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

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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
<table>
<thead>
<tr>
<th>BRICS countries</th>
<th>Number of States/Provinces</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>26 states</td>
<td>194 mill</td>
</tr>
<tr>
<td>Russia</td>
<td>83 federal units</td>
<td>143</td>
</tr>
<tr>
<td>India</td>
<td>35 states etc</td>
<td>1.225</td>
</tr>
<tr>
<td>China</td>
<td>33 provinces etc</td>
<td>1.341</td>
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<tr>
<td>South Africa</td>
<td>9 provinces</td>
<td>52</td>
</tr>
</tbody>
</table>
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
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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http://www.uta.fi/cmt/en/contact/staff/kaarlenordenstreng/index.html