EVERYTHING IS MEDIA

BOUNDARIES AND OVERLAP IN A MEDIATED WORLD

#EverythingIsMedia @jetsumgerl @JCPlantin @DrRanjanaDas @greencitizen @LCCLondon

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Panel questions

1. What is media and communications to you and why is it important?

2. What are the key changes to media and communications as a field, as a set of industries, and as a set of practices?

3. How do we study, research, and prepare ourselves and our students for an era where 'everything is media', as illustrated by datafication, platformization, and deep mediatization?
Media and communications

Belonging

Human geography, sociology, anthropology

Exclusions

Sex | gender | knowledge

Normal/normalization

Socio-technical systems

Power

Communicative patterns

Publics and power

Media and communications

Text

Production

Audiences

Medium
Media and Communications

“Media are not fixed natural objects; they have no natural edges. They are constructed complexes of habits, beliefs, and procedures embedded in elaborate cultural codes of communication” (Marvin 1988: 8)

Media as a process of mediation (Silverstone 1999, 2006)

Intellectual and multi-disciplinary approach to make sense of links between systems of knowledge and social order (e.g. Harold Innis, Walter Ong, Marshall McLuhan, Giddens, Srnicek, Zuboff, Couldry and Meijas)
THE ROBOTS ARE COMING!

IT'S THE END OF THE WORLD

IT'S THE BEGINNING OF EVERYTHING
Something old, something new

- Historical continuities
- Dystopic and utopic views
- Continued links between knowledge systems and social order
- Capitalism and commodification
- Articulated via new materialities
- Everyday life as raw material for new economic stage
- Amplification and extension of privatisation
- Vanishing public goods
WHERE TO NOW?
Getting future ready...
Everything is media

Platformization one of many meta-processes linking systems of knowledge and social order:

• Deep mediatization (Couldry & Hepp 2016)

• Platform / surveillance capitalism (Srnicek 2016; Zuboff 2019)

• Data colonialism (Couldry & Meijas 2018, forthcoming)
Thank-you

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