

What is Psycho-Semiotic Language Use and its Parser, as a New Concept? How Can the Example Modeling for Use in Digital Media and the Process of Creating Digi-Slave Proceed?

Assoc. Prof. Dr. Nevin ALGÜL

*Marmara University, Communication Faculty, Department of Radio, Television and Cinema/Visual Communication Design
nevinalgul@marmara.edu.tr*

Abstract

This article has two main objectives. 1. To open a new concept to scientific views by presenting it to the field. 2. To show how the digi-slave creation process can work with the Use of Psycho-Semiotic Language; causing someone to develop a particular attitude in the desired direction and changing the existing one, in other words, changing the existing point of view, giving a new perspective, hence a new thought formation management and concluding it in the desired direction should be added to these. Although not by this name, it is one of the methods used in public relations.

What are the tools for Psycho-Semiotic Language Use? What is the Psycho-Semiotic Language Usage Parser? Which disciplines does it take advantage of? In conclusion in this article which focuses on these issues, it is possible to manipulate the target and captures its mind through the Psycho-Semiotic Language use. This article introduces the Psycho-Semiotic Language Use, which is a new concept and definition based on Ronald Barthes's 'narrative strategy', and deals with the misuse of this language. Mind manipulation can also be achieved through narrative strategies formed through psychological analysis. In the psychological analysis, the effect of digital environments and the issue of raising awareness and taking measures in response to the process leading to become digi-slave are dwelled on. Wishing you to take this into consideration, the subject of the article has been written as a subject that is still being studied and developed.

Keywords: Digi-Slave, Psycho-Semiotic Language Usage Parser, Psycho-Semioticists, Psycho-Semiotic Language Use, Fiction-Narrative Strategy, Digital Social Media, Digi-Tracking Specialists, Digital Law, Individual Self Embezzlement, Interaction Law.

Introduction

“Everything is presentable (!), formal, visual, managed through indicators,

In order to consume, first you should be consumed, here is the 21st-century person, you in general” Nevin Algül.

What is Psycho-Semiotic Language Use? At the outset, Psycho-Semiotic Language Use is already a field used by public relations. This field has been expanded and defined as Psycho-Semiotic Language Use and is used in this article with this noun phrase for the first time. Public Relations provide the existing perception by changing the perspective and creating a new thought. Of course, the ideal method is performing this action always based on truths; however, the process does not always seem like that in reality. One of the objectives of this article is to define the branch of Public Relations involving this use as Psycho-Semiotic Language Use. Large masses were made ready to be managed by means of indicators. The main starting point is to make the individual who has lost touch with reality to think less. Disrupting his critical and questioning view and thus creating a 21st-century human that brings visuality to the fore are aimed. Human profiles expanded over this fabricated prototype became manageable through indicators. Strategies to manage these individuals, who have been transformed into a part of the increasingly digitalized world, from this area that needs to be more and more articulated, can also be obtained and formed from the area it covers in this environment. Talented people who use their computers like a typewriter have no chance of escaping from this administration. Particularly if he is someone who keeps a journal on his computer, if he is well-educated, if his social observations hit the bull's-eye, if he is a genius whose ideas are being patented and whose fictions earn trillions of Turkish Liras and break rating records, and if he proceeds in the advertising and music sector -the article is based on this modeling by the way- his entire life can be managed in a way to go on as a digi-slave.

The decoded genetic-cultural codes, putting pressure on the psychological world of the individual on an individual basis; paralyzing and atrophying it in this way, being able to exploit him in line with its own interests like a slave and manipulating his brain are among the major abuses. For example: to be scared by law and force whenever he says that he is stolen and wants to take legal action. If the individual is a spring with multiple abilities, this discovery (!) that begins in the digital environment can initiate a process that will equip also his real-life with psycho-semiotic language. In our age, the people of the 21st-century are already trying to survive

within this use. Although it can be also used in a good way, it is an inevitable fact that it is like an atomic bomb. One of the objectives of this article is to raise awareness and make a description of the situation to which the individual who can be exploited or victimized for personal and/or group interest is exposed in the most accurate way possible, to help to eliminate the possibility of surrounding him.

It can be mooted that the widespread of formalism, which facilitates the use of Psycho-Semiotic Language, is associated with the crisis of representation, which was manifested in the appreciation of impressionism in the 1870s, which is partly a reaction to the spread of photography, and continued in the formal inspections of various 'isms' of the twentieth century (Jensen, Klaus, B., 2005:31). People guided and managed through indicators.

In case we start with psychology and move forward on definitions in order to determine the boundaries better: As If the definition of psycho is accomplished, it means that it is time to define the semiotic now.

Known "Psycho comes from Psychology: The definition of it according to Longman Active Study Dictionary is that: Psychology refers to "1. the study of or science of the minded the way it Works. This is formal usage; informal usage of it: The mind and character of a particular person or group" (Longman, 1983:486)The other definition comes from www.vocabulary.com : "Psychology refers to the study of human behavior and the human mind, or the mental attitude of a group. Your parents will find it hard to understand the *psychology* of the teenager.

Psychology is more than just an academic subject. The word refers to the complex mental workings and states a person, group or activity. Marketers use the psychology of consumer behavior to sell you things you don't need. Some self-help books teach you how use psychology - mental strategies and tricks - on someone in order to win arguments or get ahead."

If the definition of psycho is accomplished, it means that it is time to define the semiotic now.

What is Psycho-Semiotic Language Use and how does Psycho-Semiotic Language Use take place?

First of all, what does Semiotic / Semiology / Semiotics mean?

First, the definition of the indicator should be made. An indicator, "In general, is defined as all kinds of forms, objects, phenomena, etc., which may represent anything except itself and which therefore have the characteristics of being able to replace what it represents. Semiotics is the branch of science that examines indicators (Rıfat, 2009: 11)."

Göstergebilim is used as the Turkish equivalent of the words semiotic/semiologic.

Semiotic is used as the base for the choice of the word semiotics. The word Semiotic (Rıfat, 2009: 27) comes from French, and when the etymology of the word is examined, it is seen that it fulfills both visual and linguistic meaning. When it comes to the use of psycho-semiotic language use, only the visual elements come to the mind of the general majority and this is the case even for the well-educated people. The problem arises from this point because languages are actually visual elements based on the indicative (letters)/indicated (meaning), so each of them is indicators. They construct a semantic through indicatives. For this reason, the word "semiotic" has been preferred while creating the noun phrase Psycho-Semiotic Language Use. Although the word semiotic contains both visual and linguistic meaning, it cannot put an end to the usage confusion. An introduction of word or noun phrase that will eliminate the usage confusion here and create the perception in the majority of the public that words can also be designed with fictional "narrative strategies", but that can come out only with a book, will not be included in this article.

Public Relations and Psycho-Semiotic Language Use

The discipline that most benefits from Psycho-Semiotic Language Use is Public Relations. It can even be claimed that it was formed with support from it, or that they were intertwined. And this is why the first is very dangerous because it uses the tools of the latter. For example, you can find all the features of advertising science in Psycho-Semiotic Language Use. In the way it uses it, it can take place in the form of repetitions from a target-oriented content, creating a fairy tale effect, hitting the same place repeatedly, carving the granite rock or attempting to cut it into pieces from the point it hits. Although the most benefitting is Public Relations, even taking into account the possibility of that they may have created each other while one of them remaining secretive, it is interested in all disciplines it is affected from and it is benefitting from the psychological analysis of the target and makes use of it to manipulate, lead, and restructure it, and ensure that it adopts an attitude towards its goal.

Sales can make use of equipment similar to hunting a consumer: Learning and memory, Motivation and involvement, sensation and perception (color, taste, touch, sound), attitudes, changing attitudes and emotions,

personality and self, values and lifestyle, socio-cultural influences, family, personal effects, social class, and culture (Odabaşı; Barış, 2018:77-325).

In order to successfully direct the target, including whoever is in contact and relationship with the target in this Psycho-Semiotic Language Use circle can fulfill such management. The main thing here is the psychological analysis of the individual.

The psycho-semiotic language use, the misuse of which is the subject of this article, can be separated into three for the time being:

1. Harsh psycho-semiotic language use
2. Moderate psycho-semiotic language use
3. Soft psycho-semiotic language use

Modeling Psycho-Semiotic Language Use in the Digital Media and Everyday Life Relationship

“..... I will say Othello that Cassio is very close to his wife,

Cassio is handsome enough to raise suspicion anyway,

Just after women's hearts,

And the Moorish is brave and freehearted,

The fool thinks those who look honest are also honest,

Once you put the ring on his nose

You can take him wherever you want

Alright, everything is arranged.

The darkness of hell and night,

Will breed this monster creature to the light of the world” (Shakespeare, 2017:27-28).

If Iago lived in the Digital Age, it can be predicted that he would follow the digital trail of the Moorish, capture the private notes he kept on his computer, if any, and do all the evil through them in a more detailed way and more easily and maybe even prepare particular software for it. Also, imagine that he comes from a multi-disciplinary background and has a lot more collaborators. For example, everyone who would benefit from the Moorish can be included in the work: Even a new digital age Othello can be created out of this.

First of all, Psycho-Semiotic Language Use is performed entirely based on the psychological analysis of the person. Let's concretize by giving an example, the individual is exposed to a series of fictions that he comes across throughout the day, that affects him, that is, that has a reflection in him.

Let's say this person keeps the negative events he comes across during the day in his computer or phone in the form of his personal diary, but while keeping it, he writes poems, lyrics and comments on whatever is happening in his country throughout the day. Suppose that these poems and similar lyrics are played through the digital media as song lyrics and bring high commercial fame and money; Consider that his comments have really an impressive power and there is a group that takes advantage of them: Such a person can be turned into an essential Digi-Slave for an establishment that can use this language. The current period of the world and the slave who has been paralyzed can pass away without even being able to express his right. If the fact that such a person will not be desolated seems inevitable, then it is also reasonable that he will be surrounded by Psycho-Semiotic Language Use to the same extent. It is also reasonable that what is necessary for this will be done because such a person is now at the mercy of this establishment. This establishment can change the method according to the characteristics of the target, while using everything you can think of, such as accessories, fragrances, etc. that affect the target psychologically, including gestures. If the target digi-slave is someone whose personal diary on his digital devices is constantly looted and used, the feeling and perception that he is constantly under surveillance shall be sent to him through many channels throughout the day. If he mentions in his diary that the person in an incident that he was exposed to and was uncomfortable with was wearing a hooded sweater, this content now means that it will be included in the Psycho-Semiotic Language Use and will be used as an element of oppression from time to time. This complex period in world history and the upsetting moral and value judgments where the person who holds the power is full of pride, the suggestions about what the digi-slave individual is able to do psychologically in order to survive may be the subject of another article. The fact that the players are able to come out personally and lead the opinion and lead in ensuring security in digital environments inevitably shows the necessity of blocking the road to become a digi-slave.

Example of the Psycho-Semiotic language use II (metaphorical): If the names that you have noted down in your personal diary and/or on your smartphone are asked by someone the very next day, if keywords are used from the content and these occur consecutively, this falls under the language part of Psycho-Semiotic language use. If the photos of those people are somehow gain on you, it also falls under the visual part of the psycho-semiotic

language use. Another example: if you have written something about Rumi in your diary on your computer at night and your roommate in your working environment shows up with a miniature Rumi statue in his hand and if you have witnessed many linguistic and visual coincidences (!) from the same person before, welcome to the Psycho-Semiotic language use. So what happens next? Plenty of things... The person you have mentioned and complained about has a wide range of use such as voice, movement, They are all started to be used against you *as a weapon of social war (this is an explicit war)*. This is the most moderate one and only on an individual basis. It is so dangerous that you may suddenly find your brain '*reset*'/ '*reformed*', however, you may not notice it. How did the spring come to the Arabs (brothers)? How can all innocent democratic demands (or any end) be turned into means of imperialist ends? This can be done to direct the individual to write.

Psycho-Semiotic Language Use according to the target (fictional narrative strategy): As mentioned before, if the person is "the goose that lays the golden eggs" that will bring a lot of commercial profit and caught by a team that can easily access and use the diary he keeps on his personal computer, he will smoothly dragged to the environment controlled by this team. His or her psychological analysis has already been made based on what he or she wrote on his or her personal computer. Particularly if he is observed to be an indispensable person caught during the university years, he can be drawn into an academic environment that is already implementing Psycho-Semiotic Language Use. What is the good of science? Here, the target that has entered the process of being a digi-slave, can be exploited by means of the digital environment for many years with the use of medium, hard and soft discourses of this language and the potential surroundings required for this. This becomes so familiar that they may attempt to use his brain without any hesitation and even what he wrote publicly.

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Raising Awareness and Proposed Solutions

"It doesn't matter a door or a chimney for an experienced thief" (Çotuksöken, 1994: 248).

We can witness that some of our proverbs and the digital age reality exactly coincide. Some of us may have grown up saying "a thief is the one who is not called a thief," depending on the characteristics of the thief. It can be thought that both of them fit this transition period. (Will it ever transit?)

Will the people of the digital age just say "Oh God! Grant us what we hope for and make us secure from what we fear. Amen," in order to keep their hope? Or will they make an effort like Sisyphus to find solutions? Or will they try to protect themselves through joining the stealer system? Because they are the subject of survey questions that need to be asked in field research, in order to awaken the majority who are exposed to Psycho-Semiotic Language Use and who cannot understand this and to raise awareness, the topics that are listed in the article can be brought up for discussion and more striking solutions can be reached by means of this discussion.

1. The Digital Law field has to be established with a solid technological infrastructure in the near future. That should be equipped with an infallible intuitive artificial intelligence that not only solves current

everyday problems but also can foresee the technology of the future decades and deliver Digi-Law solutions. It should be able to bring about new solutions from the difficulties experienced in solving today's problems.

2. Psycho-Semiotic Language Use Experts, Psycho-Semiotic Linguists, Psycho-Semiotic Language Experts, perhaps will need to be specifically trained within Digi-Law, in other words, legal solutions that will make it easier to trace also digital trails and find a legal solution.
3. One of the Psycho-Semiotic Language Use levels may be Mobbing.
4. Digi-tracking agents: Professional areas such as Digi-Police, Digi-Inspector, should be formed. These professional groups should follow digital trails and virtual tracks just like the airline map and whenever the person starts using a digital device, whether connected to the net or not, and/or each time the risk of siphoning occurs, all his private information and discourses like the idioms he uses should be protected with Digi/Digital Law from beginning to end and the individual should be able to check this. It should not be used for advertising purposes and should work in real terms. Maybe, a solution will be found for this in the future by making use of the atmosphere.
5. Is it only an impossible dream to reconstruct digital environments on people who are trying to be good, true and beautiful by purifying them from the reign of all kinds of religion, language, race, ideology, and esoteric groups? People who belong to these groups should be prevented from despoiling the public and deriving moral and material benefits from it.
6. Interaction Law should also be formed in the area of Digital Law. This area should be divided into units of interaction degrees such as Interaction Law I, Interaction Law II and etc. and they should intervene when the words, phrases, and discourses published in the digital environments are transformed into moral and material commercial profit. Those who harass someone for these effective uses should be prevented by the digital legal system and a judicial process should be launched.
7. Linguistics courses can be scheduled in Communication Faculties. Thus, the formation of the perception that each language is based on one formula becomes easier. Those who know the quite mathematical formula quite will get it. In this way, the perception that the natural languages are indicators will become accustomed and this will naturally affect the form of thinking. Gaining a general view of all languages to the individual can create the thought that they can also be used as a design tool. This view will create a new perception, which can influence the way of thinking.
8. If Communication Faculties are transformed into the Faculty of Communication Design, this can contribute to change the point of view and to form a new perception on behalf of the vast majority and to the formation of a new thought. Communication is closely related to design in the reality of our age.
9. Moreover, these faculties can first make concrete decisions about digital media and digital devices, based on digital integrity and digital law, firstly related to their own attitudes and behaviors. Such as protecting faculty members against digital theft, ensuring no illegal transaction violating the law on the protection of personal data and the Big Data is being made in their pages and so on.
10. In order to protect the 21st-century people from being a digi-slave, the way the individual uses language, his syntax and use of words can be used as a characteristic attribute. Repetitions can even reveal the way of thinking. Even if these uses are stolen once or twice, it is still unlikely to become periodic, or we should say an intuitive artificial intelligence algorithm may be needed for this. An algorithm that can figure out from which brain an idea, software or syntax can originate, like deciphering a person's handwriting.
11. As an idea, view in different areas, language uses that will deeply shock, affect and catch large masses to be patented and belonging to a digi-slave are pulled from the digital media, an individual also should be able to hold unprecedented effective uses that belongs to him, that include an idea, that have a commercial effect, that will bring in moral and material gain and guarantee through law and such software can also be thought about. Individual Data aiming to protect the individual from Big Data. Individual Self Embezzlement law and Interaction Law can be considered as a solution, too.
12. A new definition for digital areas.
13. Linguistics courses can be scheduled in Faculties of Communication Design; thus, the formation of the perception that each language is already based on one (mathematical) formula and each of them is an indicator may occur and therefore the perception that they can be designed just like visuals can be formed.
14. Studies to make the formalizing feature of an article, especially the discourse of the state press-broadcasting-publication, is distinguishable.
15. In the future there can be personal digital transcripts for all digital products users to control their digital securities.
16. The final solution is to develop an education system aimed at establishing questioning and critical thinking starting with the mother language learning methodology in early childhood, before, during and after school.

17. The title of Psycho-Semiotic Language use as a complaint element should be added to the titles of the sponsored advertisement/advertisement tabs on the Digital Social Media Platforms that can be complained and blocked by the user. Prevention of attacks on people who are targeted (digi-slave) from digital social media platforms can be achieved by raising awareness of Psycho-Semiotic Language use.
18. World Psycho-Semiotic Language Use Awareness Day can be declared.
19. Just like the author of this article has already started, scientists may present books, panels, and conferences as a range and keep all these on the agenda.
20. TV channels/those who can easily access digital data and data theft should be restrained by urgent, high-sanctioned digital law which can be implemented immediately. These areas need to be blocked by means of digital law and innocent people must be protected. Otherwise, some evil organizations that can use the data mine (!), which they discovered as a great resource, as a common digi-slave with the dominant political power for a lifetime, may be allowed to grow and survive because such organizations will definitely cooperate with the sovereign power.

From now on, it's related with Psycho-Semiotic Language User that is totally belong to the of this article writer, too.

What is the psycho-Semiotic Usage Parser?

1. A Psycho-Semiotic Language Parser that tracks, records and separates the digital traces that the individual left behind in digital environments. In this way, one will be able to differentiate and even measure the language uses, which can paralyze him with the evil Psycho-Semiotic Language Use about what he has written.
2. Psycho-Semiotic Language Parser with immediate penal sanctions approved by digi-law. If its measurement and assessment say that there is evil use, this determination will be processed and finalized instantly by digital law.
3. Advanced versions can also be designed: A complete Psycho-Semiotic Language Usage decoder.
4. Maybe, this century is the right time for legally deciphering the genetic-cultural habit that paralyzes this goal that evil interest-group entities have made for hundred of years and now transferred into digital environments and legalizing this process, what do you think?
5. In fact, looking at the profile should be included in this psycho-Semiotic Language Use and since its content should be capable of digi-tracking, moods such as 'what did he/she write,' 'who looked end when did he/she/foundation look,' 'how did this look feel in terms of Psycho-Semiotic Language Use' should also be presented in the reporting section.
6. In fact, looking at the profile should be included in this Psycho-Semiotic Language Use and since its content should be capable of digi-tracking, moods such as "what did he write", "who looked and when did he look", "how did this look feel in terms of Psycho-Semiotic Language Use" should also be presented in the reporting section.
7. A Psycho-Semiotic Language Parser that, tracks, records and separates the digital traces that the individual left behind in digital environments. In this this way, one will be able to differentiate even the measure the language uses which can paralyze him with the evil Pyscho-Semiotic Usage Language Use about what he has written.
8. Digital Trace Equipments/software (Transcripts) must work together with Psyscho-Semiotic Language Usage Parser
9. If there are people who attack the posts made by the individual on digital media in terms of Psycho-Semiotics, a Psycho-Semiotic Language Use Parser that can measure and evaluthe digital traces, that the individual left behind in digital environments ate this use Immediately.

Conclusion

"Believe in your hopes, not your fears."

Marion Harper (Merter,2019:66)

"Believing in hopes" and working hard to achieve these hopes, of course! Considering the world history, the similar events that happened before the significant historical transition periods, the fact that those who hold the power and/or those who were attached to this power are able to form this oppression environment with fiction, plot, narrative strategies (definitions belonging to Ronald Barthes) in their own interests, the fact that they are able to exploit the law in line with their interests, that they can even suppress the person who has been transformed into a digi-slave from entering legal remedies, and that the possibility and reality that they can arrange this suppression process thanks to the narrative strategies can also affect the salvation process of the digi-slaves who have been trapped in this network and claiming and getting their rights back. Suppressing the victim with the psychological codes that have been analyzed in digital social media environments such as WhatsApp, ekşi Sözlük, telephone, SMS and tools and media such as e-message which are the simplest examples of how an interest group possessing an organization to paralyze the individual who has been transformed into a digi-slave,

in every sense -particularly if he tries to claim his rights-; using Psycho-Semiotic Language with the genetic and/or cultural codes existing in the society, making the victim inoperable and inoperable, striving to keep the victim in a stealable state, sustaining these actions for years can be analyzed as modeling samples a 'case' in the next article and/or book, or book chapter through legal consultation.

The odd thing is, since 21st-century human beings are designed as the "dwarf" consumer of the "supreme" capitalist society, they are wanted not to think to consume everything. An individual who gradually gets more distant from critical thinking may not even realize that he or she is transformed into a digi-slave. The majority of people may still consist of people who center human being. This may avoid them from believing that people can do anything for money. The idea of being looted from every environment may seem quite distant to them. However, those who hold the reins of the digital power in their hands may have the potential to not only use all these media illegally as data providers but also to use the brains that they have decoded as digi-slaves, in this period when the patent culture is rapidly arising.

In societies like us who still regard the state as a kind of protector (the benevolent state), think that it controls everything that reaches them, but are faced with the reality when something bad happens, especially in a totally capitalist period where the content providers who regard the public as a milky animal are getting mad about patent, does the individual whose outstanding profitability from digital environments except for the law on the protection of personal data and Big Data (which cannot be controlled by the public), is deciphered seem helpless and alone?

All this legal confusion has to do something with a new world order. Those who hold the digital power should be stopped from using this power in the interests of themselves and their stakeholders. Şule Çet and many similar cases.... Hardly a day passes without a new tweet series launched for establishing justice and this is named as the Twitter Chief Prosecutor's Office. (Twitter: Büyükler Gülsün (ComicmanEvdeKal, 29 August 2020). Also the relationship between many incidents such as suicide, extortion, murder, etc., which are increasing in number day by day and the digital media thefts, should be investigated. Illegally collected information about victims who are somehow chosen may strengthen the hands of those who engage in such behavior. Digital media should not be the means to seek remedies for those who are exposed to digital media thefts.

The necessary responsibility must be assumed and this needs to be in a global scale. Otherwise, some biped ones may keep stealing looking in our faces.

Indeed, this is what I mean: The people of 21st-century digital media have to wake up against those who engorge from such media in order to protect their brain with due process of law (sound and independent law).

We must write everything universally so that the ratholes of the sneaky bipeds who may flout the rules we are likely to make are closed. We cannot even talk about digital media without being universal.

This will be the beginning of ending their capability to steal and destroy lives. We cannot say that people with such personalities are human anyway. They already prove that they are not human given half the chance.

In this way, pillaging this field with the printing, publishing, broadcasting, entertainment sector, TV, and cinema world which hold the digital platforms in their hands and politicians (it is obvious that this power is also needed and the political forces are fed from this environment, see: digi-track).

Most importantly, to prevent the evil use of academic environments with this knowledge.

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