



Children and Game as Techno-Commodity

Filiz Aydođan Boschele
Marmara Üniversitesi-İletişim Fakültesi

Abstract

With the help of the new digital technologies, which included traditional media like radio, television, and cinema, gaming has been shaped by global leisure time industry in an ever-increasing scale for the whole society including children. With these developments, all individuals spend their times on new media. In our present day where an “*Internet Generation*”, which is highly dependent on computers, has emerged, children see the computer as a part of life, even as their friends in their homes, and spend most of their time by playing games on the computer.

Along with these developments, children are watching less television compare to the past and spending more time on the computer. This new generation of children uses computers to learn, to have fun, to shop, to communicate and to play games. In other words, for today's children, new media circles for this internet generation are seen as playgrounds, and even these areas where children become children. However, of course, it is not right to agree with this view that new media circles have made the internet as a playground for children. The leisure time including the games has been industrialized since the XX. century. Specialized leisure-time industries, such as digital games, are creating entertainment as a commodity to sell. Moreover, with these developments, playing game has become cheaper and so many people can access it without much effort. These also transformed the place, hardware, clothes and activities required for the game into a more desired manner, making it a commodity where children can find children at a certain price in the market.

Douglas Kellner describes the present age we are living in as the “techno-capitalism” age of knowledge, information, computerizing and automation in cooperation among each other. In techno-capitalism age, technology is a crucial importance. Indeed, since the 1980, knowledge, information, education, and entertainment have started to be commodified, and have been subjected to capitalist profit and controlling. This turned out to be a shift of computer information services into libraries as an information source; commodification of education programmes that can be purchased by money and the replacement of paid television by “free” televisions. In other words, information on computers has been replaced the library, and the knowledge and information has become a commodity and has gone under the control of computer programs. In this respect, Kellner claimed that all technological products worked with the change value of information, knowledge and entertainment and were transformed into “techno-commodity”. Based on this approach of Kellner, the present paper considers the game as a techno-commodity.

For this reason, this paper will firstly deal with the techno-commodity concept, which defines the conversion of the game in techno-capitalism era and the techno-capitalism



International Child and Information Safety Congress
“Digital Games”
April 11–13, 2018 – Ankara, TURKEY

concept in which new communication technologies have the primary importance. Then, the meaning of game as a techno-commodity and its effects on children will be discussed with a theoretical and critical perspective.

Keywords: children, game, new media, leisure, techno-meta