

osce
workshop
on Freedom of Expression and New Technologies
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Freedom of Expression – New Media Culture
in Information Society

Cultural point of view: society lives by means of communication (exists in structures of communication)

Communication always is an autogenic expression of culture (a culture is the autogenic expression of communication)

Culture is the social everyday-use of values (- freedom)

Communication: be interested in difference! –communication as a resource of differentiation (variety of realities). Differentiation (instead of homogenization) is the quality-challenge of communication in pluralistic societies

1.
What is the relevant news on new media?

Technology:

- Ubiquity : you can use media connection anywhere and any time – newsed whenever and wherever you want
- Open accessibility and casual addressability (internet. Technical infrastructure – coincidence of private and public sphere)
- Individuality: you can use the media by your very personal interest – not dependant on a program
- Symmetry of position : the producer- position becomes equal to the user-position: be your own producer
- Digitalization: there is almost no limit of amount, no limit of program-compilation, no limit of simulation, real life takes aesthetic measure from media performance

- Network instead of distribution: from distributive masscommunication (one-to-many-model) to network-masscommunication (many-to-many-model)

Structure:

- background-organization: lean structure, flexible, low budget, project character, low investment – high effectivity, concentrates all (former) professional activities in a few hands (research, selection, redaction, designing, distributing etc.) and is possible to be done by your own company
- deprofessionalisation of production and of competence (knowledge, skills, attitudes, ethics)
- change of structure of public sphere: from medialized public opinion to mediated public opinion
- globalization. Get your facilities everywhere, reach your target groups everywhere

Social Culture:

- new models of distant (global) interaction: more personal exchange, standardized designs, more casualty, experiencing new ways of joining together (politically or groups) : identity, constitution of subjectivity, membership
- globalization of discourses: widening the local, regional or group's horizon across traditional borders.
- Interactivity: social encounter as challenge of identity, authenticity, reliability
- Abuse: hate sites, pornography etc: not the internet is the cause of it, the internet makes the inclinations visible and obvious, also it gives public space (addresses and adressibility, open accessibility) to problematic topics of problematic personas, groups, communities.

2.

What are the relevant new enlightenments of Media- and communication studies?

- constructivism perspective: the media do not depict the reality, but they create a reality. What is really relevant, is developed by social discourses

- change of causality: the question is not: what does the media with the recipient, but. what does the recipient with the media. The frame of everyday life decides the use of media: content, preference, opinion building
- cultural turn: the interest of media studies is not any more to organize the knowledge of a transport process between producer and recipient. Instead of that it is important to understand the cultural framework and the reference system, which influences (supports or hinders) media-literacy, communication competence and self competence under the conditions of an almost totally mediated social environment: there is no media-free social existence.

3.

What are the implications for governments, international organization and civil society ?

- technology always realizes success in connex and context to specific culture (symbolic systems of meanings). Technological transfer creates culturally specific effects (success and problems). The criteria of success of technology-transfer is not (only) the economic profit, but also the cultural development (or costs). Governments, international organization, and civil society should take care of conditions of cultural authenticity and of conditions of cultural learning(ecological thinking).
- The effects of globalization. Widen the local horizon, encountering other cultures in everyday life is not only a chance, but also big challenge for identity and subjectivity, learning of a multiphrenic presentation of self .
- deconstruction of borders (nations, organization, institutions demands to learn to keep or to develop identity by cross-cultural interaction, by communication under conditions of peaceful neighborhood
- cultural turn of international politics or organizational policies: from politics of structures to politics of cultures: important is, by what is built the social architecture of meanings: that is culture(of politics, economy, etc.)
- educational ambition: give the development of knowledge technology an environment of knowledge culture (Freedom as a cultural issue)

4.

What means freedom of expression in new media societey ?

- information society means: increasingly the society experiences itself in a framework of mediated information.

Increasingly the sectors of society (politics, economy, education etc) organize themselves by technically mediated chance of information. Information is the key-factor of societal, economic, educational – etc organization.

- information itself is senseless, the amount of information only makes sense by cultural using: by that it becomes knowledge. Knowledge is culturally determined
- the reference frames of freedom and security is culture: therefore it is more and more important to structure the cultural environment: to make implicit meanings to explicit ones: traditions, religion, societal beliefs
- That means: invest more creativity and ambition in: education and cross cultural cooperation in education, media education – communicative competence.: freedom of expression is not only an issue of human rights, but also one of the culture of humanity .
- the authentic place (resource) of freedom is social culture, rights are (just) tools of regulation of freedom
- invest more creativity in developing socio-cultural conditions for a rational and competent use of new media instead of investing energy in providing abuse.
- Sustainable conditions for freedom of expression are reachable by making implicit cultural rules to explicit ones.
- Besides protective structures (rights, control etc.) we need (maybe more and before) preventive structures (proactive education, integrative learning etc.), which are not technical ones, but cultural ones.

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