



MALMÖ UNIVERSITY



Ørecomm Festival

Malmö, Copenhagen, Roskilde,
9-13 September 2011

AGENCY IN THE MEDIATIZED WORLD

- Media, Communication and Development in Transition

Mediatization may run the risk of becoming the new favoured buzzword for our contemporary predicament, as the formerly ubiquitous ‘globalization’ is coming of age and becoming retired. Mediatization describes a comprehensive development process similar to globalization and individualization, namely the increasing influence of mediated communication on all sectors of culture and society. *Mediatized worlds*, as defined by German researchers Friedrich Krotz and Andreas Hepp (2010) are concretized in public and political spheres as well as in people's everyday experience; life-worlds today are inseparably entangled with the media.

Mediatization is not a “new” phenomenon, it can be traced back all the way to Aristotle's *Poetics*, or at least to Marshall McLuhan's Media theory and catchy but obscure conception of *the medium as the message*... Nor is it confined to the global North. At this very moment, the wave of popular protest – wittily called the *tunisami* – that toppled the corrupt governments of Tunisia and Egypt, is shaking the remaining authoritarian regimes of the Arab world. Like preceding mass demonstrations in Iran (and Burma), the upheavals in Tunisia and Egypt were largely mobilized through facebook, twitter and other social media. The new media environments, in which “old” and “new” media converge in ever changing forms, are both radically transforming the arenas of public opinion and agency – redefining the very concept of a public sphere – and yielding new forms of expression that transgress former genre and media boundaries.

Mediatization is characteristically associated with worlds in the plural, i. e. life-worlds, not *the world* as a singular yet diverse entity, and its global implications have hence been little analyzed. Moreover, the emerging new forms of social and political *agency* have as yet hardly been discussed at all in a context of media, communication and development.

Therefore, we have chosen **AGENCY IN THE MEDIATIZED WORLD** as the overarching theme for the first **Ørecomm festival, 9 – 13 September**, a five-day event taking place on both sides of the Öresund strait. The event is organized by the transnational research centre, Ørecomm, which works to strengthen research in the interdisciplinary field of media, communication and social change. Do take a look at our website: orecomm.net

The festival will start in Malmö with an open three-day seminar (9-11 September) in conjunction with the international master programme in Communication for Development, stopping over in Copenhagen for a professional practitioner hearing on social media in development cooperation (12 September), and ending in Roskilde with an academic conference by the Glocal NOMAD (Network on Media and Development) on 13 September.

The aim of the festival is to make researchers, students and practitioners meet and share experiences, and critically examine the field of media, communication and development in the light of mediatization, with special regard to the conditions for agency.

The speakers at the festival will include Jan Nederveen Pieterse, Thomas Hylland Eriksen and Karin Wilkins among many others, and there will be representatives from the major regional players in the field, DANIDA, IMS, SIDA, SPIDER and UNDP.

Information on the full programme and registration procedures will be up shortly. For further inquiries please contact our festival secretariat via Solveig-Karin Erdal or AnneSofie Hansen Skovmoes at orecomm@gmail.com.

Oscar Hemer & Thomas Tufte
Co-directors of ØRECOMM

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