

# **UNDERSTANDING COMMUNITY MEDIA**

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# FUNDAMENTAL RELATIONSHIP BETWEEN COMMUNICATION AND COMMUNITY

**ICT- Information and communication technologies**

**Diversity of Initiatives**

- **Geographic**
- **Cultural**
- **Technological**

# DEFINING COMMUNITY MEDIA

**Often identified in terms of context**

**Assumes many forms and meanings**



# WHY STUDY COMMUNITY MEDIA?

**Media influence and impact on human culture and society –especially communities**

**Culture and society influence on media – especially communities**



# **MEDIA OWNERSHIP AND CONTROL**

**CM are an intervention into the structural inequalities and power imbalances of modern media systems**

**Vs. Public Service**

**Vs. Commercial**

**Serving the underserved**

**Access and participation**

**Media literacy**



# **MEDIA POWER**

**Resources and opportunity to tell their story,  
Defending cultural identity**

**Alternative to elite corporate journalism – “citizens’ journalism”**

**Revitalizes the public sphere and provides conversations of democracy**



# **GLOBAL COMMUNICATION**

**Dominant media and cultural imperialism**

**Right to communicate is a human right**

**CM activists fight for communication rights at intergovernmental level**



# PLACE MATTERS

**Technologies make the world smaller**

**We are global, but are we local?**

**Relationship between place and community is an essential feature of everyday life**

**Intimately tied to cultural forms, practices and traditions**

**Mediated within and through communication**





# **KNOWABLE COMMUNITIES**

**Collective consciousness of the relations of significance and solidarity –  
Raymond Williams**

**It takes a village**

**Dominant media tend to conceal the interconnected and mutually dependent  
character of social relations**

**CM work to reveal this fundamental aspect of human communities**



# **THEORETICAL PERSPECTIVES**

**Access and participation**

**Radical and Alternative media**

**Community media**



# **CIVIL SOCIETY AND THE PUBLIC SPHERE**

**Relationship between media institutions, public discourse and civil society**

**Communities and CM help form the public sphere and democracy**



# **CULTURAL GEOGRAPHIES**

**Relationship between place, culture and collective identity**

**Minorities and indigenous groups**



# COMMUNITY DEVELOPMENT

ICT4D



# **CM & SOCIAL MOVEMENTS**

**CM role in popular movements for social and political change**

**Facilitating cultural expression that informs social movements**



# COMMUNICATION POLITICS

**Communication policies enable or constrain debate?**

**CM promotes counters dominant media and promotes structural reform**



# GLOBAL STRUGGLES AND LOCAL MEDIA

International networks of CM

IndyMedia

