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Functionality of Media in terms of Capitalist Economic System Sustainability and Preservation / Kapitalist Ekonomik Sistemi Sürdürme ve Koruma İşlevselliği Açısından Medya

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ABSTRACT

The media can create prominent socio-cultural changing. In this aspect every system based on society intend to use the media as an important source. Of course, the reason for this tendency is the need of human support in the sustainability system. The capitalist system also needs human support to ensure its continuity. In this perspective, it can be said that media is an important tool in providing the support that capitalist system needs. The media has an important function in the circulation and consumption of the market goods produced more than necessary, which is particularly necessary for the continuation of the capitalist economic system. This functionality can be evaluated in two perspectives. First, people are persuaded at the point of to purchase unnecessary goods. Secondly, this phenomenon created by media turns into social culture. From this point of view, it can be said media functions are cultural imperialism and manufacturing of consent. By means of the manufacturing of consent, people are directed towards from consuming based on real needs to consuming based on virtual necessities. By means of cultural imperialism. consumption culture becomes dominate culture in societies. Lastly it should also be mentioned that people start to think that they can only be exist as long as they consume. It can also be said that the emergence of this human type is very useful in terms of the capitalist system.

KEYWORDS Capitalism; Media; Manufacturing Consent

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