

Chapter 2

The History of Branding Narratives: From Oral Culture to the Digital Age

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ABSTRACT

This chapter contends that along with the digital culture being effective in the lives of individuals, the demands, tastes, entertainment and shopping patterns of groups have also changed. This change is undoubtedly a major influence on the development of communication technologies. However, as the communication technologies evolve, the decision is made by individuals using these technologies in their lives effectively. Listening to the story, imagining the heroes of this story, and mental communication with the heroes of the dream-like story are the features that human beings bring from the oral culture period. Nowadays, the desire to listen and listen to the stories of the individual is part of the consumption process. In this context, transmedia, history and transmediatic transformation of brands will be explained in the chapter.

INTRODUCTION

In this day and age, as communication technologies improve, and the social media and the Internet intensively influence everyday life, there have been many important changes observed in target audiences. Due to the smartphones guiding the everyday lives and the individuals taking advantage of smartphone applications in every aspect of their lives, the way that people live has undergone a change.

The Internet provides opportunities for individuals to access information easily on any topic. Even though the rapid processing of such a medium causes confusion in information and messages, it has decreased the time and the cost of accessing information. Therefore, the individuals who can easily access information went under transformation themselves with the information they acquired, going from a passive position to an active one. Now, the target groups ask questions, conduct research and stay active in face of the institutions.

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These target groups also comprise of “digital locals”. The digital locals include the generations that were born after 1980. This generation was born into the digital world. They do not use communication technologies just because they need them. The communication applications and tools became a way of life for them (Pedro, Şahin, Bilgiç, Çetin & Özgiden citing Duman & Seferoğlu, 2013, pp. 174 - 175). Therefore, the digital locals had an impact on many things around them and transformed them.

The methods and applications of the digital locals in acquiring the information and implementing this information in their lives are different. This generation does not only use communication technologies to acquire information and make benefit, but also to have fun. They spend a certain amount of their time having fun in the world of the Internet and they define themselves through this world or the concepts that are in use in this world. They are conscious customers, they are in favor of visual education, they care a lot about image and they consider themselves competent in many topics (Kıranta, Oğuz & Kocabey, 2017). For instance, it is important for this generation to be the first one in their group to share a post that will become popular on social media. This is also a complementary element of their image.

As a result of this generation coming together with other target groups that take advantage of the Internet in multiple aspects, the institutions changed their advertisement and marketing methodologies. It is observed that it is not as beneficial in this digital age to sell something to target groups or to only care about selling something.

In this section, it is going to be explained how transmedia has changed brand marketing. Transmedia has moved storytelling into the brand communication dimension. Through transmedia, the brands create their own stories in the multimedia environment. They also include their target groups in this creation process via transmedia. Therefore, the target groups become active. They are the ones who generate the communication processes of the brands.

THE CONCEPT OF TRANSMEDIA

One of the most important aspects of the digital age is that the individuals can simultaneously use multiple media. The fact that the digital culture people adopt the new communication technologies and shape their lives with technological applications, made the brands take action. The brands began to present themselves in multimedia and arrange themselves according to the lifestyles of their target groups by upgrading their communication strategies. Now, the messages of the brands go through many different communication media. The target groups enjoy assembling the pieces of the story that they receive from different media and feel like they are a part of the brand (Dönmez & Güler, 2016, pp. 155-175). Therefore, the target groups feel closer to the brands. Furthermore, they voluntarily take part in the communication process of the brand by actively representing it. In opposition to showing the advertisement of the brand to the consumers when they do not feel like it, transmedia ensures that the target groups actively and voluntarily participate in the communication process when they want.

THE DEFINITION OF TRANSMEDIA AND TRANSMEDIA STORYTELLING

Brought forward by Jenkins (2003), transmedia means decomposing the story. The parts of the story are not independent from each other. On the contrary, each part contributes into the whole, comprising the meaningful totality of the story. Each tool that is used in storytelling uses its own medium and does it

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