magnitude which is perceived by the person as the extent to which they can perform a difficult task, then there is strength which is the belief of the person regarding the magnitude as strong or weak; and lastly there is generality which is the extent to which the expectation is concluded across situations. It has been seen that an employee's feeling about their capabilities influence their perceptions, motivation and performance (Bandura, 1997). Hence we hardly see an attempt by people to perform tasks which they assume they are going to fail in.

HYPOTHESIS OF THE STUDY

Following are the hypothesis of the study

- H₁:** Employee Empowerment is positively associated with Job Performance.
- H₂:** Organizational Commitment is positively associated with Employee Empowerment
- H₃:** Organizational Commitment is positively associated with Job Performance.
- H₄:** Self Efficacy is positively associated with Employee Empowerment
- H₅:** Self Efficacy is positively associated with Job Performance.
- H₆:** Job Performance mediates the relationship between Organizational Commitment and Employee Empowerment
- H₇:** Job Performance mediates the relationship between Self Efficacy and Employee Empowerment.

Research Methodology

This research is descriptive. Unit of analysis was profiles of individuals were being sampled as standard technique for survey, no groups or subgroups were touched in this survey, only individuals as a unit. Purposive sampling (Non-probability Sampling) was used for the research design Instruments were distributed online as well as traditionally to save time and less hassle however live interviews were lacked but due to the nature of respondents.

It was a one-time collection of results through questions from respondents and is a Cross-sectional study. 200 responses were recorded through online distribution of questionnaire to people related to Public Telecom Sector 162 were found to be useful

Regression & Correlation were used

The given statistics have been analyzed on the basis of questionnaire survey in which Employee Empowerment (**EE**) 04 items, Organizational Commitment (**OC**)09 items (Allen and Meyer, 1990), Job Performance (**JP**)05 items (Low et al., 2001), (Maslach and Jackson, 1981), (Glazer and Beehr, 2005), Self-Efficacy (**SE**) 05 items(Ralf Schwarzer& Matthias Jerusalem, 1995)were adopted.

Table Demographics Results (Gender, Age, Education, Marital status and Experience)

Variable	Scale	Frequencies	Percentages
Gender	Male	91	56.1%
	Female	71	43.9%
Age	21 – 25	42	25.9%
	26 – 31	64	39.5%
	32 - 40	25	15.4%
	41 – 50	19	11.7%
	Above 51	12	7.5%
Education	Bachelors	35	21.6%
	Masters	89	54.9%
	MS/M.Phil.	29	18.0%
	PhD	09	5.5%
Marital Status	Single	93	57.4%
Experience (Years)	Married	69	42.6%
	0 -	2 71	43.8%
	3 -	5 61	37.6%
	6 -	10 18	11.1%
	11 -	15 09	5.6%
	Above 16	03	1.9%

Table 1 describe the demographics analysis of the different variable of the study, whereas gender , age Education marital Stats and experience of the Respondent as narrate .

Table. 2 : Descriptive Normality of Data

	N	Mean	Std. Deviation	Variance	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
EE	162	2.455	.6685	.447	.765	.288
OC	162	2.582	.5542	.307	.599	.254
SE	162	2.527	.4730	.224	1.135	3.709
JP	162	2.449	.4620	.213	.573	1.884
Valid N (list wise)	162					

Data Analysis Technique

The results are used to analyze collected data with the help of the following statistical tests:

1. Correlation Analysis
2. Regression Analysis

Correlation Analysis

The correlation analysis is used to check how associated or related two variables are also the purpose of correlation is to know the direction of relationship between the two variables

Table 3 Correlations

<i>Correlations</i>		Employee Empowerment	Organizational Commitment	Self-Efficacy	Job Performance
EE	Pearson Correlation				
	Sig. (2-tailed)				
	N				
OC	Pearson Correlation	.831**			
	Sig. (2-tailed)	.000			
	N	162			
SE	Pearson Correlation	.508**	.615**		
	Sig. (2-tailed)	.000	.000		
	N	162	162		
JP	Pearson Correlation	.501**	.504**	.600**	
	Sig. (2-tailed)	.000	.000	.000	
	N	162	162	162	

**Correlation is significant at the 0.01 level (2-tailed).

The correlations show that Job Performance has a positive significant relationship with the mediating variable of Organizational Commitment and Self-Efficacy between Employee Empowerment. The correlation coefficients are **.831, .508, .501, .615, .504, .600** respectively showing that the variables are significantly correlated. For checking positive and significant association as well as mediation the correlation and regression is checked through the mediators (Organizational Commitment & Self-Efficacy) with (Predictor) independent variable (Employee Empowerment) and (Outcome) dependent variable (Job Performance respectively). The mediators Organizational Commitment & Self-Efficacy seem to be positively and significantly correlated with independent variable (Employee Empowerment) as well and also shows significance with the dependent variable (Job Performance), as shown in Table above.

Regression Analysis

For regression analysis and to check the dependences, the researcher divided the model into four regression equations and analysis was being done step by step for the results of the Data according to the Baron & Kenny (1986).

Hypothesis-1 Results

Model Summary – H1

Model	R	R Square	Adjusted Square	Change Statistics					Durbin-Watson	
				R Change	R Square Change	F Change	df1	df2		Sig. F Change
1	.501^a	.218	.213	.218	.218	44.596	1	160	.000	2.218

ANOVA^b

Model		Sum of Squares	of Df	Mean Square	F	Sig.
1	Regression	7.491	1	7.491	44.596	.000^a
	Residual	26.875	160	.168		
	Total	34.366	161			

a.Predictors: (Constant), EE

b.Dependent Variable: JP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.657	.123		13.485	.000		
	EE	.323	.048	.501	6.678	.000	1.000	1.000

The results support the hypothesis (H₁) of the study as the (t-stat = 6.678, p = 0.000). Therefore the hypothesis is accepted. The regression analysis of above tables shows that the relationship between Job Performance and Organizational Commitment is positively associated with each other and partially related at the same time. The value of beta is .501 explains that 1 percent increase in Organizational Commitment is associated with .501 percent decrease in Job Performance, other way around. In the model summary the value of R- square shows that the predictor Organizational Commitment explains 21.8 % variability in dependent variable Job Performance.

Hypothesis-2 Results

Model Summary – H2

Model	R	R Square	Adjusted Square	Change Statistics					Durbin-Watson	
				R Change	R Square Change	F Change	df1	df2		Sig. Change
1	.831^a	.690	.688	.690	.690	356.230	1	160	.000	1.788

ANOVA^b

Model		Sum of Squares	of df	Mean Square	F	Sig.
1	Regression	34.124	1	34.124	356.230	.000^a
	Residual	15.327	160	.096		
	Total	49.451	161			

a.Predictors: (Constant), EE

b.Dependent Variable: OC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.892	.093		9.607	.000		
	EE	.689	.036	.831	18.874	.000	1.000	1.000

a. Dependent Variable: OC

The results support hypothesis (H₂) of the study as the (t-stat = 18.874, p = 0.000). Therefore the hypothesis is accepted. The regression analysis of above tables show that the relationship between Organizational Commitment and Employee Empowerment showed a positive and a partial relationship among each other. The value of beta is .831 explains that 1 percent increase in Employee Empowerment is associated with .831 percent increase in Organizational Commitment. In the model summary the value of R- square shows that the predictor Organizational Commitment explains 69.0 % variability in dependent variable Employee Empowerment.

Hypothesis-3 Results

Model Summary – H3

Model	R	Adjusted R Square	Change Statistics				Sig. Change	F	Durbin-Watson
			R Square	R Change	Square	F Change			
1	.504^a	.200	.195	.200	39.955	1	160	.000	2.104

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6.867	1	6.867	39.955	.000^a
	Residual	27.499	160	.172		
	Total	34.366	161			

a. Predictors: (Constant), OC

b. Dependent Variable: JP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.487	.156		9.553	.000		
	OC	.373	.059	.504	6.321	.000	1.000	1.000

a. Dependent Variable: JP

The results support the hypothesis (H₃) of the study as the (t-stat = 6.321, p = 0.000). Therefore the hypothesis is accepted. The regression analysis of above tables shows that the bond between Organizational Commitment and Job Performances positively associated and shows a partial relationship among each other. The value of beta is .504 explains that 1 percent increase in Organizational Commitment is associated with .504 percent decrease in Job Performance. In the model summary the value of R-square shows that the predictor Organizational Commitment explains 20.0 % variability in dependent variable Job Performance.

Hypothesis-4 Results

Model Summary^b

Model	R	R Square	Adjusted Square	Change Statistics				Sig. Change	F	Durbin-Watson
				R Change	R Square Change	F Change	df1			
1	.508^a	.258	.253	.258		55.506	1	160	.000	1.889

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	9.276	1	9.276	55.506	.000^a
	Residual	26.740	160	.167		
	Total	36.016	161			

a.Predictors: (Constant), EE

b.Dependent Variable: SE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.645	.123		13.421	.000		
	EE	.359	.048	.508	7.450	.000	1.000	1.000

a.Dependent Variable: SE

The results support the hypothesis (H₄) of the study as the (t-stat = 7.450, p = 0.000). Therefore the hypothesis is accepted. The regression analysis of above tables show that the bond between Employee Empowerment and Self-Efficacy is positively associated and shows a partial relationship among each other. The value of beta is .508 explains that 1 percent increase in Employee Empowerment is associated with .508 percent decrease in Self-Efficacy. In the model summary the value of R-square shows that the predictor Employee Empowerment explains 25.8 % variability in dependent variable Self-Efficacy.

Hypothesis-5 Results

Model Summary^b

Model	R	R Square	Adjusted Square	Change Statistics				Sig. Change	F	Durbin-Watson
				R Change	R Square Change	F Change	df1			
1	.600^a	.358	.354	.358		89.364	1	160	.000	2.047

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12.316	1	12.316	89.364	.000^a
	Residual	22.050	160	.138		
	Total	34.366	161			

a.Predictors: (Constant), SE

b.Dependent Variable: JP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	.972	.159		6.112	.000	
	SE	.585	.062	.600	9.453	.000	1.000 1.000

a. Dependent Variable: JP

The results support the hypothesis (H₅) of the study as the (t-stat = 9.453, p = 0.000). Therefore the hypothesis is accepted. The regression analysis of above tables show that the bond between Self-Efficacy and Job Performance is positively associated and shows a partial relationship among each other. The value of beta is .600 explains that 1 percent increase in Self-Efficacy is associated with .600 percent decrease in Job Performance. In the model summary the value of R-square shows that the predictor Self-Efficacy explains 35.8 % variability in dependent variable Job Performance.

Mediated Regression

Hypothesis-6 Results

Mediated Regression for Organizational Commitment

Variables	B	t	p-value	R ²	F-stat	F-sig	Durbin-Watson
STEP 1 EE → JP	0.50**	6.67	0.00	0.21	44.59	0.00	2.21
STEP 2 EE → OC	0.83**	18.08	0.00	0.68	356.49	0.00	1.78
STEP 3 OC → JP	0.50**	6.32	0.00	0.19	39.95	0.00	2.10
STEP 4 EE → JP OC → JP	0.30** 0.20**	2.46 1.52	0.01 0.12	0.22	23.64	0.00	2.19

The results support the hypothesis (H₆) of the study as the (t-stat = 1.52, p = 0.12). Therefore the hypothesis is rejected. The regression analysis of above tables show that the bond between Organizational Commitment and Job Performance is not associated and shows no relationship among each other. Hence Job performance does not mediate the relationship between Organizational Commitment and Employee Empowerment.

Hypothesis-7 Results

Table 2 Mediated Regression for Self-Efficacy

Variables	B	t	p-value	R ²	F-stat	F-sig	Durbin-Watson
STEP 1 EE → JP	0.50**	6.67	0.00	0.21	44.59	0.00	2.21
STEP 2 EE → SE	0.50**	7.45	0.00	0.25	55.5	0.00	1.88
STEP 3 SE → JP	0.60**	9.45	0.00	0.35	89.3	0.00	2.04
STEP 4 EE → JP SE → JP	0.22** 0.48**	3.06 6.80	0.00 0.00	0.39	51.72	0.00	2.16

The results support the hypothesis (H₇) of the study as the (t-stat = 6.80, p = 0.00). Therefore the hypothesis is accepted. The regression analysis of above tables shows that the bond between Self-Efficacy and Job Performance is positively associated and shows partial mediation relationship among each other. Hence Job performance mediates the relationship between Self-Efficacy and Employee Empower

FINDING

Before testing whether Job Performance will mediate the relationship between Organizational Commitment, Self-Efficacy and Employee Empowerment (Hypothesis 6 & 7), We first check the primary three prerequisite conditions that might fulfill or not. Primary results showed that Employee Empowerment was related to Job Performance or not (Hypothesis 1) and Employee Empowerment was related to Self-Efficacy and Organizational Commitment (Hypothesis 2 & 3), Organizational Commitment and Self-Efficacy were related to Job Performance (Hypothesis 4 & 5), allowing us to continue to proceed hypothesis 6 & 7 test for mediation analysis. The overall model is significant as F stat value is less than .05 (p=.00). In hypothesis 6 & 7, we used multiple regression analysis for mediation and results were as we followed. In the model summary the value of R-square shows that the predictor Employee Empowerment and Job Performance explains 21.8 % variability in dependent variable Job Performance. The coefficient table shows, beta value .831 represent that the relationship between Employee Empowerment and Organizational Commitment is positively and significantly related to each other. The coefficient table shows, beta value .504 represent that the relationship between Organizational Commitment and Job Performance is positively and significantly related to each other. The coefficient table shows beta value .508 represent that the relationship between Employee Empowerment and Self-efficacy are positively and significantly related to each other. The coefficient table shows, beta value .600 represent that the relationship between Self-efficacy and Job Performance are positively and significantly related to each other. On the other side, when predictor and mediator both enter together then the beta value .508 shows Self-efficacy and Employee Empowerment are significantly and positively related to each other. The test depicts that the Dependent Variable Job Performance is positively and partially mediated between Self-efficacy and Employee Empowerment. Therefore, this shows that there exists partial mediating relationship between Self-efficacy and Employee Empowerment, because the major effect of (predictor) independent variable over (outcome) dependent variable is zero; however Job Performance also shows partial mediation between predictor and mediator-2. The value of beta is .22 and .48 explains that 1 percent increase in Employee Empowerment and Self-Efficacy are associated with .22 and .48 percent decrease in Job Performance. In the model summary the value of R-square shows that the predictor Employee Empowerment and Mediator-2 Self-Efficacy explains 35.8 % variability in (outcome) dependent variable Job Performance.

DISCUSSION

self-efficacy and organizational commitment as mediators, different number of studies that have done research on the subject of self-efficacy have found that it mediates the relationship between self-leadership strategies and work performance (Prussia et al., 1998) furthermore between verbal influence or persuasion, execution achievement, desire and physiological arousal (Vanvianen, 1999). The study by Liu et al., (2010) inspected the relationship between initiative, reasonability toward Self-efficacy and job performance. The results show that self-efficacy of the leader mediates the relationship between leadership, employee satisfaction and work performance. Numerous Researchers have contended that the assumption in the current writing has been that Self-Efficacy mediates the impact of these variables on work performance (Kanfer, 1992). Martocchio and Judge (1997) suggested that Self-efficacy represents the process through which the generalized conscientiousness tendencies easily manifest themselves".

The results also showed that Self-efficacy is significantly related to job performance and employee empowerment and partially mediates the relationship among each other and on the other side Organizational commitment shows no mediation between predictor and outcome. The findings of this research are extremely beneficial for the public sector telecommunication organizations of Pakistan as it is evident from the results that most of the employees are not concerned about the fair policies and procedures in our culture, they want practical implications of the policies and that is why Distributive justice, which is related with allocation of rewards and benefits shows a positive and significant relationship with employee empowerment and if distributive justice is enhanced in the public sector, it will definitely create empowerment between employees and the organization also at the same time will motivate the employees to exhibit their performance and output.

This can really improve the performance of an organization and once employees feel empowered with the distribution of rewards, performance will automatically increase making the overall atmosphere of the organization a

very attractive and a productive one. In addition results showed that, Self-efficacy partially mediated the relationship between Employee Empowerment and job performance that means to some extent that there is an influence between the independent and dependent variable. All in all this study is extremely fruitful for the public sector telecommunication organizations of Pakistan and the findings of this research can be implemented straight away to get dividends.

CONCLUSIONS

Although many previous studies concluded that Organizational Commitment positively impacts on the Employee Empowerment and Job Performance in an organization. this idea may be tested in another industry as well as the culture for the purpose of generalizability. Therefore, this study determines that Organizational Commitment has no significant effect and shows no mediation between Employee Empowerment and Job Performance of the Public sector telecommunication organizational employees of Pakistan in boosting their Job Performance and efficient output vice versa. Job performance was seen to be partially mediating the relationship between Self Efficacy and Employee Empowerment. Another way we concluded that Self Efficacy plays an important role to increase Employee Empowerment and Job Performance in future, if Self Efficacy will be carried out in a perfect religious and legal manner in the near future. After going through the extensive research analysis and review of literature, it is recommended that Employee Empowerment and Organizational Commitment are important factors of Job Performance. Organizations should promote values and policies and need to be communicated among employees. These activities lead to Employee Empowerment towards the job and help them in developing interest in the internal matters of the organization boosting their motivation levels and intent to build empowerment. A systematic study may be carried out to extract further elements of Employee Empowerment individually and collectively, on both public and private sector telecommunication organizations. An attempt to promote organizational and employee relation

Recommendations

The Population for this study has been taken as public sector telecommunication organizations of Pakistan but it is recommended for future researchers to carry out the research by targeting the public sector telecommunication organizations of Pakistan which are PTCL and Ufone as well, to see if employee empowerment exists or not which might help other researchers in adding up some literature to their research as well. This will also increase the generalizability since this is cross sectional study a longitudinal study may reveal better findings and results to education and carrying out research in the field of management can be a next step.

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ETHICAL DIMENSIONS OF ADVANCED COMMUNICATION TECHNOLOGIES AND DIGITAL NEW MEDIA

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Abstract

Information and communication technologies (ICT) have created fundamental impacts on human life, in every domain of life. Advent of Internet technology is one that brought social change, touching almost every aspect of life which effected the journalism also to a great extent. Digital new media is the novelty which technological revolution brought have provided many opportunities to access the information and to communicate. However, the development is not one-sided, there are also new challenges and threats. This study aims to provide a framework for analysis the ethical issues and establishing an approach to meet ethical challenges in the digital new media.

Keywords: Information and communication technologies (ICT), digital new media, ethical issues, ethical approaches.

INTRODUCTION

Individuals are living in societies. Have needs; have relations with each other; have an aim to sustain and be happy. In the age of advanced technology and globalization; individuals, groups and societies have high level of communication and interaction. We are living in a system. In systems, all entities affect the others and are affected from each other. In our globe, we, humans or the structures we are building; are affecting each other at every moment, with any choice, any decision, any word or any action. To reach and realize the aim of sustainability of the humanity and the world, the principles and rules are needed for living together. With the increasing rate of interaction, that necessity seem spreading in different areas of life, including daily real life to relations in digital life.

Advanced technology is taking more and more place in our lifes everyday. Technology is being used almost in every domain of life. A greater part of technology using is being realized through communication which are the products of high development of information and communication technologies (ICT). Increase in scope, speed, alongside with new facilities brought new types and new media for communication. Change in communication points out change in society; which has different attributes. One of the prominent feature of technology seems as its existence as indispensable. The impacts of information and communication technologies created threats as well as benefits. Among those the ones related with digital media raised new ethical questions and discussions. The high speed of improvement has the potential to conceal the problems. This paper aims to identify ethical issues in new digital media and discuss different approaches for resolution. Literature review relevant to research topic has been conducted.

1. THE IMPACT OF NEW COMMUNICATION ON SOCIETY AND ETHICS

Starting in the second half of the 20th Century, information technologies increased the development pace and expanded in societies. In our day, ICT are being used almost everywhere, in every area. Johnson explains that

the term “information society” is often used to refer the societies in which ICT are a critical part of the infrastructure through which economic, political, and cultural life is constituted (Johnson, 2009: 55).

Since ICT became broad and effective, have created tremendous impacts on individual and societal lives. The advent of Internet has major part in this role so that the Globe could be defined as “Before Internet” and “After Internet”. In ICT-configured societies, many of the actions of individuals and organizations instrumented through ICT. Among these, communication media is a crucial one to effect social conscious and social practice. Therefore, the ethical use of technology as a media tool is very vital for societies.

Communication, which is an intrinsic feature of society is one of the fields that was much effected by the technological advancement. Social change is intertwined with the change in communication, besides, technology is among the infrastructural elements which creates the social change. Consequently, technology constitutes determining impacts on the quality of the society where it is being used intensely as a communication instrument. Along with they have boosted the inter-personal communication, high development in network technology and mobile phones also generated big facilities for mass communication tools in their professional conduct. Advent of Internet has increased the communication between individuals, groups and organizations; on the other hand, is being used effectively by the traditional media like printed press and television. Improvements in technology and broad use of Internet have offered great novelties for news production and transmission.

This social change is not in one direction. The impacts of the Internet are not only benefits for individuals and society. The rise of the Internet had also brought upon some negative effects which can be detrimental for fundamental human values and societal life.

2. DIGITAL NEW MEDIA

Technological advancement and the widespread use of Internet brought great novelties on news production and distribution. New media or digital media which are the phenomenon by that innovation had generated have a crucial part in our daily ordinary social practice. As Ess emphasizes, “(...) our lives are inextricably interwoven with what are sometimes called ‘New Media’ or digital media” (Ess, 2014: 7). Beside the personal e-mails, e-groups, weblogs and the other digital communication environment such as “Facebook”, “Twitter” and so on, mass communication tools which are described as traditional media like printed press and broadcasting business are also using new communication technologies and Internet medium intensely for their professional conduct. The prominent feature of digital new media is its inclusiveness of all people who use information and communication technologies (ICT) besides the professional journalists for production and distribution of the news.

Along with the new technological applications, there has been revolutionary changes in journalism profession. In addition to the changes in professional activities by using technology as an instrument and medium, these novelties have brought organizational alterations also.

“Citizen journalism” is another new practice in today’s society which is a product of the rise in the penetration of mobile communication technologies all over the society. Ess states that the people with access to digital media technologies – including the cameras in the phones – are no longer simply consumer of news. Rather, whether by intention, or by accident, digital media allow to take up the roles previously accorded to professional journalists (Ess, 2014: 143). Citizen journalists also report events like professional journalists. The information can take many forms. It can include text, pictures, audio and video (Rogers: 1). The advanced mobile phones have great contribution in this activity. According to Ward; “ (...) as newsroom staff shrink, and the popularity of online news grow, organizations are increasingly able and willing, to collaborate with citizens in covering disasters, accidents, and other breaking news.” (Ward: 6).

The distinct features of digital new media are;

- Immediacy,
- Interactivity,
- Easeness,
- Being global,
- The ability to copy, distribute and store the content.

Charles Ess explains three distinguishing characteristics (beside other important ones) of digital media as; (in contrast with analogue media) digital media foster convergence, digital information as “greased” and digital media as communication media with the features of global scope, interactivity and effects on selfhood/identity (Ess, 2014: 9, 16).

The technical capabilities of digital environment which made possible to conjoin the different forms of content created the “convergence” characteristics. For example; a webpage of an online journal or a weblog can have text, visuals and audio materials at once. The capability of sending the information on Internet medium immediately is another prominent feature, being able to distribute globally as well.

3. DIGITAL NEW MEDIA AND ETHICAL ISSUES

Digital new media have determinative impacts on social reality which are both beneficial and damaging. Some of the ethical issues may have existed already. What makes digital new media distinct comes from the power of ICT and the new capabilities for communication, news production and distribution. Any instance of communication has potential ethical issues inherently to the degree that the communication can be judged on a right-wrong dimension (Johannesen et. al., 2008, 2). Because it involves possible significant influence on other humans (Johannesen et. al., 2008, 2). Communication, whether between two people or among groups or institutions; convey information and generate consequences. Makau states that communication involves choices, reflects values, and has consequences, so, these three key elements of communication form the basis of its relation with ethics (Makau, 2012: 1). These consequences include the impacts on other’s choices, decisions, actions.

The ethical issues which exist on digital new media may be the old ones which gained new capabilities or the new ones have just emerged. Some of the issues arise by virtue of the features of digital new media. Ess points out that “(...) what were once distinct set of ethical issues now likewise converge – sometimes creating new combinations of ethical challenges that we haven’t had to face before (2014: 12)”. For example, photograph people in public without asking for their consent; the ethics of both consent in photography and copyright in publication are now conjoined in new ways (Ess, 2014:13).

The features of digital new media such as immediacy, easiness, being interactive and global bring new opportunities, on the other hand may have causal impact on the emerging ethical issues. For example, the “ability” to produce, copy and distribute inaccurate news immediately and globally may augment the negative impact. “Copying” capability is another issue which may cause to plagiarism problems, may cause the intellectual property rights to be violated. Distribution of the information from the unreliable sources is another big problem which points out accuracy and trust issues in digital society.

The expected principles and standards in the digital new media have similarities with the ones existing in the traditional media. What makes them different is formed through the potential of violation caused by the technological advances. The main principle and duty of the journalism is reporting the truth in the public interest. The news should be produced without harming any alive, should comprise the accurate information, reports should be newsworthy, should not damage public, should watch for public’s benefit. The journalists should respect the others’ rights while conducting their profession. Those principles are also valid for digital new media.

In that respect; ethical issues in digital new media:

Accuracy and truth telling: This problem also has created the big issue about trust in today’s world. Jacquette states that “Commitment to truth and accuracy in news reporting is recognized as a fundamental obligation in journalistic ethics” (Jacquette, 2007:12). In today’s society, not only professional journalists but all the people who are communicating on digital environment, creating and distributing news also have the same obligation. The high speed of communication traffic in today’s digital society threatens accuracy and quality. Besides, inaccurate information has the same “opportunity” to be distributed immediately, globally.

Privacy: Private lives and private information have been effected much by the technical capabilities of digital new media. When information is computerized, the digital information can move quickly from one place to another and that raises especially serious ethical issues surrounding privacy (Ess, 15). Privacy is interrelated with human’s autonomy and intertwined with other values. Johnson analyzes the importance of privacy as an individual good, as a social good and threats it faces in today’s society (Johnson, 2009: 84-101). Private information is difficult to be protected; technological capabilities may allow the information to be accessed and distributed without consent.

News and Commercialize: Another issue is publishing the advertisement as news or let the advertisers intervene in the news content. Those damage the duty of the journalists’ commitment to truth.

Plagiarism: The use of another person’s intellectual product such as text, photograph without consent and without referring the original source is plagiarism. The “ability” to copy and distribute in electronic environment may cause the disrespect and violation of intellectual property rights. This issue also may create problems for accuracy and reliability.

Digital Divide: Worldwide, instant, interactive communication capability contributed to democracy enhancement. But, the opportunities which ICT provide does not include all people. Freedom of expression and participation are important features of democracy but there are more. Equality is also a crucial one. People should have equal to reach opportunities but not all people are able to use digital tools. Digital divide/ digital gap is the divide between have and have not’s, the gap between people who have/use ICT and the people who don’t have/don’t use ICT¹ (Internet World Stats, Usage and Population Statistics 2014).

4. ETHICS and ETHICAL APPROACHES

Ethics refers to the principles and values related with right and good which guide the decision/ behavior. Ethics, which is a discipline of philosophy, is the “science of moral action” (Pieper, 1999: 22).

Ethics is the basis of action. In today’s society, most of the decisions are being made and most of the actions are being practiced through / with information and communication technologies. In today’s interconnected and interrelated global society, how people communicate generate very important consequences. Therefore, speedy and interactive communication conduce the responsibility of the parties who are involved in communicative action.

Ethics is not a set of strict rules, bans, or punishments. Ethics is the wisdom and art of searching the most appropriate, the good and the right.

As adults, our discourse and actions depend on our choices and decisions. Those decisions are not coincidental. There is a life behind. Our life experience and what we learned as good and bad since our childhood lead and direct our thoughts and determine what we say, how we act, react or stay passive. The principles and values which are the base of the behavior are accumulated through life time; starting in birth environment,

¹ As of 30 June 2014 World Internet Usage Statistics:

	Internet Penetration	Share in World Int. Usage Population
Africa	% 26,5	% 9,8
Asia	% 34,7	% 45,7
Europe	% 70,5	% 19,2
MiddleEast	% 48,3	% 3,7
N. America	% 87,7	% 10,2
Latin America/ Caribbean	% 52,3	% 10,5
Ociania/ Australia	% 72,9	% 0,9

(Internet World Stats, Usage and Population Statistics)

family-friends-school-teachers-neighbours-culture-country-mass communication tools-art products-the global values,... all have effects in constructing the perspectives of the person about good and bad, what is aimed to reach and to do. But the “right” way to behave for someone may contradict with others’ “right”. In that respect, the duty of ethics is to find out the common/ shared value. In postmodern era, it is observed that the values, the concepts about “good” and “bad” are vague sometimes. Most of the times, there are conflicts and clashes. Indeed, most of the humans are alike; biological-psychological features and needs are very alike. “Respect” and “grace” may save many things. The humanity and sustainability of the world need strongly to rebuild the universal values -which seem forgotten-, and meet at common goods.

The development of ethical understanding will support to find out common/shared goods. Accordingly, it is needed to constitute the clear judgement trait which requires to thrive the wisdom and conscience. So, that may pave the way to make ethical decisions and actions. Here, this reflection can be associated with Aristotle’s *phronesis*; “the capacity for practical judgement” (Ess, 2014:200). Ethical theories also enlighten in analysis of the issues and justification of the decisions. Theories such as Utilitarianism, Deontological Theory, Rights and Social Contract Theory, Virtue Ethics provide frameworks, modes of thinking and tools to use in analyzing ethical issues (Johnson, 2009: 35-51). In addition to Utilitarianism, Deontology and Virtue ethics, Charles Ess also argues about meta-ethical frameworks such as relativism, absolutism (monism), pluralism; Feminist ethics; Confucian ethics and other perspectives such as African (Ess, 2014: 200-253).

There are varied perspectives towards ethical issues in digital new media. Ess explains different approaches as one of the arguments says that there is a strong need for careful and systematic ethical reflection to develop the guidelines, codes, and laws which will help to work through especially the new kind of ethical issues that digital media evoke. Beside that perspective, there are also views which think that people will learn from their experience to utilize new technologies in ethically appropriate way in ways that minimize harm, protect rights, etc (Ess, 2014: 14). Both views seem are applicable, nonetheless there are some difficulties coming from the characteristics of the digital new media. Increasing rate of ICT and advent of Internet eased global communication, generated interactive multicultural world which refers more chance to the universal norms to be accepted. On the other hand, there may be crucial differences between understandings, norms and values sometimes which may cause to prevent solving the problems. In addition to this, there are many individuals and technical devices involved in ICT systems that it is sometimes difficult or impossible to find responsible person which is very important to solve ethical issues. Ess states that Western understandings of ethical responsibility primarily is individual responsibility. But nowadays, multiple humans and technological devices work together which can give benefit or harm (Ess, 2014: 21). Johnson also, in her analysis, points out to a variety of factors contributing to a diffusion of accountability around the development and use of computer and information technology (Johnson, 2001: 188-192).

In this effort, dialogical approach seems helpful which means trying to understand each other. However dialogical process or pluralistic view does not mean accepting all different norms and values. Justification is crucial. Basic, fundamental human values such as respect for human life and dignity, honesty, fairness, benevolence should be appropriated. The conscious and conscience seem as basic guidances. The experiment

and accumulation in history of civilization should support that base in solving ethical issues in the direction to sustainability and the progress of the humanity and the world.

5. CODES OF CONDUCT

Ethical understanding and practice are needed in every domain of life. Nevertheless, professional conduct also requires certain standards and principles.

The Principles for Internet Communication (Töreci, 2000) has properties as a guide for new digital media also. Besides, there exist particular codes of conduct for the applications on Internet and Internet journalism. Among those, The Blogger's Code of Conduct was proposed by Tim O'Reilly in 2007. O'Reilly has suggested ideas as a draft and called people to join.

Proposed ideas by O'Reilly were:

1. *We take responsibility for our own words and for the comments we allow on our blog.*
2. *We won't say anything online that we wouldn't say in person.*
3. *We connect privately before we respond publicly.*
4. *When we believe someone is unfairly attacking another, we take action.*
5. *We do not allow anonymous comments.*
6. *We ignore the trolls (O'Reilly, 2007).*

Each item has further explanation.

CONCLUSION

The ethical issues in digital media are not much different from the ones in other domains of social life. Thereby, the development of capability for behaving ethically is needed in general; for the whole life, for all the professions. Establishing an ethical understanding is related with the social, economic and cultural development of society. Ethical behavior requires appropriation of fundamental values and sound judgement, which means developing awareness and reasoning ability. Those values and standards of behavior are maintained in accordance with the society. Therefore, the economic and cultural structures also have determinative roles. Accordingly, development of ethical understanding in every area of life seems necessary. Relevant educational curriculum will support this effort. Besides, setting codes of professional conduct may function as a guide. Social consciousness and developing ethical understanding will increase awareness and good will to solve the ethical problems which also can enhance the benefits of digital new media.

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