**COMM104 Take-Home Project 1**

**1. What does post-mass media function mean? How is it different from the mass media function? Provide an example of post-mass media function.**

Post-mass media, also known as "new" media, enables content producers to engage with viewers. The traditional media, which we call mass media, provided a chance for one-way interaction. For example, we could only watch what was broadcast on TV or radio, but we could not comment in such a way that we could get answers from the other side. But over time, with the advent of platforms such as YouTube and TikTok, the audience began to be able to communicate with the person who was sharing. The audience started to be able to intervene in the broadcasting life of the broadcaster by commenting or even chatting on live TV. Even the audience members have found it possible to share videos easily.

**2. Provide an example of locative media you used before and answer the following questions:**

Google Maps can be given as an example for local media, which has actually been used by everyone since navigation entered people's lives.

**a. What did you use it for?**

I use Google Maps to go everywhere I don't know. It's great for me to find my way, and besides, it makes my job even easier by explaining to me which public transportation to use.

**b. What is the purpose of this tool/application?**

The purpose of this application is for people to find their way easily, to ensure that they can see the current traffic situation, to tell which public transport vehicle they can reach more easily, and to transport the person to the targeted area by the shortest and most traffic-free way.

**c. What is the relationship between this tool and the space around it?**

Google Maps definitely keeps the pleasure that a person can experience in an unfamiliar location to the maximum in every way. For example, when you want to go somewhere, it offers you the route that will take the shortest. This situation also positively affects the surrounding spaces because it allows the user to go even to places in alleyways that no one can see.

**3. What is the relationship between digital labor and economic exploitation? Provide specific examples to support your explanation.**

Digital labor is actually a system of exploitation that many users do voluntarily, albeit without realizing it, and often do not get paid for their labor. Many social media users are also very eager to create content. But most of the time, the reward for the efforts given is not returned in a concrete way. For example, in a job where you work full-time and physically, your monthly salary is credited to your bank account, but producing content on social media may not give you the same amount in terms of guarantee. Many people are constantly creating content on social media, but they are usually trying to get paid by advertising or opening a live broadcast and waiting for the audience to transfer money to them. However, this is not always the case, or they do not fully receive the reward for their efforts. For example, a person who regularly produces content on TikTok every day and has thousands of followers cannot get the money that person wants on a regular basis. Thus, there are thousands of people who can be called victims who cannot receive a clear reward for the efforts made on social media.

**4. In your own words, please explain the phrase: “Gender is a social construction." Provide specific examples along with your explanation.**

In fact, the concept called gender is generally a judgment independent of biological characteristics. There are usually features attributed to the sexes by society. For example, the mother should take care of the child and the house ("The female bird makes the nest."), the father should work and not interfere with housework, and women are fragile, while men are harsh and cruel. In the simplest term, "Men don't cry." This judgment has forced many men to suppress their feelings. Women, on the other hand, can experience their feelings more comfortably than men. In addition, women are almost never hired for jobs that require physical difficulties. Plus, women need to act and look more babyish. For example, women should not have hair on their bodies, they should look as smooth as a baby, or they should look emotional by acting like a baby rather than acting like an adult. In addition, women should have body lines that may turn on men sexually. All these situations have moved women to a more helpless point, while forcing men to show more "strong, ruthless and fearless". This situation is a set of ongoing judgments from the existence of humanity. If these thoughts are not applied, people will experience a serious reaction from society.

**5. Find social media content (it could be an advertisement, social media post, or video) and analyze it through Goffman's Gender Display categories. How does the content you found utilize some of these categories?**

Goofman's Gender Display categories are actually about designing the representation of women and men in the media and in advertising completely according to social judgments. For example, in a video that is linked below, it was clearly shown how the concept of husband and wife should be from a social point of view. First of all, we see a layout that can be called completely traditional. The woman does the housework; the man goes to work. The man considers himself entitled to scold his wife for not liking the coffee she makes, and the woman is trying to be helpful to her husband rather than opposing him. Then, after making coffee that her husband will like, she compares herself to the girls who work in his office. Because a woman should be better than girls who work in the office so that her husband loves and respects her. A woman who wins her husband's love by making a nice coffee and doing household chores completely is actually an example of the social order that most of us see. This ad matches Goffman's Licensed Withdrawal and Ritualization of Subordination articles. We can call it masculine domination because there is an environment that is completely designed in accordance with the wishes and pleasure of the man. We can call it the ritualization of subordination because all a woman does is try to be useful to her husband in order to win his love.

https://www.youtube.com/watch?v=VprIbx4QkPc

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