

## **THE POWER OF KNOWLEDGE AND THE MEDIA**

### ***"The Pencil is sharper than the Sword "***

Socrates, said ; “The only good thing is knowledge, and the only bad thing is lack of knowledge”. With these words Socrates not only laid the foundation for ethics, he also helped man become more responsible through the vehicle of a developed human consciousness. Socrates’ teaching emphasized that there is no end to learning and developing the self. These philosophical deductions demonstrate how man, for centuries, has tried to create some meaningful context for his world. This knowledge is what man seeks and from where he comes Knowledge is the primary source data that allows man to comprehend his world, This data; is something that can be conceived and observed. Data is a fact. Yet it is true that observations, knowledge and data must be observed through the appropriate prism. And at times the prism itself must be questioned; this is where ethics also becomes an integral part of our discussion.

## **ETHICAL RULES IN THE MEDIA**

With the development of journalism has also come the development of ethics in the media. The positive impact of the media in terms of knowledge dissemination is felt daily in nearly every part of the world. Yet on the other hand the problems arising from this power, from those having and benefiting from this power has given rise to the concept of “freedom of the press”. The ‘classical’ ethical principles and the unwritten laws which have been put forward by media organizations and higher professional organs of the press have been devised in order to maintain the reputation and reliability of these media outlets. What is important to remember is the media is charged with many different functions. Not limited to respecting life, defending and introducing human rights and democracy, serving all groups of people and a multitude of other ideals. Yet meeting these grand principles is what many media groups have difficulty attaining. - .

## **GOING TO THE CORE: WHAT IS KNOWLEDGE?**

Correct and adequate knowledge is the basis for logical decision making. Knowledge, is the information that accommodates experience, interpretation and the conditions of the environment in itself and it leads to the emergence of a new outlook. Knowledge is much sought-after tool that is ready to be applied to decisions and actions. Knowledge is a very rapidly renewed concept, especially today.

It should not be forgotten that the right to learn the truth and express the ideas is an action or a right that comes just after the act of acquiring knowledge and is the basis for the freedom of expression..

Only societies that are well informed can give the right decisions, can form sound policies and can have features of a democratic society.

The compilation, evaluation and analysis of this knowledge should be integrated with the earlier knowledge and interpreted in a way that allows people at every level of society to access the information.s Finally in order to ensure a continuity of this higher consciousness, this body of knowledge should be collected, stored and saved for posterity. Moreover, throughout this entire process the ethical, legal and socio-political aspects of knowledge and knowledge technologies should be understood and used in a respectful manner.

As socrates said by all means marryçIf you get good wife youll becoe happy if you have a bad one youll be a philosopher

## **The “KNOWLEDGE” OR INFORMATION AGE**

The Knowledge or information age is a concept used to define the period in which knowledge is the primary tool used in in the creation and maintenance of wealth. Hence, mental capital takes the place of material capital. The structure of mental capital, which is not confined to a certain place, has changed all administrative and social relations.

In our age the biggest change is seen in the area of communication.

Developments in the area of technology are first seen in communication sectors which are the main vehicle that influences societies. The Internet is the driving force of today’s global world, and the basic integration element of the society. Cabled and wireless communication, GSM communication,

and communication styles in which data and images are well integrated into one single structure are used in every aspect of life today. Cabled communication was the medium for years which transferred sound, data and images to the people. But the wireless communication is the revolution of the new age. Continuous, rapid, quality-oriented access is a must for the flexibility and productivity of the organizations. When we speak of wireless and uninterrupted communication satellite technologies first comes to mind. Yet satellite Technologies are not confined to military use only; they are being integrated more and more into civilian lives. Satellite Technologies used in business make it possible to store information, to process it, to duplicate it and deliver it to even to the most remote corners of the world. Using the term "global" with respect to knowledge acquisition, derives primarily from the concept that knowledge is shared and distributed freely. Internet technology has brought a new aspect and a new meaning to the movement of knowledge. The Internet brings the world to our feet. Shortly, the power of technology, the business world, and the media are becoming the global powers.

Information Age; envisages the establishment of more appropriate and systematic relations so that the societies and the organizations continue their existence in a more qualitative, more effective and productive way, so that they can develop, and therefore primarily feel the very significant and strategic importance of knowledge (information), spread this awareness, and at the same time establish a systematic relationship between the sources of knowledge and the users demanding such a knowledge.

In the information age, changes affecting the individual and social life have given rise to the disciplines of science of knowledge, and knowledge management; it has also led to the emergence of the concepts of "library and information science". In this development, the need to lean towards new structures played an important role where the usage of especially computerbased information technologies spread, and in the libraries, information centers, archival organizations sources, services and the management organizations are restructured and being restructured.

It becomes more and more difficult to monitor and follow up the changes and innovations brought by the development in science and technologies;

this in turn requires the contemporary people to be more research-oriented, analyzing, acquiring knowledge and transferring it, renewing and developing himself/herself, and becoming dynamic.

Steve Jobs quotes my wife says she enjoys sex whatever she is reading

## **MEDIA OR THE MASS COMMUNICATION TOOLS**

The Media is a part of the very complex social system of modern societies and it is also a part of most of its sub systems. It operates as an integrated, living and immense organism. Each component is tied to the other components. Any defective sub-system leads to failures in the whole machinery and prevents its proper operation. Therefore, even in a liberal regime, the autonomy of media is limited. Media organizations in general do what the past dictates, what the country's culture and economy demands, and what the decision-makers and the consumers and the citizens want.

Besides this, especially when dealing with media ethics, the tripartite structure of the media should be taken into consideration. Media is both an industry, a public service and a political organization and therefore gives it an ambiguous status. And most of the problems stem from this ambiguous status.

Of course, as the media possesses more and more financial resources, it will provide better services to the people. However, in the meantime public interests may be harmed. When the media becomes a holding, a few individuals aim to consolidate all the power into their own hands rather than inform the people of the issues facing the society . These individuals, who are not responsible to any one except the share holders become big financial institutions and decide on what to disclose and what not do, and in this way direct the world with such a power. It is a form of modern technological oligarchy.

## **THE MANIPULATION POWER OF MEDIA AND DISINFORMATION**

In the twenty-first century the power of knowledge and information has an undeniable weight. In the Age of Information the power is in the hands of the societies who possess and produce knowledge. Media has the power to affect the attitudes and the behavior of the individuals and to change them.

Today's media, has the irrefutable ability to affect the society, in a positive or a negative manner. Media has a position of dominating the intellectual life of societies today. Although the media has assumed a role in the resolution of both national and international problems, in educating and informing the society, in developing the culture, in establishing healthy relations between the individuals, in maintaining peace and tranquility and a humane order in the society, it is quite often that it does not fulfill its responsibilities regarding the ethical principles, and on the contrary it is becoming a source of many social problems.

Media may be the number one source of disinformation; the Information age does not only inform people, it also bombards them with information. The information presented through the TV, radio, newspapers, books and magazines in hundreds of different subjects is truly only a fraction of the reality; and perhaps it is constructed to conceal truths. A significant portion of this information intentionally or unintentionally misleads the reader and audiences.

The media elites containing the media managers, editors and effective columnists, have become some of the most important power holders within the society. With such a power, media has become a source of power which not only affects the attitudes and the behavior of the individuals, but has also acquired the effective methods and tools to changes these attitudes and behavior. This impact is not limited to the individuals, it is also observed throughout the society. The Media has the power and the ability to regenerate the structure of the society, the established order and the social relations between the individuals, reshape them, recreate them and reinterpret them.

Of course, the very important role of the media in serving the people and meeting the communication needs of the individuals and the society can not be denied. However, the media while providing such a great service for the humankind, if deemed necessary, may very well become a very effective propaganda tool, and beyond that a very powerful weapon in brainwashing certain segments of society. Individuals or groups possessing the media and controlling it can alter the news and the message in line with their interests and demands. Thus, they may want to monopolize the ability of shaping the

people's beliefs, views, ideas and the meanings they attach to the things and the world around them. Again the media can be used with the aim of cultural exploitation and cultural assimilation. Beyond that, the media has the potential to be used to deconstruct and weaken the national identity, the feelings of national unity and togetherness, to disrupt the environment of social peace and tranquility and even to create chaos and turmoil in a society. Ownership and control are two important subjects when mass media tools are evaluated. These two factors, very seriously affect the ideology of representations in the media.

## **CONCLUSION**

Knowledge and information do not have a nationality. Correct knowledge and information is the basis of a decent life.

In all of the social movements of the modern age, the engine is the people.

The people have the right to know the truth.

And the power of knowledge is the people itself.

The globalization process is forcing all the institutions and organizations together with the countries to become transparent. Since borders are no longer constructed of iron curtains, there is no room for double standard for any institution or organization. Knowledge, technology and capital are not national phenomena any more, and have acquired an international character.

Now, it is not enough to have information in order to be the best. How to reach the information, having a habit of thinking multilaterally to conceive this, having a point of view without prejudice are important tools in conceiving the changing world. Innovative work and research, ideas and thoughts have to be shared and transferred to younger generations by way of a participatory work environment and by creating synergies. The man of our age should be able to think originally, to act out of the pre-set standards, and to approach the problems from the different aspects and should develop such a flexible personal status.

The globe is facing disasters beyond the human control. If the aim is to live in a world in peace, then the media with its tremendous power should take part in this process. Therefore, the changes going on in the 21st century

should be well understood, the opportunities and the threats arising from this change should be analyzed and evaluated within the framework of the current institutional structuring and their developments, the necessary arrangements should be made; the information should be integrated with the current information and knowledge at hand, the information should be used in critical thinking and problem solving, ethical, legal, and socio-political aspects of the information technologies should be researched and then the information and the knowledge should be used with respect...

Our values will live with the people who do not engage in any sort of discrimination, who love all the people, who follow the technological developments of the age, who respect the freedom of expression and belief, who defend love, respect and tolerance; and who have adopted the fine moral attitude as the biggest wisdom and who are not diverted from the social life. If there is no love in the world, if there is no honesty, no peace, no happiness, no composure, what is the reason for all of this technological development?

Now, it is time to have faith that the most effective and most enduring capital is transparency and honesty.

May your thirst for knowledge continue forever.