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Title: Information Society – Challenges and risks for the public discourses of the society

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The information society, although often used and reaffirmed, is still a rather unknown theoretical entity. The various information fields, (such as information industries, information highway or electronic fields), whether in the scientific or political application, still signal bewilderment of media theory. There does not exist a media theory that would be prepared to interpret the direction of the new culture technology. The manifold perspectives of the transformation of the systems (the media, publicity, and knowledge) make the weakness of interpretation and the ability to connect the traditional and communication science evident.

There is a responsibility of the communication science and media studies to develop a system of orientation, which allows classifying the growing technical system of structures in a framework of questions of social life and quality of construction of sense.

There are some crucial points to be reflected:

1. The theoretical discussion about the information society challenges the media theory and communication theory to further develop their conception and objective observation to a critical discourse about technology and media culture. On the one side, there is a row of fantasies that serve to deconstruct the model of the free space, the dream of community building, the hope for participation, and the fairy tale of the immaterial. On the other side, there is the readiness of the modality of knowledge to accept as fact, and with this modality, the principle of generalizing from common sense. Reality and realistic sense are media constructs as media constructs are reality.
2. Multimedia, internet and net-technology are not only items with a technical standard, rather also a societal status. The multiplication of transfer characters of society strengthens the transformation of systems (knowledge and public discourse.).
3. The picture of the information society requires a conceptualization of a framework of concepts of the society's media mode. Meanwhile, the dissipative character of the media generates cultural problems. For example, reproductiveness of the production principle, the culture of forgetting, the fragility of the society and the stimulation of common sense, etc.
4. The path of construction of knowledge in the realm of the information society changes from a model of architecture of experience, to a model of accumulation of data. Also knowledge changes the societal character of the picture to be the work of individuals and their understanding of a social work in progress. Models of collective intelligence, co-operative models of attention management, models of inter-text, (knowledge as a search engine) as with models of public text structure, of knowledge, are milestones in this thought process.
5. With respect to pedagogical ambition, there evolves support for key qualifications: media literacy, social attention (social intelligence) and communication competence.