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CICLO DEL CORSO DI DOTTORATO

XXVII

Titolo della tesi: *The Man-as-Media as the Latest Media*

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Abstract:

The dissertation strives to explore the main characteristics of the phenomenon known as *the man-as-media*: the sphere of materiality, the meaning and the relevance of this phenomenon. Underlying the project is the intention to determine whether the emergence of *the man-as-media* occurs merely as a switch of place relative to the traditional media and their reduction to a zero level of content (reducing the goal, content and message to the simple material form of the media) – in other words, as the annihilation and negation of the traditional media – or whether this phenomenon can be understood as an in-depth and structural change in the media environment, i.e. as the end of an era marked by the distinction between form and content, and the beginning of a new one, which would in time be increasingly characterized by an essential unity of form and content.

In the introductory notes the phenomenon of *the man-as-media* is analyzed as an articulated, structured and engaged response of modern man to the role and effect of traditional mass media in the public sphere, and as a new communication means, which articulates an attitude of resistance towards the “one-dimensional image” of media monopolies and provides an entirely new dimension and connotation to the media culture as a dialectic scene of various media interpretations. The position of the media as a technical device, and the position of its spatial and subject logistics, is taken by the man, interested to participate in the public space as a medium, being able, for the first time, to realize such role without intermediaries and in real-time, all thanks to new information technologies.

The second chapter discusses the distinctive features of the social and media environment in which *the man-as-media* emerges: compression and acceleration; new narration; modern *yurodivy*; *the man-as-shell*; sublimation into Now and globalization. The mathematical algorithms of compression are living their social life at its fullest, that communication and its powers reach a mythological character, while our deep subjective Self pulls back into a space below the level of resignification. The modern *yurodivy* reduces the basic Self to: Self and Machine Self, multiplying the chances to annul the basic Self, while the man-as-shell affirms itself as a decentralized individual, as the intersection between de-essentialization and re-signification. The Continuous Now narrows the reality and forces consciousness to act as a „lazy eye“, to forget the difference between the past and present, and to only see a homogenous whole, a „flow“, without differentiation and without discontinuity.

The third chapter focuses on news deformation, understood as a combination of inaccurate, incomplete, biased answers to the questions: Who? What? Where? When? How? Why? or the lack of answer to any of these questions. The most distinctive consequences of news deformation include: misinformation; propaganda; manipulation; intoxication, and finally, bias and subjectivity which we perceive as the summation, but also as the starting point of all four listed phenomena. Deformed information is the cause, and simultaneously the manifestation of the ontological turmoil in the event: an event is no longer something that occurred or occurs, it is no longer a fact but rather a „painted“ imperative of those ordering the propaganda actions, presented as real. In addition to a situation where the event becomes essentially unknowable, a more serious problem is the fact that the event loses its substance, becomes an object, a mere podium for the technological game played by the propagandists of all **kinds and all social spheres**.

The fourth chapter explores the role of *the man-as-media* as a constructive symbiosis of mass and interpersonal media in the processes of de-deformation of information; affirmation of emancipatory character of communicative actions; reconstruction of current media (and social) space and redistribution of media power to all participants in the media space, in line with their realistic power and impact. In the chapter also the reasons are discussed for considering *the man-as-media* a medium, with a special attention paid to the roots of *the man-as-media*, i.e. the media phenomena: *les mazarinades*; *samizdat* (Russian: *самиздат*; English: *self-published*), as well as the media activity of Giuseppe Impastato, an Italian journalist, poet and a political and social activist.

The concluding remarks, in the fifth chapter, analyze the difference between *the man-as-media* and participative, citizen journalism, USG (User Generated Content) and Network Journalism. The media activity of the *man-as-media* is understood as a significant step towards *The Renewed Awareness*, i.e. the process of leaving the secondary reality and returning to the primary reality. The study also problematizes the matter of subject in the Internet public sphere, and analyzes the possibility of representative and public communication among the *man-as-media*, the modern *yurodivy* and the *man-as-shell*.