

From the idea of Information Society to mapping media in the BRICS countries

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Presentation at

Workshop on “Ways to the Digital Society”

World Public Forum “Dialogue of Civilizations”

Rhodes (Greece), 2-6 October 2013

Historical roots of the Information Society

(1) Institutional and (2) Intellectual

1. International-political structures facilitating the IS idea

- OECD computer/telecommunications policy – 1970s
- CSSR-USSR scientific-technological revolution – 1970s
- IIASA scientific project of détente – 1970s
- EU boosting economic growth – 1990s
- WSIS as final legitimation – 2000s

2. Themes & thinkers of the IS paradigm

(with Frank Webster)

Since the 1960s

- Knowledge industry (Fritz Machlup 1962)
- Global village (Marshall McLuhan 1962)
- Civilization at crossroads (Radovan Richta 1967)
- Information society (Yoneji Masuda 1968)
- Age of discontinuity (Peter F. Drucker 1969)
- Programmed society (Alain Touraine 1971)
- Post-industrial society (Daniel Bell 1973)
- Information economy (Edwin Parker, Marc Porat 1975)
- Future shock (Alvin Toffler 1976)

Themes & thinkers, cont.

In the 1980-90s

- Computerization of society (Simon Noran et al 1980)
- Technologies of freedom (Ithiel de Sola Pool 1983)
- Crisis economy (Herbert I. Schiller 1984)
- Cult of Information (Theodore Roszak 1986)
- Virtual community (Howard Rheingold 1993)
- Knowledge societies (Nico Stehr 1994)
- Postmodern society (Krishan Kumar, Mark Poster 1995)
- Network society (Manuel Castells 1996)

Themes & thinkers, cont.

In the 2000s

- Runaway world (Anthony Giddens 2000)
- Surveillance society (David Lyon 2001)
- Personalised networking (Barry Wellman 2001)
- Commons (Lawrence Lessig 2002)
- Ubiquitous (Ken Sakamura 2007)
- Cocooning (Cass Sunstein 2009)
- Shallows (Nicholas Carr 2010)

Elements of big story behind the IS

- Information as productive force
- Mediation in social relations
- Globalization
- Capitalism

<http://www.triple-c.at/index.php/tripleC/>

Media Systems in Flux: The Challenge of the BRICS Countries

**Project financed by Academy of Finland
and hosted by University of Tampere**

<http://uta.fi/cmt/tutkimus/BRICS.html>

BRICS countries

Brazil	26 states	194 mill
Russia	83 federal units	143
India	35 states etc	1.225
China	33 provinces etc	1.341
South Africa	9 provinces	52

BRICS summits

1. Yekaterinburg (Russia) 2009
2. Brasilia (Brazil) 2010
3. Sanya (China) 2011
4. Delhi (India) 2012
5. Durban (South Africa) 2013

<http://www.brics5.co.za/>

FOURTH
BRICS Summit
March 29, 2012 : New Delhi





FIFTH BRICS SUMMIT

26 - 27 MARCH 2013 DURBAN, SOUTH AFRICA



Project objectives

- Comparing media systems in BRICS countries by noting both similarities and differences
- Locating them in historical and global context
- Aiming at theory building beyond dominant western traditions
- Maintaining critical distance to BRICS concept itself
- Covering journalism against broader information environment including entertainment
- Covering both traditional mass media and new internet-based media

The push of BRICS for media studies

- Compels our framework to be based on *world order & political economy*
- Calls us to look for both *comparisons* and *big stories*
- Calls us to prefer *de-westernization*
- Calls us to follow *postcolonial traditions*
- Invites our approach to BRICS itself to be *critically reflective*

Role of digitalization in BRICS countries

- Increase of *productivity*: historical leap forward
- Extension of *democracy*: more citizen participation
- Diversification of *social relations*: more connections
- But *mediatization* is limited: beware of media hybris
- Information is *not prime factor* in society: it only enhances economic, political and cultural forces

Thank you!

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