A REVIEW ON THE FUNCTIONS OF THE MEDIA:

DESIGN THINKING

According to McLuhan (1996), the tools we use to communicate shape the messages we want to convey. Thus, there's a constant interaction between technology and media. Media's functions to inform, educate, socialize, entertain, shape public opinion, and set agendas reflect its broad impact on society. The traditional role of delivering content to the target audience has shifted in the 21st century, emphasizing interaction and user experience instead. With changes in media consumption habits and the rise of digital platforms, audiences have taken on more active roles, departing from traditional passivity in content consumption.This shift has empowered audiences, making them more influential in the media landscape. The engagement of the audiences to the news programs through questions and comments actively, have increased the visibility of news programs. Adopting design-oriented thinking offers a fresh perspective to understand and evaluate the communication power of media and its functions. Within the framework of interaction, design thinking and media functions intersect on a common ground. Design thinking seeks creative solutions centered on empathy. Within the scope of this study, İsmail Küçükkaya's program titled 'A New Morning' will be examined with the descriptive analysis method, and the conceptual commonalities between the program content, design thinking and the functions of the media will be analyzed on the axis of interaction with the audience.

Keywords: Design Thinking, Media, Audience, İsmail Küçükkaya, Interaction