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Title: Media and Culture of Society
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Mutual inter-efication between media and society:
Democracy empowers media - media empowers democracy

The concept of inter-efication refers to a:

- cultural concept of democracy
- democratic concept of culture

Media effect on cultural level of democracy
Media effect on the democratic standards of social and societal culture
Democratic standards effect on media culture

I. EXPECTATIONS

1. Expecting from Media

- Regarding the Functioning of Democracy:
- Setting Information
- Distributing Thematic Discourses
- Building Public Opinion
- Controlling use of Power

2. Expecting from Media

- Regarding the Culture of Democracy:
- Credibility through Ethical Reputation of Work and Person
- Quality of Professionalism (Objectivity in Research and Reporting, Transparency of Criteria of Selection, Comprehensiveness of content)
- Company Culture (Statutes for Journalistic Independence, Educational Training Program etc.)
- Integration of Diversity (Minority Positions, Accessibility for Anyone / Open Access)

3. Expecting from Recipients

- Regarding the Democratic Potential of Social Culture
- Media Competence / Media Literacy
- Involvement (Interest of Interaction and Intervention)
- Active and Cognitive Participation
- Emancipative Interest

II. CRITICAL ANALYSIS

Methodological Orientation of Communication and Cultural Analysis:

Necessity of critical analysis of background theorems in this connectivity of media and society culture:

Observing scientifically the culture of society/communication/democracy needs to reflect on culture of observation: what are the implicit concepts of meaning by which science is stating the meaning of concepts?

Scientific Study of communication/culture/society is an strategic organized sort of communicating studies (= analytical experience)

- third level observation (science observes the every-day observation of experience)
- science is an analytical and conceptive construction of reality within a cultural framework

1. Hidden cultural theorems in Concept of Democracy:

A very cognitive, functional and competitive conception:

- addressing the rationality of acting,
- valuating the emotional dimension of acting as factor of personal constitution - and as a source of possible surprise
- insinuating information and knowledge to be the decisive factor of keeping power
- neglecting the trivial conversation as the social ambient of marking orientation and making decision
- the rationality of the deciding majority as a model of rhetoric superiority
- public opinion, the democracy-model of media communication – conceptualized as a homogenous formation

2. Hidden cultural theorems in Concept of Communication:

A very pragmatic, techno-logical conception of communicational understanding:

- Action as the paradigm of communication makes communication a question of action competence (elite- and power model, model of survival)
- purpose of acting is to be successful in organizing conditions of survival
- success is supposed to be the rationality of strategic calculation of reasons and effects (manipulative conception of communication)
- in that conceptualization is no place for surprise, and crisis as constructive factors, unless as a factors of irritation

3. Hidden theorems in Concept of Media:

Still dominating a very functional, techno-logical conception of social influence, which weakens the competence of problematisation of communication science - characteristic features:

1. Ontologism / Cognitivism:

Realistic conceptions and approaches (media as depiction of reality, reporting the truth or according what happened)

2. Normativity:

Comm. Science not only insists to know, WHAT IS communication, it also insists to know, what communication ought to be and how it should function

3. Mechanical Triviality:

Comm. Science maintains a position of defining social communication by trivial models of mechanical transportation

4. Causality:

Until now Comm. Science is not free of thinking in causal relationships (stimulus-response-models, communication as a theory of acting for reacting)

5. Technicity and Mathematics:

Calculability is a perspective of desire of power, domination and control (science as a part of a domination system - especially of non-organized phenomena)

6. Structural view:

Interest in structures instead of in relations and cultural meanings

7. Objectivity:

The theoretical methodology of Comm. Sc. still is interested in finding rules, statute-books or regulations of communications (nomothetic analysis of objects / items / units, which shows a lack of constructivistic and discursive conceptualization of knowledge.

III. CULTURAL CONCEPTION of Communication and Media

Media as passage of social practice (communication / Culture)