



# MASARYKOVA UNIVERZITA

## Media Society and Culture



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

## Alternative Media

- ☒ Definition: Media delivering information that isn't covered by corporate media
- ☒ Challenging actual concentrations of media power. Opposition to “Culture Industry”
- ☒ Community media: Participatory media that allow local people to access communication technologies
- ☒ Democratizing the discourse and structure of modern communication outlet - Building local public sphere
- ☒ Encourage public discourse, empower citizens to act, discuss subjects ignored by mainstream

# Public Sphere

- ❏ A historical change caused by a convergence of social and technical phenomenon:
  - ❏ Emergence of bourgeois capitalism;
  - ❏ New composite social class - mercantile class (backed by working class)
  - ❏ Knowledge (Science, Education and Encyclopedia)
  - ❏ Information: Mass circulation media (pamphlets and newspapers)
  - ❏ Discussion: Tea, Coffee, and Salon
  
- ❏ Facilitated a new form of political identity (Liberal, Egalitarian, Decentered...)
  
- ❏ Came into being in a particular historical situation and damaged by the same processes that facilitated it.
  - ❏ The rise of Fascism (Depression, National sentiment, Classification, Darwinism, Radio)
  - ❏ The age of culture industry (Mass consumption, entertainment, dramatized politics...)

## Public Sphere

- ❑ New technologies seen as a means by which Public Sphere can be recovered, restored or revitalised.
- ❑ This happens as new communication technologies possess unique qualities not present in 'mass media' forms:
  - ❑ Interactivity;
  - ❑ User production of content;
  - ❑ Individualised consumption of media;
  - ❑ Peer-communication.
- ❑ These characteristics of new media means it challenges the 'monopolization' of media by corporate enterprises and state intervention.
- ❑ They allow new channels by which citizens are able to communicate and be 'political' outside of the the corporate and state world(s).
- ❑ BUT Neoliberalism + Globalization + New communication + multi-channel communication + more fragmented life + more consumption + less public activities + more public communication .....= what?