



Culture, Media, Economy (CME) is a research hub at the School of Media Film and Journalism at Monash University. It is a response to the current conjuncture in which new financial and business models, technologies, socio-cultural dynamics and geo-political configurations have radically transformed our understandings and practices of culture, media and economy.

www.cmemonash.org

The Mediated Society

May 25

Room S9.01, Building S, Level 9,
Monash University, Caulfield Campus

The Mediated Society theme in Culture, Media and Economy is broadly tasked with interrogating the dialectic nature of transformations within and between media industries, social institutions and people. We might colloquially discuss these changes as 'media effects'. Professionally, however, we'd avoid the term; it carries too much baggage. Mediatization theorists, for example, feel that 'media effects' is too closely tied to overly 'media centric' approaches to power; cultivation analysis, agenda-setting, framing analysis and the like.

Others counter that the time is right to reconsider what the 'old' ideas in these 'effects' approaches have to offer contemporary scholars; especially with a renewed interest in quantitative research methods. This is all the more so since, according to some of its critics, the mediatization thesis hasn't succeeded in forging a non media-centric agenda. Perhaps the question is, should it? Do we want the term 'media effects back'? What did it mean, in the first place, and how might it work now?

After short presentations on current projects that are based in different methods, concepts and understandings of media power, we invite a conversation on the ever elusive question; how do media exercise distinct influences over social life?

TIME: 10am — 12pm, May 25th

PLACE: S9.01 (Building S, Level 9) Caulfield Campus