

MEDIA POWER TOOLS

Understand Eight Shifts (Trade-Offs) of Our 21st Century Media Culture

1. Epistemological shift: From 20th century WORD to 21st century IMAGE.

Question: What are the trade-offs of living in a media culture dominated by the IMAGE? (Symbol: SCREENS).

2. Technological shift: From 20th century ANALOG to 21st century DIGITAL.

Question: What are the trade-offs of living in a media culture in which most forms of information can be digitized, converted to a binary code of ones and zeros? (Symbol: "RECORDS").

3. Personal shift: From 20th century MASS media to 21st century PERSONAL and PARTICIPATORY (NEW) media.

Question: What are the trade-offs of living in a media culture that demands personal participation? (Symbol: FACEBOOK).

4. Aesthetic shift: From 20th century DISCRETE media platforms to 21st century CONVERGENT media platforms.

Question: What are the trade-offs of living in a convergent media culture? (Symbol: the so-called "SMART"PHONE).

5. Political shift: From 20th century REGULATION to 21st century DE(RE)REGULATION.

Question: What are the trade-offs of living in a de(re)regulated media culture? (Symbol: the 1996 TELECOMMUNICATIONS ACT).

6. Economic shift: From 20th century COMMERCIALISM to 21st century HYPER- COMMERCIALISM and CORPORATE CONSOLIDATION.

Question: What are the trade-offs of living in a hyper-commercial corporately-consolidated media culture? (Symbol: AMAZON).

7. Discursive shift: From 20th century OBJECTIVE news to 21st century SUBJECTIVE news.

Question: What are the trade-offs of living in a subjective media culture? (Symbols: TALK RADIO, CIVIC JOURNALISM, THE "BLOGOSPHERE," "ALTERNATIVE FACTS")

8. Cultural shift: From 20th century privacy to 21st century surveillance.

Question: What are the trade-offs of living in a media culture in which our media user data is monitored, collected, stored, analyzed, and shared? (Symbol: GOOGLE and the NSA.)