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# L'AGE DES MEDIAS HYBRIDES: FACTEURS CRITIQUES

Chaire Unesco  
en "Communication Internationale"

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# La socialité des réseaux sociaux (le web)

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“The web is more a social creation than a technical one. I designed it for a social effect — to help people work together — and not as a technical toy. The ultimate goal of the Web is to support and improve our weblike existence in the world. We clump into families, associations, and companies. We develop trust across the miles and distrust around the corner” (Berners-Lee 1999, p. 110)

# La dimension marchande du web 2.0

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La mot Web 2.0 est une étiquette pour

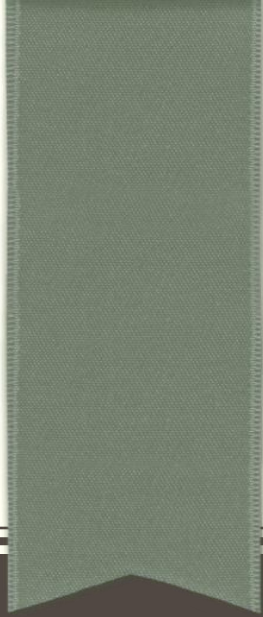
- Nouveaux services et nouvelles plateformes comme Google et Youtube
- Services de chat comme Windows Messenger
- Blogs and social networking sites.

Les caractéristiques principales de ces services sont: multimédia, usabilité, visibilité, création de réputation

## Trois perspectives importantes:

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- La perspective culturelle
- La perspective économique
- La perspective politique



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# LA PERSPECTIVE CULTURELLE

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## L'idée de convergence

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A medium's content may shift (...), its audience may change (...), and its social status may rise or fall (...), but once a medium establishes itself as satisfying some core human demand, it continues to function within the larger system of communication options. (...) Printed words did not kill spoken words. Cinema did not kill theater. Television did not kill radio. Each old medium was forced to coexist with the emerging media. That's why convergence seems more plausible as a way of understanding the past several decades of media change than the old digital revolution paradigm was. Old media are not being displaced. Rather, their functions and status are shifted by the introduction of new technologies. (Jenkins 2006, pp. 14-15)

## L'idée de culture/réseau

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“A network society is a society whose social structure is made around networks activated by microelectronics-based, digitally processed information and communication technologies. I understand social structures to be the organizational arrangements of humans in relationships of production, consumption, reproduction, experience, and power expressed in meaningful communication coded by culture” (Castells 2009, p. 24).

# L'idée de globalisation

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“Globalization as complex connectivity referring to the rapidly developing and ever more complex network of interconnections and interdependencies that characterize modern social life”. (Tomlinson 1999, pp. 1-2).



# L'idée de connexion

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Van Dijk (2013): connectivity vs connectedness

- Relations entre socialité et marché: les relations sociales deviennent info-marchandise
- Les relations-marchandises substituent les relations interpersonnelles

# Trois longues révolutions culturelles

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- Ecrire, lire: de la linéarité à la multi-dimensionnalité
- Du texte à l'hypertexte
- L'image: de l'iconisme à l'hyper-réalité

# La société des médias hybrides comme société synthétique

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- Simplicité comme résultat de la vitesse (opposée à la lenteur: Virilio) et d'un procès de l'orientation au public (Wiki)
- Hybridation opposée à la pureté (multimédia)
- Artificiel opposé à naturel (relations médiatisées)



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# LA PERSPECTIVE ECONOMIQUE

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# Capitalisme numérique? L'approche de Christian Fuchs

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Radical change, discontinuity

Knowledge economy  
Post-industrial society  
Postmodern society  
Knowledge-based society

Network society  
Internet society  
Virtual society  
Cybersociety



Objectivity

Subjectivity

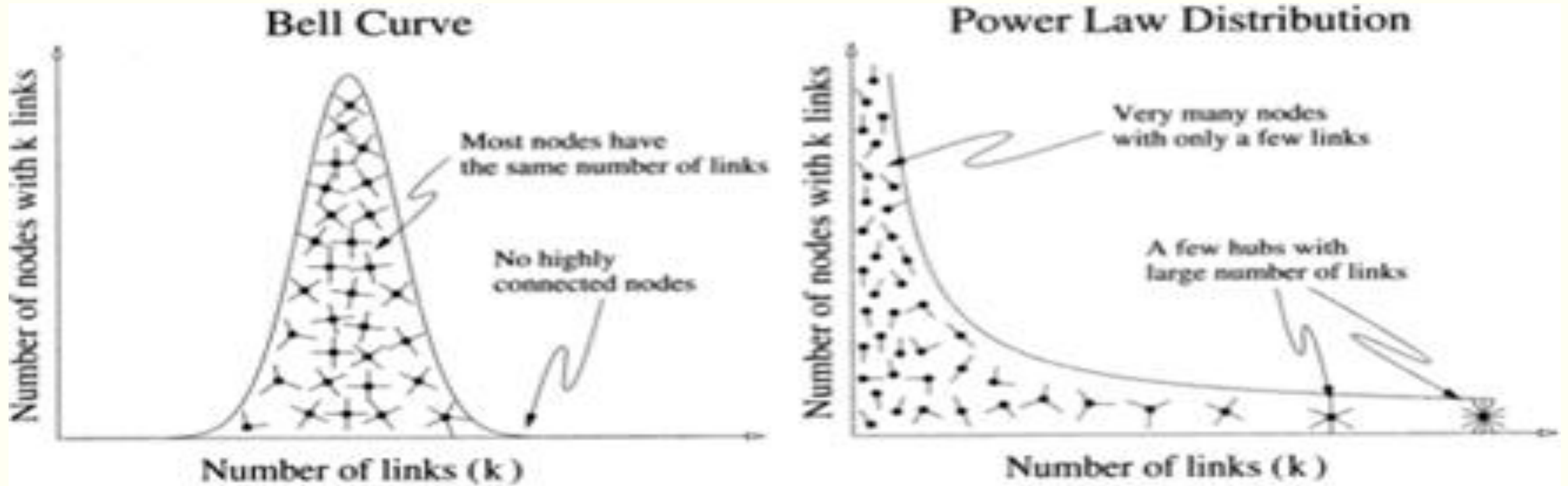
Immaterial labour  
Multitude vs empire  
Cognitive capitalism  
Reflexive modernisation

MP3 capitalism  
Virtual capitalism  
Informatic capitalism  
High-tech capitalism  
Digital capitalism

Continuity

# Oligopole: lois du pouvoir (Barabasi)

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# Playbor

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- Travail d'amateur comme forme d'exploitation
- Du travail salarié au travail occasionnel
- Dévaluation du travail culturel