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