

Media Power and Communication Capitalism in Post-Media Society

「ポストメディア社会のコミュニケーション資本主義とメディア権力」

Abstract

About 30 years ago, Felix Guattari wrote two papers titled "For Post-Media Society" and "The Three Ecologies" that refers to environmental ecology, social ecology, and spiritual ecology. One important question developed in this discussion is the problem of "spiritual ecology" in "post-media society." In other words, it is a change in "the conditions of production of subjectivity" composed of intellect, desire, and emotion under "dynamical organization of machinery."

Today, 30 years have passed since two papers were written by him, modern society has clearly entered the "post-media era." However, it is in direct contrast to the direction expected by Guattari.

Personal information that circulates on platforms such as Facebook, YouTube, and Twitter is analyzed as big data and utilized for efficient marketing by companies. In addition, it is fed back to users as being responsive to individual preference and desires.

The form of capitalism evidently shifted from "consuming society" to "communication capitalism" (Jodi Dean).

Furthermore, "dynamic organization of machines" with digital media circulates a large amount of affection and emotion. It functions as an important medium that triggers affect, ignites affect. Under these social changes, "politics of affect" is composed of countries all over the world. The symbolic examples are the victory of Donald John Trump in the presidential election, and the high support rate for the Abe cabinet in Japan.

This presentation reports on the relation between communication capitalism and affective politics from the viewpoint of media research.