

SOCIAL MOVEMENTS AND SOCIAL MEDIA IN THE CONTEXT OF THEORY OF SPIRAL OF SILENCE

Enderhan KARAKOÇ¹

Onur TAYDAŞ²

Summary

The rapid changes in mass media determine the relationships of people with these instruments. In recent years, the impact of internet-based new media upon people has attracted the focus of research in this field. The internet and social networks where there are not strict controls as in other mass media have become an important medium for individuals. Social networks' –especially Twitter, Facebook and so on- allowing them to express their thoughts freely and many of users' reaching to these ideas easily are the reasons why these networks are preferred by those people. In addition, individuals have moved these networks forward from being a place for publishing ideas and maintaining social relationships to places where social events have been organized. The above mentioned reasons are also expressed as places where the spiral of silence is broken precisely. This study aims to demonstrate the importance of social networks in social events recently occurred in the Balkans, Middle East and our country. This study has focused on the role of social media in social events as away from the complexity of the academic studies done previously. The study which examines the impact of social media and social networks on social events, has been carried out starting from theory of the spiral of silence and conducting literature review.

Key Words: Spiral of Silence, Social Movements, Social Event, Mass Media

¹ Assoc.Prof.Dr.Selcuk University Faculty of Communication. Department of Radio TV and Cinema. Konya,Turkey

² Cumhuriyet University , Lecturer in Vocational School of Higher Education, Department of Radio and Television Broadcasting