

Çelik, Burçe , Bahçeşehir University, Turkey; **Özkaracalar, Kaya**, Bahçeşehir University, Turkey

Rewinding the 1980s: Cultural History of Cassette Technologies in Turkey

A technological invention becomes technology insofar as it is collectively used, and by responding to users' wills and desires. Technology as such is a perfect instrument for understanding society and people who use it. Cassette technologies (music and video cassettes, players and recorders) had become popular in the 1980s of Turkey when the country was going through a radical transformation period after a military coup. This transformation does not only describe a shift in economics or politics but also a cultural mutation. This paper aims to investigate the 1980s era of Turkey by examining the popular uses of cassette technologies. Cassette technologies had come to be a social practice for many through being a response to the desires for the sense of agency, of self-realization and representation of cultural and political identities. These technologies are helpful in tracing how the search for better life started to bleed into commodified technoscape.