

THE SILENT LANGUAGE OF THE NEW MEDIA

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The new media tools, such as smartphones and tablets, enable us new communication methods. Sometimes, we can find ourselves watching a recipe video on the internet in a language and culture we have never known. However, it is hard to determine the degree of understanding of these new media contents that are perceived only by following the actions and visuals. Is it possible for new media technologies to put visual communication forward and reveal a novel global communication method by muting the language? Within the scope of this research, phenomenological and hermeneutic approaches are implemented to investigate the silent language of new media. Phenomenology tries to create conditions for an objective examination of topics that are often considered subjectively. Since preliminary information may also bring subjectivity, it should not be included in the studies. For this reason, in the first part, the researcher experiences new media content in the Japanese language without having any prior knowledge of the language itself. In the second part, a popular Japanese manga, which has anime and film versions, is chosen to be experienced in different media environments by the researcher and a participant who has no prior knowledge of Japanese either for further evaluation. In the end, this study attempts to measure how much of the new media could be understood through various environments such as Netflix and YouTube. The research aims to interpret the current and future potential effects of the silent language of new media on human communication.