

## Section 3. Theory and history of art

DOI:10.29013/EJA-24-1-48-52



### MEDIATISATION OF CULTURE AND ITS IMPACT ON THE DEVELOPMENT OF PUBLIC CONSCIOUSNESS

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**Cite:** Levchenko A. (2023). *Mediatization of Culture and its Impact on the Development of Public Consciousness. European Journal of Arts 2024, No 1.* <https://doi.org/10.29013/EJA-24-1-48-52>

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#### Abstract

This article delves into the intricate phenomenon of the “mediatisation of culture” to uncover its essence and thoroughly analyze its influence on the development of public consciousness. Employing a multifaceted methodology, the study utilizes content analysis, case studies, ethnographic research, and modelling and simulation to comprehensively explore the mediatisation of culture. The research places particular emphasis on the evolution of this phenomenon, taking into account its historical development from the 18th century in industrial society to its manifestation in the global information society. The study pays special attention to the role of media in shaping the socio-cultural space of Ukraine, presenting a conceptual framework to deepen our understanding of cultural mediatisation and its role in contemporary social consciousness. In the context of the complex political and socio-cultural situation in Ukraine, entwined with the Russian-Ukrainian war, the article aims to address the urgent task of scientifically analyzing the essence and dynamics of the mediatisation of culture. It underscores the profound impact of media on cultural processes, emphasizing the consequential influence on the perception, understanding, and formation of values in society. Furthermore, the study not only scrutinizes the current state of cultural mediatisation but also forecasts the future interaction between media and public consciousness based on the dynamic changes in the contemporary cultural context.

**Keywords:** *mediatisation of culture, media culture, industrial society, post-industrial society, global information society, public consciousness, mass culture.*

**The purpose of the article** is to reveal and analyse the essence of the phenomenon of “mediatisation of culture” in the context of its genesis and influence on the development of public consciousness.

#### Methodology

The following methodology was used to conduct the study on the mediatisation of culture and its impact on the development of public consciousness. Firstly, the content analysis method, which involves a system-

atic analysis of media content, such as articles, videos, audio, etc., to identify the main trends and patterns in the presentation of cultural concepts in the media. Secondly, the case study method is used to study specific examples of the mediatisation of culture and analyse their context, development and impact. Thirdly, the method of ethnographic research to study individual situations, specific groups or communities in terms of how they interact with the media and how this affects their cultural identity. Fourthly, the method of modelling and simulation, which was used to understand possible scenarios for the development of the mediatisation of culture and its impact on society.

**The scientific novelty** of the process of studying the essence and dynamics of the mediatisation of culture is becoming an urgent task of scientific analysis of our time. The essence of the study is to reveal the evolution of this phenomenon and assess its impact on contemporary public consciousness. The analysis takes into account the changes in mass public consciousness under the influence of the media that have taken place in industrial society since the 18th century, and later in the global information society. Particular attention is paid to the role of media in shaping the modern socio-cultural space of Ukraine. One of the key points is the definition of concepts related to the mediatisation of culture and their integration into a conceptual framework. This approach is aimed at a deeper understanding of the phenomenon of cultural mediatisation and its role in shaping the contemporary social consciousness. Thus, this study aims to address the issue of the mediatisation of culture, its evolution and impact on the current socio-cultural situation, in particular in Ukraine, taking into account the complex political and socio-cultural situation of the country involved in the Russian-Ukrainian war.

### **Conclusions**

The mediatisation of culture, as a key aspect in modern society, has a decisive impact on the development of public consciousness. The study confirms that the impact of media on cultural processes has profound consequences for the perception, understanding and formation of values in society. The study

aims to highlight not only the phenomenon of cultural mediatisation itself, but also to determine the prospects for the interaction between media and public consciousness in the future, based on the dynamics of changes in the contemporary cultural context.

### **Relevance of the research topic**

The study of the mediation of culture and its impact on the development of public consciousness is an urgent problem for scientific research in the modern era, which is characterised by the widespread use of mass media. This study deepens the analysis of the complex dynamics of the interaction between media and culture, aiming to identify the profound consequences of their interaction for social values and collective consciousness.

In today's digital landscape, where people are constantly receiving information from a variety of media sources, understanding how culture is mediated through these channels is of particular importance. Media platforms, including traditional media and social media, play a key role in shaping public opinion, disseminating cultural representations and influencing the construction of public consciousness.

The significance of this study lies not only in the symbiotic relationship between media and culture, but also in the study of the evolution of cultural values and identity. As the media are constantly involved in the creation and dissemination of cultural content, their influence on the collective consciousness is becoming increasingly important. It is also important to study in detail the mechanisms by which the media contribute to the formation and transformation of cultural narratives.

In addition, in countries facing political and social challenges, research is of particular importance. It seeks to determine how media influence public consciousness in these complex socio-cultural contexts, contributing to the construction of collective identities, the dissemination of cultural values and the shaping of social perspectives. Overall, this study of the mediation of culture and its impact on public consciousness is a multifaceted analysis of the contemporary interaction between media and culture, the results of which are essential for understanding social development, cultural evolution

and the complex ways in which media influence the fabric of collective consciousness.

### **Analysis of research and publications**

In order to gain a deeper understanding of the mediation of culture and its impact on public consciousness, it is necessary to review and analyse the existing scientific literature related to this topic. Scholars and researchers have studied this complex relationship from a variety of perspectives, offering insights into the mechanisms by which media influence culture and public consciousness. It should be noted that in his research in the field of media and communications, Canadian scientist and philosopher Marshall McLuhan highlights important aspects of the interaction of mass communications with society and the individual. Among his outstanding works are "Understanding Media: The Extensions of Man" in which the author analyses the impact of various forms of mass communications on individuals and society, expressing the concept that mass media extend human capabilities and "War and Peace in the Global Village" in which the author explores the impact of mass media on modern society and compares it with the effects of war, considering media as a factor in the formation of the global village. It is also worth mentioning Niklas Luhmann, a German sociologist, who in his work "Die Realität der Massenmedien" examines the reality of mass media, analysing their role in modern society in depth. Frederick Krotz, in his works "Gramophone, Film, Typewriter" and "Explaining the Mediatisation Approach", explores the impact of technologies such as the gramophone, film and typewriter on culture and language in different historical periods. It should also be noted that a significant influence in this area was made by John Thompson, who in his work *Social theory and the media* (Thompson, J., 1993) examines the relationship between media and modernisation, presenting a social theory of the development of mass communications.

This literature covers a wide range of disciplines, including media studies, cultural studies, sociology, psychology, and communication studies. Researchers study how media platforms shape cultural narratives, influence public opinion and facilitate the transmission of cultural values.

### **The purpose of the study**

The main purpose of this article is to study the impact of media on cultural dynamics, the transformation of cultural values that occurs through media channels, and the key role of media in shaping public consciousness. A thorough study of this issue requires a critical analysis and study of scientific works on the mediatisation of culture and its consequences for the development of public consciousness in this area. This process helps to identify existing conceptual frameworks and research results on this issue. It helps to conduct comprehensive research, collect relevant data, and then analyse it to draw compelling conclusions. The results obtained from this analysis are then used to draw conclusions and make recommendations for future research or practical application.

### **Summary of the main material**

Social consciousness is defined as a shared understanding and awareness of social issues and values by a group of people. It is a flexible concept that is largely shaped by the presentation of events and ideas in the media. The media, as the main source of information for the general public, play a key role in shaping public opinion. Whether through news, documentaries or entertainment, the media can influence public opinion and shape the collective consciousness.

In the digital era, the influence of media on culture and social consciousness has become an undeniable force shaping our beliefs, values and worldview. The rapid development of technology and communication platforms has transformed the way we consume and interact with culture, and this article delves into the complex relationship between media and culture, highlighting its profound impact on the development of social consciousness.

For example, N. Luhmann points out that mediatisation is mainly a way to unite the public, and he considers this process in two aspects. Firstly, as an extension of the reach of a particular social community, and secondly, as the recognition of the social value of a mediatised product. This means that any object presented in the discursive field of art can be recognised as socially valuable (Luhmann, N., 2000).

Culture is a dynamic and constantly evolving entity. It is shaped by various factors, including history, politics, religion and, most importantly, the media. Media serve as a channel through which culture is transmitted, changed and preserved. Whether it is newspapers, television, the internet or social media, the media play a key role in bringing cultural content to the masses.

In his scientific works, British sociologist John Thompson developed a classification of communication, defining different ways of interaction between people. According to his theory, there are three main types of communication:

1. Direct interpersonal interaction, which takes place in the form of a dialogue and involves a two-way exchange of information.

2. Indirect interaction of communication does not always involve feedback and requires technical means to overcome time and space constraints, unlike direct forms of interaction.

3. Mediated quasi-interaction, which significantly expands the possibilities of broadcasting content, but has a monological character, as symbolic meanings are transmitted to an indefinite number of recipients (Thompson, J., 1993).

The evolution of cultural values is closely linked to the ability of the media to influence and reflect social change. Media platforms that showcase different aspects of culture function as a reflection of the constantly changing norms and values of our society. As media evolves, so do the ways in which culture is represented and preserved. For example, the shift from print to digital media has ushered in a new era of cultural dissemination. Digital platforms have not only allowed for the preservation of traditional forms of cultural expression, but have also facilitated globalisation and the fusion of cultures in ways that have never been possible before.

F. Krotz describes mediatisation as “a systematic concept for understanding and theorising the transformation of everyday life, culture and society in the context of the continuous transformation of media” (Krotz, F., 2017).

It is worth looking at three types of media that, according to F. Krotz, are emerging in the context of mediatisation. This includes

“blogs or podcasts that enable information recipients to participate in new media; interactive media that provide specific interactions, such as human-computer interaction; and social media that organise human activity, such as Facebook for social relations, YouTube for video, and Instagram for photos” (Krotz, F., 2017).

For example, news media play an important role in shaping public debate and perceptions of current events. The way in which news is presented, the stories chosen for coverage and the language used can all influence how the public interprets and reacts to events. In this sense, the media act as both a reflection and a shaper of public opinion.

Entertainment media have no less influence on shaping public opinion. Television shows, films and even advertisements convey cultural norms and values. They can reinforce or challenge stereotypes, promote inclusivity and diversity, or perpetuate prejudice. When interacting with entertainment media, the public can consciously or subconsciously assimilate the ideals and narratives embedded in these forms of media.

Thus, in his article “Media Wars through the Prism of Cinema Studies: Between Foucault and Baudrillard”, L. Gotz examines the issue of media warfare and the impact of cinema on contemporary society. The author points out that the narrative under study mimics conservative ethical values in cinema, but does so in a modernised form. He notes that this modernised interpretation is manifested in the use of traditional moralistic plot clichés and visual images of the film. However, the author points out that, upon deeper analysis, the logic and axiology embedded in the traditional fairy tale are almost completely distorted and inverted in the film product under study. In particular, instead of the traditional scenario of exposing the false hero and rewarding the true hero, both of these characters in the film *Oz: The Great and Powerful* are combined into a single image. The author notes that the axiological core of the film product is a parodic simulacrum of traditional ethics, as well as an authorised construct that serves as a media indulgence. This media indulgence, according to the author, legitimises and ensures the mental destabilisation of society (Gotz, L.S., 2019).

The ability of the media to amplify and disseminate cultural content is extraordinary. Music, fashion, and language are just a few examples of cultural elements that have transcended geographical boundaries through the pervasive influence of media. This mediation process can lead to both homogenisation and diversification of culture, raising questions about cultural authenticity and preservation.

### Scientific novelty

The scientific novelty of this article lies in a systematic and integrated approach to the study of the interaction between media and culture in the digital age. The article not only analyses the influence of various media platforms on the formation of public consciousness, but also considers this influence in the context of the evolution of cultural values. In particular, it takes into account the transformation of the ways in which cultural content is consumed under the influence of technology and defines the role of media as a channel for the transmission, change and preservation of cultural elements.

### Conclusions

Thus, it can be stated that in the digital age, the media play a decisive role in shaping culture and social consciousness. The structural transformation of media platforms and the rapid development of technology have a significant impact on the perception and understanding of the world. Reflecting and shaping cultural values, deeply influencing public opinion through news and entertainment formats, and introducing new communication tools define the modern media landscape, which is becoming not only a source of information but also an active participant in shaping the public mentality.

In addition, it is important to take into account that the interaction between media and culture requires attention to various types of communication including direct and indirect forms of interaction. The media, reflecting and influencing social values, together with culture, form the modern socio-cultural landscape. Thus, understanding this relationship is the key to uncovering the profound influence of the media on the formation of consciousness and values in post-modern society.

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submitted 22.08.2023;

accepted for publication 20.09.2023;

published 8.10.2023

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