

# From The Past To Our Day Dirijism

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## Abstract

The meaning of orientation, orientation, motivation. This word, which has entered the literature as an economic term, has been used in the field of art, literature and media. Dirijism has been a power used by the rulers to guide the people since people began to live in communities. In times when technological developments were not as much as they are today, religiousism survived through literary texts and left many examples.

In the days of technological developments, the media has become the most important tool of corporate life due to its power in delivering the message to the buyer. A message to be conveyed through the mass media developed by the media, a thought to be conveyed and a product that is intended to be sold can be easily reached. Art and literature come at the beginning of the sources that the media today feed. In this case, it can be said that the current dirijism is done with the media tool, but it is related to literature.

In this article, the methods and examples and the results of the dirijism which have been carried out since the beginning of living of the humanity in the communities have been included.

**Keywords:** Dirijism, Literature, Media, Art