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CONSIDERATION OF "*VISUAL PRODUCT*" AS A NEW PRODUCT EXCEPT FROM ECONOMIC AND GOOD QUALITY IN THE RESPONSIBILITY OF SPORTING PRODUCTS

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Abstract:
As it is known, economical products are divided into two main components (goods/services). The developing technology has restructured its geographical position. The storage capability of sporting products makes it necessary to define the concept of "visual product". In our study, the general scanning model, which is one of the descriptive research methods, is used (Karasar 2009). In the frame of this descriptive scanning method, a theoretical-analytical method has been used focusing on writing the relevant field. Descriptive studies are usually carried out to enlighten a given situation, to make assessments in line with standards, and to reveal relationships between events (Çepni, 2007). The concept is an abstract design that covers common features of objects and events and collects under a common name. A concept thus becomes a general and abstract representation of an object, state or phenomenon. The concepts are divided into a priori and posterior. The part to be studied in the study is posterior. Because the concept of "visual product" can be achieved by means of induction using observation and experience. In this procedure, the multiplicity is first searched, compared and then focused on similarities, differences, and variables so that the subject can be objectified. In the last stage, the concept of "visual product" is obtained by abstraction by discarding variables, differences. The continuity of the sporting products necessitates the requirement of defining them. The visual product is conceptualized as "*an economic activity, action, performance, social event or effort*" that is sustained with communication technology, although it is consumed where it is produced. Taking into consideration the product descriptions of classical economic theorists and the ability of developing technology to transform the nature offered to human beings after a "visual product" has

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been defined as a new economic product, labor, capital and natural resources in the virtual environment and in the face of time, the new situation should be discussed and explained within the scope of navigation service products.

Keywords: sports, economic product, visual product

1. Introduction

It is now observed that sporting products have changed into goods by changing their content under the influence of technological changes. The fact that sports cruise products can be converted into goods and stored in a virtual environment has led to the emergence of a new product concept from an economic point of view. As it is known, economical products are divided into two main components (goods/services). The developing technology has restructured the space in geographical position. The storage ability of sports viewing products in the virtual environment makes it necessary to define the concept of "visual product".

In recent years, the share of the services sector in the economies of all countries of the world seems to increase steadily. The services that people artificially produce are seen in every aspect of human life. For this reason, services are complex and difficult to define. Some researchers say there is no generally accepted service definition while some say that such a definition can never be realized. Nevertheless, the most accepted definition of service among economists is "*all of the economic work not classified as commodities*" (Aslan, 1998). To put it in a general sense, "the work or action consumed in the place where it is produced can be defined as a performance, social event or effort (Uyguç, 1998). The Renaissance period, which is considered to be the beginning of the post-medieval modern period, is a reason for the increase of sports enterprises and activities in the world today and it is a free and autonomous entity which is considered as a free and autonomous entity except for religious, natural, social and historical conditions. With the new understanding based on the physical world, human beings bring out the pleasures and feelings again. Happiness or heavenly life, believed to have taken place in the other world, has been brought down to earth by praising the spirit in the past centuries. In this way, a sense of health, leisure, leisure and lifestyle limited to the physics world, a sense of culture established through modern body senses and pleas has been formed (Gür, 1979). In this context, the understanding of life in the modern society, which puts the physical, physical and emotional dimension of human being in front of the spiritual dimension, has shaped a new style with the help of medical, social and natural scientific approaches. This process, Instead of classical virtues, has opened

the door to modern body and health understanding built with new scientific approaches and methods that emphasize long life in human life, balanced and adequate nutrition, prevention of diseases, diagnosis and treatment of diseases. All social sectors such as administration and education life, industry and working life, civil and military bureaucracy, daily life and sports activities are shaped according to the modern body and health concept (Giddens, 2000). For postmodern Consumers who are not entirely satisfied with individualization, the real-time interactions provided by the Internet reveal new forms of socialization. Forums, newsgroups, lists, chat rooms, virtual worlds, blogs and social networking sites make it easier for consumers to share their knowledge, experiences, and ideas. This information, experience, and exchange of ideas that take place in the electronic environment are carried out in various communities with a focus on consumption. Consumption-focused communities that can be organized around various interests and become part of everyday life are created by enthusiastic consumers or by businesses that use them as an effective tool to establish a connection between consumers and the brand. These communities, which serve as information networks for consumers, are named in various forms as consumption subcultures, brand associations and consumer tribes in the literature (Özbölük, 2015).

The developing technology has also affected and changed the way people view the space concept. We live in an era when human relations have become intertwined, complicated, and parallel to that of humanity, which has never been seen before. The intense interaction in human relationships has also affected the areas in which humans are living and has taken them into this high-tempo cycle. These changes and transformations in the world have brought some concepts back to the agenda and re-discussed (Yıldız, Alaeddinoğlu, 2011). Medieval Islamic philosophers have defined space as a mental space occupied by objects and influenced by their dimensions and described as a space perceived by people and filled with action (Curcani, 1884). The phrase "space", which is the space concept, has evolved as follows. According to Aristotle, space is a dynamic structure composed of places with all directions and features (Demirkaya, 1994). According to Parmenides, space is something that does not exist, absolute absence. According to the atomic, it is a space that exists between atoms and within which atoms move. Descartes identified the place with the substance. He argued that there is no empty space by saying that space does not leave the object occupying that space. Leibniz has argued that spaces are a logical product and that spaces are a sequence of situations that are merely a matter of relativity (Cevizci, 1997). Kant has argued that the human mind or perceptions are a necessary a previous form. According to Kant, space is different from material and independent of it. It is an intuitive sensation. An external harmony is a form (Demirkaya, 1999).

Space is the place where people's relations and interactions come to a conclusion and the society takes place in a place where we call such relations "space". Space, which is perceived and evaluated by the inhabitants, is a complex system with not only geometric but also social, economic, psychological and political dimensions. Hence, space is a phenomenon that is reformed in the world of mind while being physically created continuously in the field of being (Yıldız, Alaeddinoğlu, 2011). The space phenomenon has been redefined and become a body, depending on the changing socio-economic-political and technological developments over time. In this way, "the place became processed/centralized / organized/normalized" and, above all, escaped the natural constraints of the human body. Therefore, after this point, what organizes the space is the technical capacity, the speed of action of the technique and the cost of using it (Bauman, 2006). The virtual space created by the technological developments of humans has passed through reality and representation transformation. Along with the virtual space, a collective alienation space (Robins, 1997), in which the spatial form collapses with the people inside and the external experience is interrupted by internal experience, has emerged (Abdulli, 2000) and a new economic product has been produced in the virtual environment. This product has launched an indicator and image consumption process.

2. The Goal

It is now observed that sporting products have changed into goods by changing their content under the influence of technological changes. The fact that sporting products can be converted into goods and stored in a virtual environment has led to the emergence of a new product concept from an economic point of view. As it is known, economical products are divided into two main components (goods/services). The developing technology has restructured the space in geographical position. The storage ability of sports viewing products in the virtual environment makes it necessary to define the concept of "visual product".

3. Method

In our study, the general screening model, which is one of the descriptive research methods, is used (Karasar 2009). A theoretical-analytical method was used in the context of this descriptive screening method, focusing on the writing-related field. Descriptive studies are usually carried out to enlighten a given situation, to make assessments in line with standards, and to reveal relationships between events (Çepni,

2007). The concept is an abstract design that covers common features of objects and events and collects under a common name. A concept thus becomes a general and abstract representation of an object, state or phenomenon. The concepts are divided into a priori or a posteriori. The part to be studied in the study is a posteriori. Because the concept of "visual product" can be achieved by means of induction using observation and experience. In this procedure, the multiplicity is first searched, compared and then focused on similarities, differences, and variables so that the subject can be objectified. In the last stage, the concept of "visual product" is obtained by discarding variables and differences.

3.1 Storage of Sporting Products

As is known, there are two basic products in terms of economy. These are goods and services. Nowadays, the influence of the impulsive power of the technologically constant technology has led to the formation of space and time matrices which are evident in the education process. This change in the production process has brought the use of a new "visual product" to people.

The sporting product has gained the ability to be stored thanks to digital spaces. This new situation has made it different from other service products, so the sporting product is different from them. It has provided similarity to goods. Yet a more primitive spatialism was a kind of emotional union developed by Hume and Locke and then an approach that was later put in place by Comte et al and systematized into a much less septic positivism; Cartesian mathematical-geometric abstractions have been in place in non-Euclidean variations. Space later manifested itself as objectively measurable appearances, conceived through the postmodern social physics or the mechanical materialism of post-Darwinian socio-biology (Soja, 2017). Today's humanity has been freed from personal boundaries and limitations that come from the creation of "technology-mediated communication" in a world of increased visuals and diversity. Therefore, with the change of the space in the meaningless sense, space has acquired the same characteristics as the changing structure of the space in the products produced. We can explain this situation in the context of time, space, and technology:

Poulantzas (1978), working on time and space, explains the change in the concept of time, space and production and their influence on each other as follows. Social atomization and disintegration take the form of this primary material framework and manifest in the practice of the labor process. At the same time, this framework, which is both the presupposition of the relations of production and the manifestation of the production process, is based on a space-time organization of homogeneous, cracked and fragmented in a similar way to the structure underlying Taylorism is an

intersecting, divided, and fragmented space in which it is obliged to present itself in a homogeneous and identical way while responding to a piece (an individual). The other is the linear, sequential, repetitive, cumulative time-span, which is a space-time product that integrates the various moments together and is itself a finished product (Poulantz, 1978). The promotion of the social space places the traditional duality and imposes the complete reinterpretation of the materiality of space, time, and existence in the structural unity of social theory. The first, that is, the space of nature and cognition, does not stop by the inclusion of spatiality in social production. This is a social inclusion-transformation phenomenon. In terms of their possible applicability to physical and mental space, in particular, concrete social analysis and interpretation. It is both the material space of physical nature and the intellectual space of human nature. It has to be seen as socially produced and remanufactured within its well-interpreted contexts. Hence, both must be theorized and understood as ontological and epistemological parts of social life.

3.2 Definition of cognitive and mental space and concrete spatial hegemony

It is surrounded by complex and numerous representations of human perception and cognition, without any direct and specific reciprocity among them. These representations play a strong role in shaping the spatiality of social life. The existence of this humanized mental space in the form of a stereotyped thought cannot be rejected. But the social production of spatiality redefines and represents the representations and mentalities of the mental space as part of social life and second nature (Soja, 2017) (Sohn, Rethel, 1978). In economic terms, they have defined time and space in the following way. Time and space as a whole take on the nature of universalism and the abstraction of economic change and its imperative to imprint each of its characteristics (Soja, 2017). Prior to the creation of visual space, widespread beliefs with sports services were put forward as follows. The vast majority of sports services are short-lived. It cannot be produced and stored in large numbers in advance. So they are unstable. For this reason, some sports enterprises have difficulty in balancing supply and demand in the sports sector. The structural homogeneity of the same sports service may vary according to the parameters of the service encounter. That is, it differs according to the personality of the personnel who produce the sports service, the consumer of the sports service, and the spatial characteristics of the place where the sports service is given. The labor intensity of some sports services and the differences in the wishes and needs of the consumers of this sports service make it difficult to standardize the sports service (Serarslan, Kepoğlu, 2005). This makes it difficult for the structure of the sports service to be homogeneous. Today, the image of reality and the image of imagination are

frequently discussed concepts. Are the indications of what is quoted and what is quoted differently from reality? It is observed that the perceptions of these signs and the integration of the worlds conveyed as realities with the real world indicators (Ekin, 2013) are realized by the development of these production communication technologies. The places are the planes in which the community, which emerges as the result of people's relations and interactions, realizes the related relations. Space, which is perceived and assessed by the inhabitants, is a complex system with not only geometric but also social, economic, psychological and political dimensions (Yıldız, Alaeddinoğlu, 2007). The conception of classical geographical concepts such as this is a mere geometric construction, and since they are an active element in social processes, they have also accepted digital spaces. On the other hand, even as a social product, space, social action and relationship are both the environment, the resultant and the presupposition and the embodied (Soja, 1989). The storage capability of the visual product is as follows. Digital spaces are again often regarded as a phenomenon of time. Yet it is related to space again. The temporal weights are considered as successive ones in the digital space. In this sense, it supports the reality again. The assumption is that they exist in the present or present in the present day. (Bergson, 2002) The fact that space is the space of time with the digitalization of spaces makes us think that the whole is already given. The fact that time becomes a space means that the world is perceived as stationary. On the contrary, when we perceive the world as a period, a continuous flow is provided to the whole (Sofuoğlu, 2004). The digitalization of the spaces and the space of time makes us think that all of us are already given. The fact that time becomes a space means that the world is perceived as stationary. On the contrary, when we perceive the world as a period, a continuous flow is provided to the whole (Sofuoğlu, 2004).

The sporting product has gained the ability to be stored thanks to digital spaces. This new situation has made it different from other service products, so the sporting product is different from them. It has provided similarity to goods.

4. Results

Today, the mobility that emerges with the advancement of technology does not stop with providing both people and economic products (goods/services) and ideas. This change has led to many changes in the meaning of human beings. Economic production patterns and distribution channels have changed. Meanwhile, People's consumption habits, daily life patterns, social relations and spatial systems have changed the structure of nature. For this reason, many concepts have begun to find different responses. In fact, there are "things" in the use of people and objects that are still in the

stage of the subject, and the sporting product is still in the "thing" phase. But it is now possible to conceptualize it. So, evolving communication technology has influenced the presentation of the products of sports enterprises producing sports service to the market. Especially sports enterprises producing cruising sports products are more affected by these technological developments. On the basis of this influence, the product has the same structure as the goods-containing products, protecting the product quality of the service product. This change has been realized with the product continuity provided by the technology.

Robins explained this situation based on the fact that communication tools divide the world into two as followers and followers (Robins, 1996). This explains the importance of the role of images in society. My postmodernism describes something new that covers all areas of the culture and thought universe. Postmodernism as a contemporary trend of thought has confronted us with a new turning point in the social development process and the fact that the discourse that is brought to the agenda is realized at different times and time intervals with the help of technology in the production process realized by people compared to the past. Postmodernism mediates the transformation of phenomena, values, and concepts of postmodern dynamics that gained efficacy parallel to the process.

Digital technologies reflect all aspects of computer culture that transform it. This logic has created a new model in the cultural conception that societies brought from the past. This model introduces a new change in fluidity created by the representation of reality and art through numerical algorithms. This situation is causing the conversion of daily life activities. The fact that sociologically digitalization is being carried out over the entire planet-spread internet infrastructure has changed the current production, consumption and market relations (Önür, Kalaman, 2016). James Carey Manovich argues that the culture that shapes everyday life and computers affect each other in three different ways. The province has created a change by digitizing the words and images of the computer. This change is a numerical representation of the truth, and the written texts prepared for them are scattered as enlarged and enlarged reality prepared photographs and compressed sound recordings. The other is that digital media products must be modular so that independent preparations can easily connect with pages such as Facebook and YouTube and distribute quickly. The third is that the process can be structured in a highly volatile manner as automation (Meikle and Young, 2012). As individuals digitize, they become bound by digital technological determinism and are removed from their own initiative. Virtual belongings stand out. In an increasingly visual world, people can reach their self-consciousness of being liberated and freed from their personal boundaries, "by technology-driven communication".

People's identity creation politics have changed. The identities that have gained the momentum of movement by combining with the logic of the consumption materials on the market and putting their own artificial desires and relations on the basis of consumption preferences have tended to establish and prefer virtual belongings. blogs are one of their examples (Önür, Kalaman, 2016)

The virtual domain is an infinite potential, an area filled with relationships that do not contain fixed terms (Hecce, 2016). When sporting product is produced in the virtual environment, it loses its service characteristic and gains the property of being stored. The process that is produced in the virtual environment acquires different features because the production site changes location. These features are production factors that make the sporting product; labor, natural resources, and capital. It acquires the independence is by being able to stop the time. In the future, production factors at the time of the first production can be presented economically, independently of their costs. This development leads us to the continuity structure with the condition that the real persons and/or legal entities producing the profit in terms of the space and time where the cruise sports services are produced, profit economically.

Digital virtuality, which emerges as a result of the transformation of virtual entities into a kind of simulation in the field of virtual world, reaches a sense of reality (Unal, 2016) beyond the reality imitated by developing and spreading (Unal, 2016) Now it is necessary to add the virtual environment to the content of natural resources which is one of the production factors. Both visual producers and consumers of visual products no longer need to be in the same room. Another change here is that virtual space has become a place we know in daily life.

Due to the reasons, we tried to explain above, the necessity of defining the continuity of the cruising sports products must be made. The visual product can be conceptualized as "an economic activity, an action, a performance, a social event, or an endeavor that has been sustained with communication technology, although it is consumed where it is produced".

Once a "visual product" has been defined as a new economic product, the following issues need to be clarified. Based on the product descriptions of classical economic theorists, the ability to develop technology to transform nature offered to human beings should be taken into consideration. The new position of labor, capital, and natural resources should be discussed in the virtual environment space and time.

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