TRANSITION OF TRADITIONAL UNIVERSITIES TO ONLINE MODE

MANAGING SCIENCE IN FRAMES OF MEDIA SOCIETY

MEDIA-THEORETICAL CLASSIFICATION

MAY
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ONLINE MODE - DIGITIZATION
TECHNOLOGY AND INNOVATION – to be aware of

- VIRTUAL CLASSROOM: presence, attention, participation
- VIRTUAL MENTORING / SUPERVISION: responsibility habit
- ONLINE TESTS / EXAMES: sphere of impersonal attitude
- ONLINE PUBLISHING: alignment pressure, standardization
- ONLINE STUDYING / READING: observation management
- INTERNET RESAERCH: Dr. Google, algorithm, plagiarism
- RESEARCH COLLABORATION: interculturality / interests and references
- TEXT - & DESIGN PROGRAMS, AI, CHATBOTS, COPYWRITING: writing aids, outsourcing of generation and contextual referencies
- ZOOM MEETINGS: effects on quality of participation and engagement
- VIRTUAL CONFERENCES: densitiy and durarion of individual participation

DIGITALIZATION –
TECHNOLOGY AND INNOVATION
## SYSTEM CHANGE OF VARIOUS FRAMES

- GENERATING AND ARCHIVING OF SCIENCE AND KNOWLEDGE

- SCIENCE- AND KNOWLEDGE SHARING MANAGEMENT

- DATA MANAGEMENT: information access, usage, overload

- ACADEMIC MANAGEMENT AND CULTURE: managem. spheres

- EDUCATION- AND MEDIATION FORMS: e-teaching /e-learning

- INTERENATIONAL ACADEMIC COOPERATION IN RESEARCH, TEACHING, AND THIRD MISSION AFFAIRS

DIGITALIZATION –
EFFECTS AND ASSOCIATED CONSEQUENCES

- TECHNOLOGICAL CHANGE

  (EXPECTATION: MORE, BETTER, FASTER, EASIER, MORE EFFECTIVE, SAFER)

- STRUCTURAL MANGEMENT SYSTEM CHANGE

  (NEW POSSIBILITIES: INCREASEMENT OF INTERN/EXTERN FUNCTIONAL PERFORMANCE)

- SOCIAL CHANGE

  (NEW: ROLE DESCRIPTION, FORMS OF SOCIAL ENCOUNTER, VALUES)

- CULTURAL CHANGE

  (SHARING RESPONSABILITY, SHARING AUTHORITY, SHARING COMPETENCE)

- SHORT TERM / LONG TERM EFFECTS

  (AGENDA SETTING, VERBALIZATION, WORKFLOW CHANGE, PLAGIARISM)

- ASSOCIATED CONSEQUENCES

  (NEW POLICIES, PUBLIC ENGAGEMENT. OPEN SCIENCE, PRESSURE TO ADAPT)

SCIENCE & EDUCATION
PART OF MEDIA CHANGE / SOCIAL MEDIA

SOCIETY

EDUCATION

SCIENCE

SOCIAL MEDIA PRACTICE

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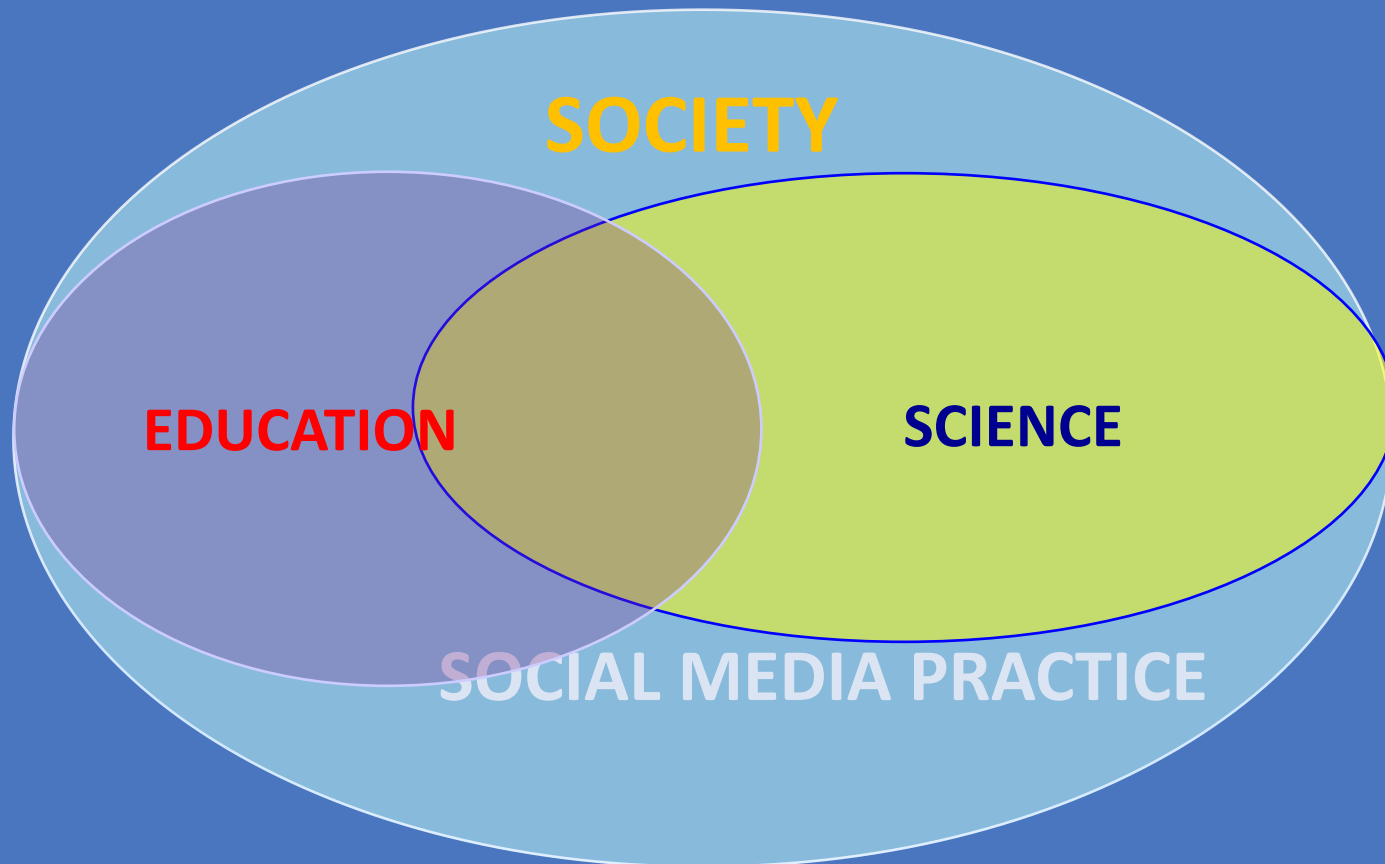
SOCIAL CULTURES OF SCIENCE COMMUNICATION

HIERARCHY: POSITIONAL MANAGEMENT

TEACHING

patriarchal power

positional authority

top-down interaction

repetition & imitation

appropriation aiming acceptance and recognition

LEARNING

distributed roles

mutual intervention

role-based interaction

try out & self experience

information = knowledge = conviction value

HETERARCHY:

SPHERES OF CHANGE
INTERVENING EACH OTHER

MEDIA

CHANGE:
FROM ANALOG TO DIGITAL
FROM LINEAR TO NON-LINEAR
FROM DISTRIBUTION TO NETWORK
FROM TECHNICAL SETTING TO SOCIAL ARRANGEMENT
FROM COMMUNICATION TO SOCIAL PRACTICE : DISCOURSE

SCIENCE

TRANSITION:
FROM ELITE.STATUS TO SOCIETAL COLLABORATION
FROM HIERARCHICAL TO HETERARCHICAL AUTHORITY
FROM INDIVIDUAL ACHIEVEMENT TO SOCIAL CONSTRUCT
FROM POWER TO RESPONSIBILITY

EDUCATION

TURN:
FROM PRIVILEG TO HUMAN RIGHT
FROM QUALIFICATION TO COMPETENCE
FROM INDIVIDUAL LEARNING TO SOCIETAL DESIGN OF RELEVANCE

SOCIETY

NEW COMPLEXITY
FROM INSTITUTIONAL TO SITUATIONAL MECHANISMS OF TRUST
FROM DIRECT INTERACTION PRACTICE TO MEDIA PRACTICE-SOCIETY
FROM INTER-RELATIONAL TO TRANS-RELATIONAL MODELS OF CULTUTAL RECIPROCY
FROM POSITIONAL AUTHORITY TO COMMUNICATION AUTHORITY: CREDIBILIY

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SPHERES OF DESCRIPTION OF REALITY

COMMUNICATION

SCIENCE

CONSTRUCTION

DETERMINATION

OF (SOCIAL) REALITY

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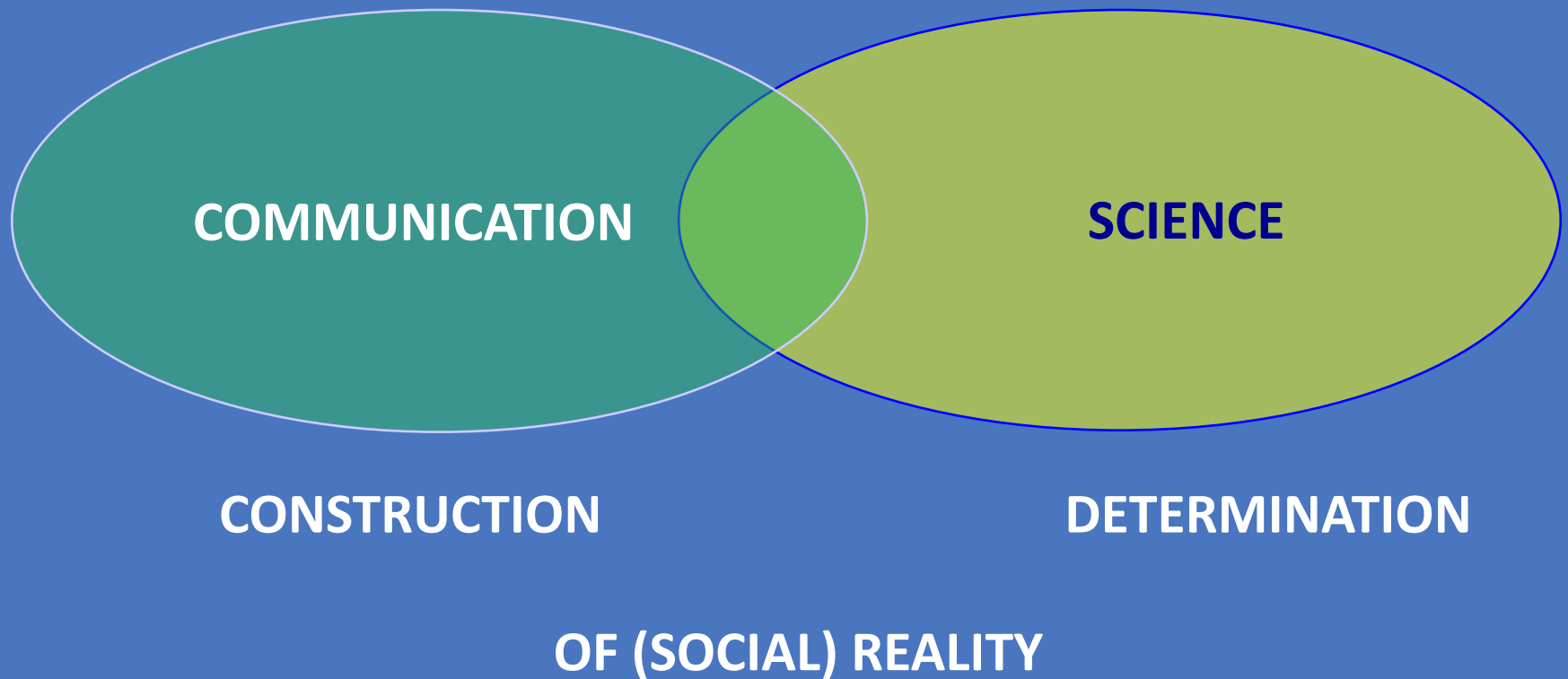
THE CONSTRUCTIVIST CONTEXTUALITY

EDUCATION

SCIENCE

SOCIETY

KNOWLEDGE MANAGEMENT

MEDIATIZED / MEDIALIZED SOCIAL PRACTICE

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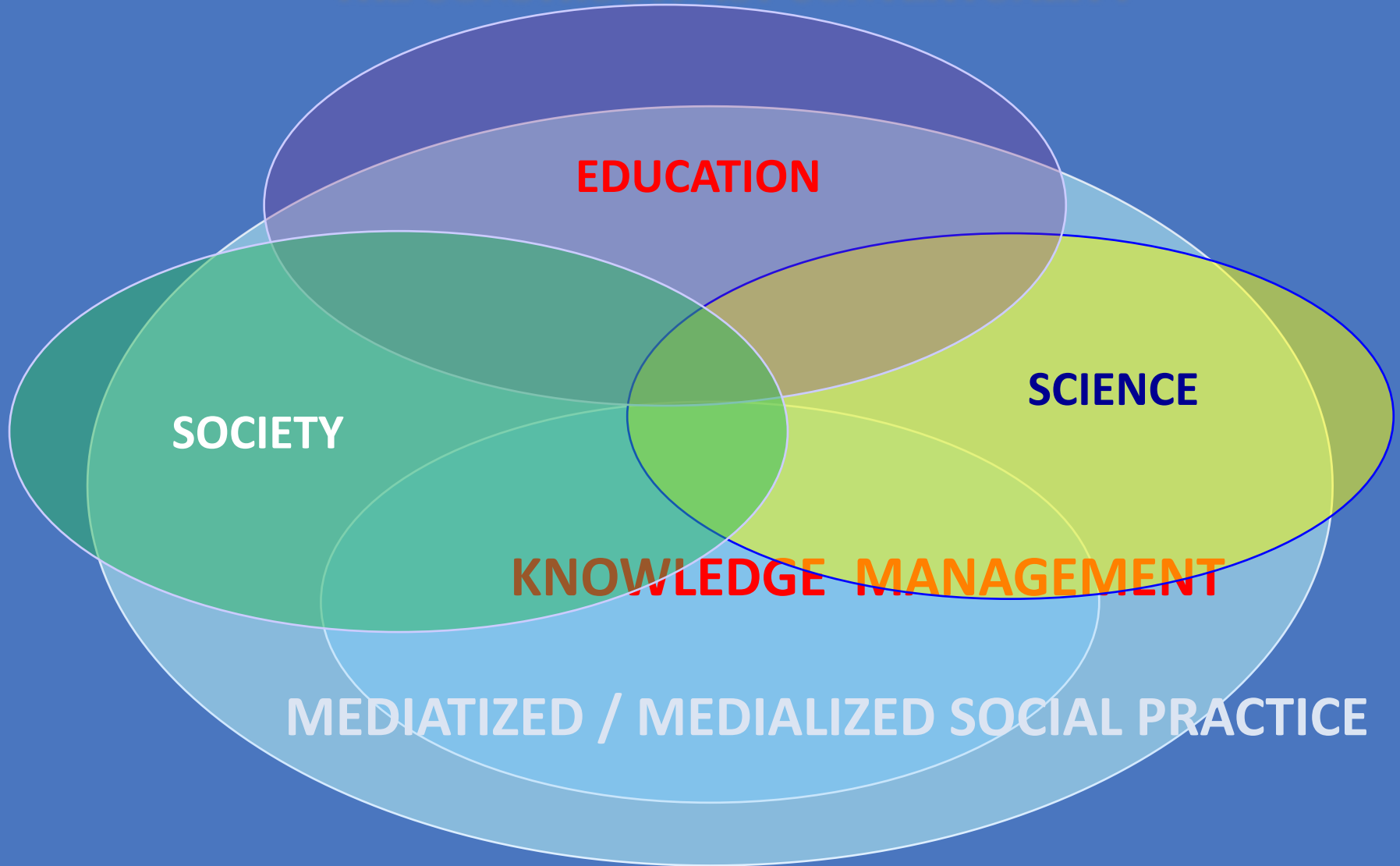
METAPHORS OF DESCRIPTION: EDUCATION

ROLES	ORGANIZATION	ENVIRONMENT
TEACHING	technology strategy plan / direction control	framing conditions learning environment leadership orientation
LEARNING	qualification effects training methods control	competence information value = knowledge value = conviction value

Knowledge Transfer.
Agreement

Knowledge

BUT WHAT MEANS MEDIA? SCIENCE-LOGICAL CLAIMS

AUGMENTED THEORIES: CULTURALIST & CONTEXTUAL MODELS

SCIENTIFIC CLAIM OF COMPETENCE: THEORIES – INTERRUPTION OF ROUTINES OF THINKING

SCIENCE: PRODUCING COMPLEXITY / PRACTICE REDUCING THE COMPLEXITY

SOCIAL SCIENCE: THE WORLD IS AS WE THINK IT: CRITICAL REFLEXIVE OBSERVATION: WHY ARE WE COMMUNICATION THINKING AS WE DO

DO NOT INTEND SOLUTIONS BY MODELS OF THINKING THEY CAUSE PROBLEMS

LOGICS OF CRITICAL REASON: CONSTRUCTIVE ORDER OF SENSE BY INTERRELATION OF USABILITY, AESTHETICS , ETHICS

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BUT WHAT MEANS MEDIA? SCIENCE-LOGICAL CLAIMS

CRITICISM ON CONVENTIONAL THEORIES: STRUCTURALIST MODELS

LOGIC OF STRUCTURES AND FUNCTIONS: CAUSAL MODELS OF MECHANISM OF COMMUNICATIVE ACTION / LOGIC OF PRACTICAL RATIONALITY

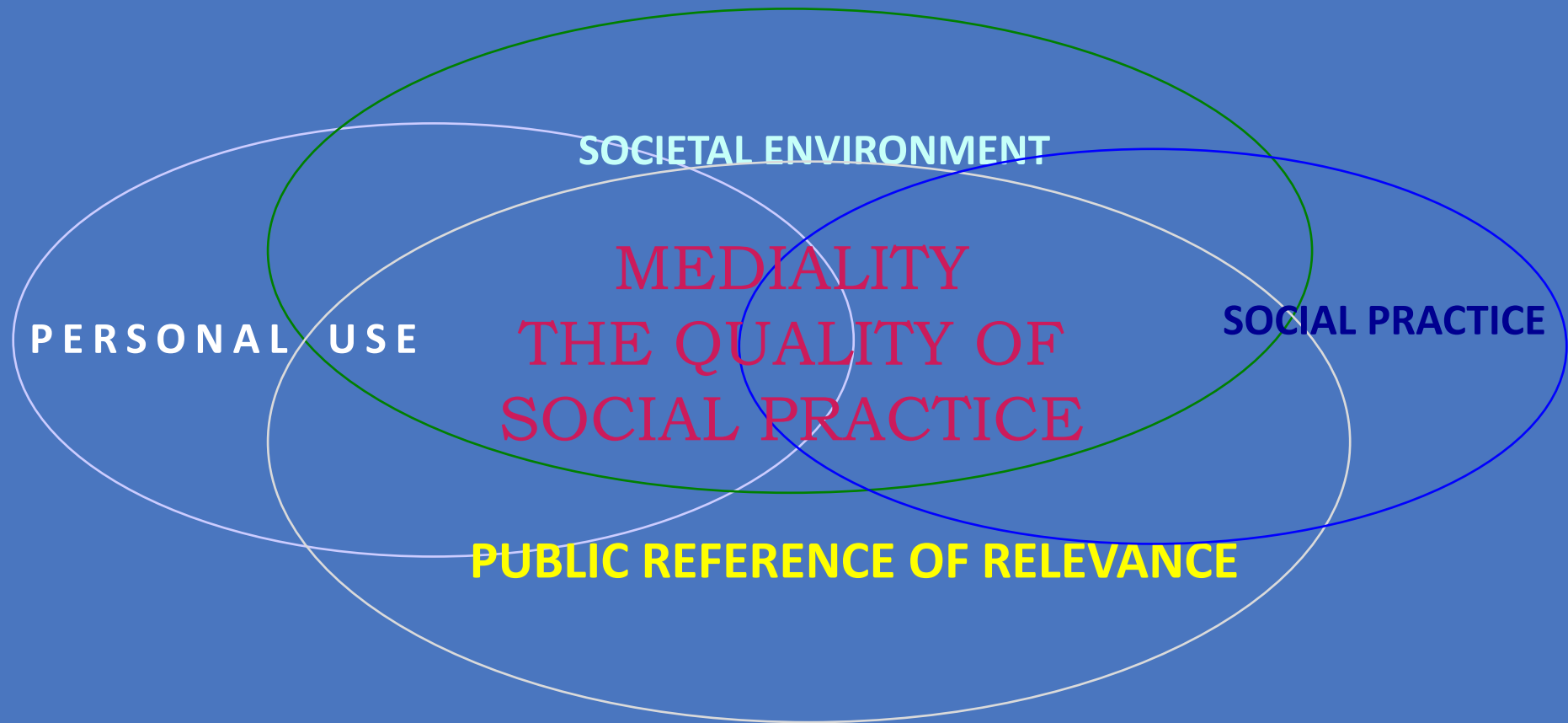INTERACTION (INTERESTED IN ACTION PARADIGM: POWER, INFLUENCE IMPACTS)

PARTNERSHIP (SOCIAL ORDER-LOGIC: EQUALITY OF CHANCES, FREEDOM ETC.)

PRODUCER-CONSUMER (INDUSTRIAL LOGIC BASED ON DISTRIBUTION OF COMPETENCE: TECHNOLOGY, ECONOMY, MANAGEMENT, PROFESSIONALISM)

TECHNOLOGICAL OBJECTIVITY (STILL TALKIG IN UNIQUE MEDIA- TERMINOLOGY)

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BUT WHAT MEANS MEDIA ?
MEDIOLOGY

SOCIETAL ENVIRONMENT

**MEDIALITY
THE QUALITY OF
SOCIAL PRACTICE**

PERSONAL USE

SOCIAL PRACTICE

PUBLIC REFERENCE OF RELEVANCE

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MEDIA DISCOURSE
CONTEXTUAL QUALITY OF RELEVANCE

POLITICAL

INDIVIDUAL

MEDIA - BRIDGING
DISCOURSE SPHERES

SOCIAL

PUBLIC

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BUT WHAT MEANS MEDIA ?
MEDIOLOGY

COMMUNICATION / INTERACTION

MEDIALITY
CHARACTER
OF

I N D I V I D U A L
I D E N T I T Y

SOCIETY / SOCIABILITY

SOCIAL REALITY / RELEVANCE

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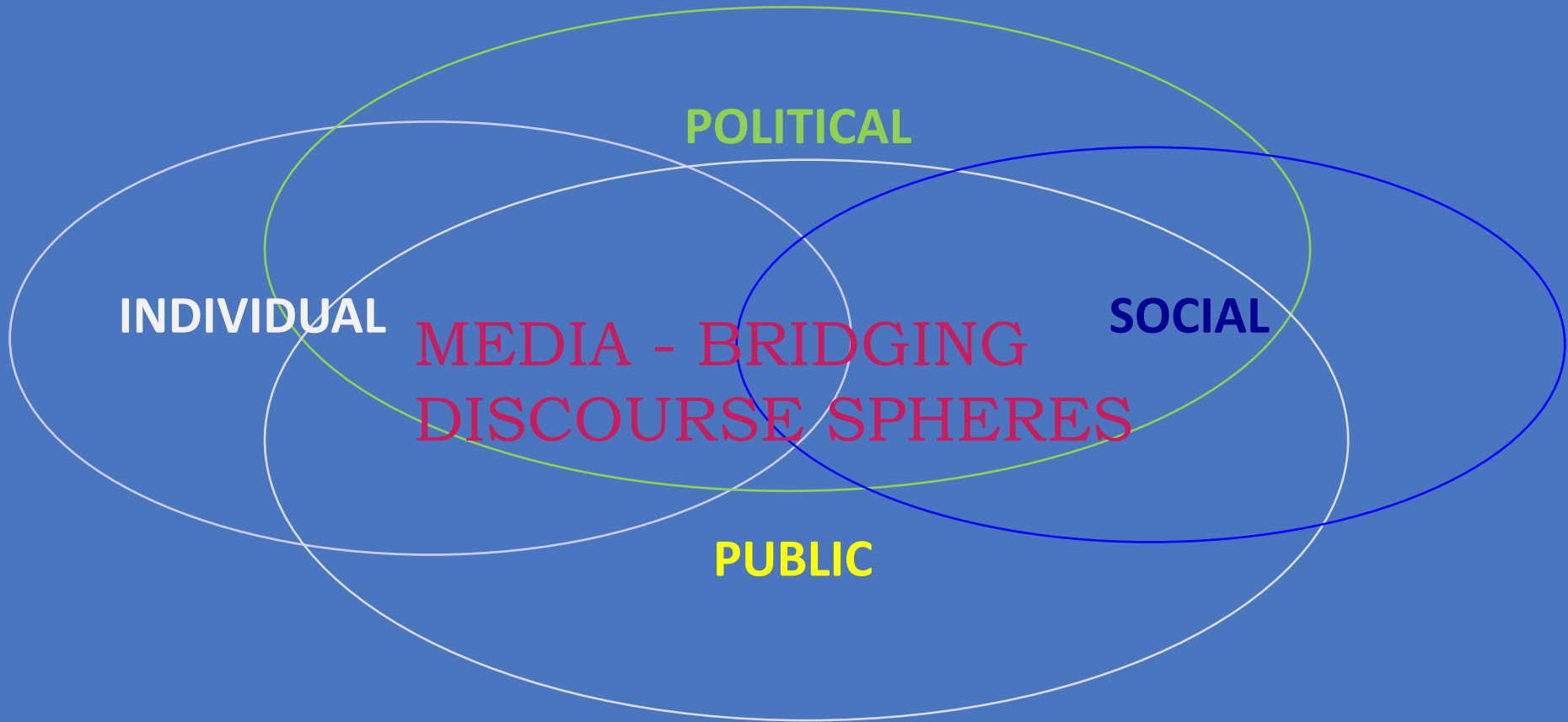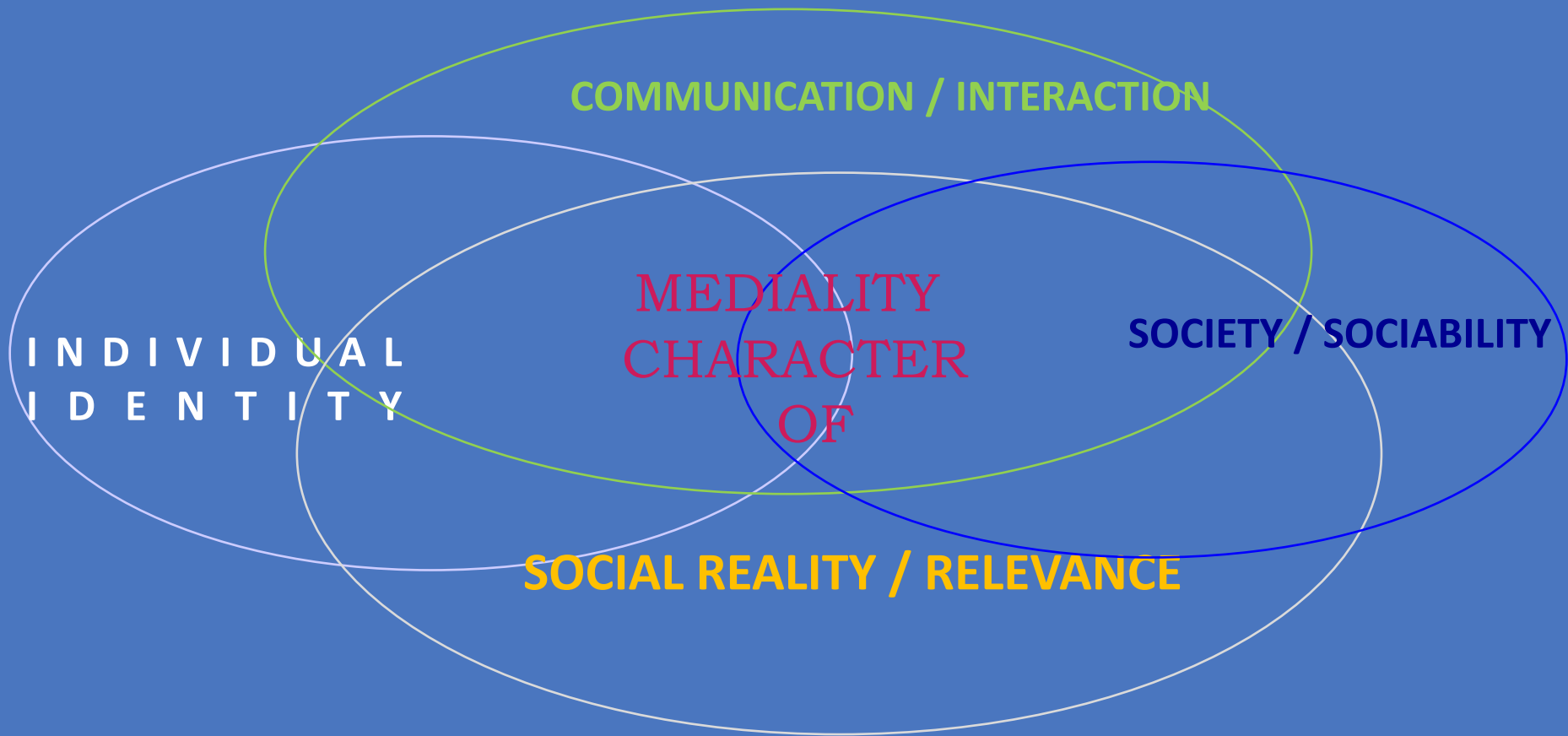
MEDIA ORDER AS MIRROR OF SOCIAL / SOCIETAL ORDER

ORGANIZATION

SOCIETY

MEDIA
ORDER OF

CULTURE

COMMUNICATION

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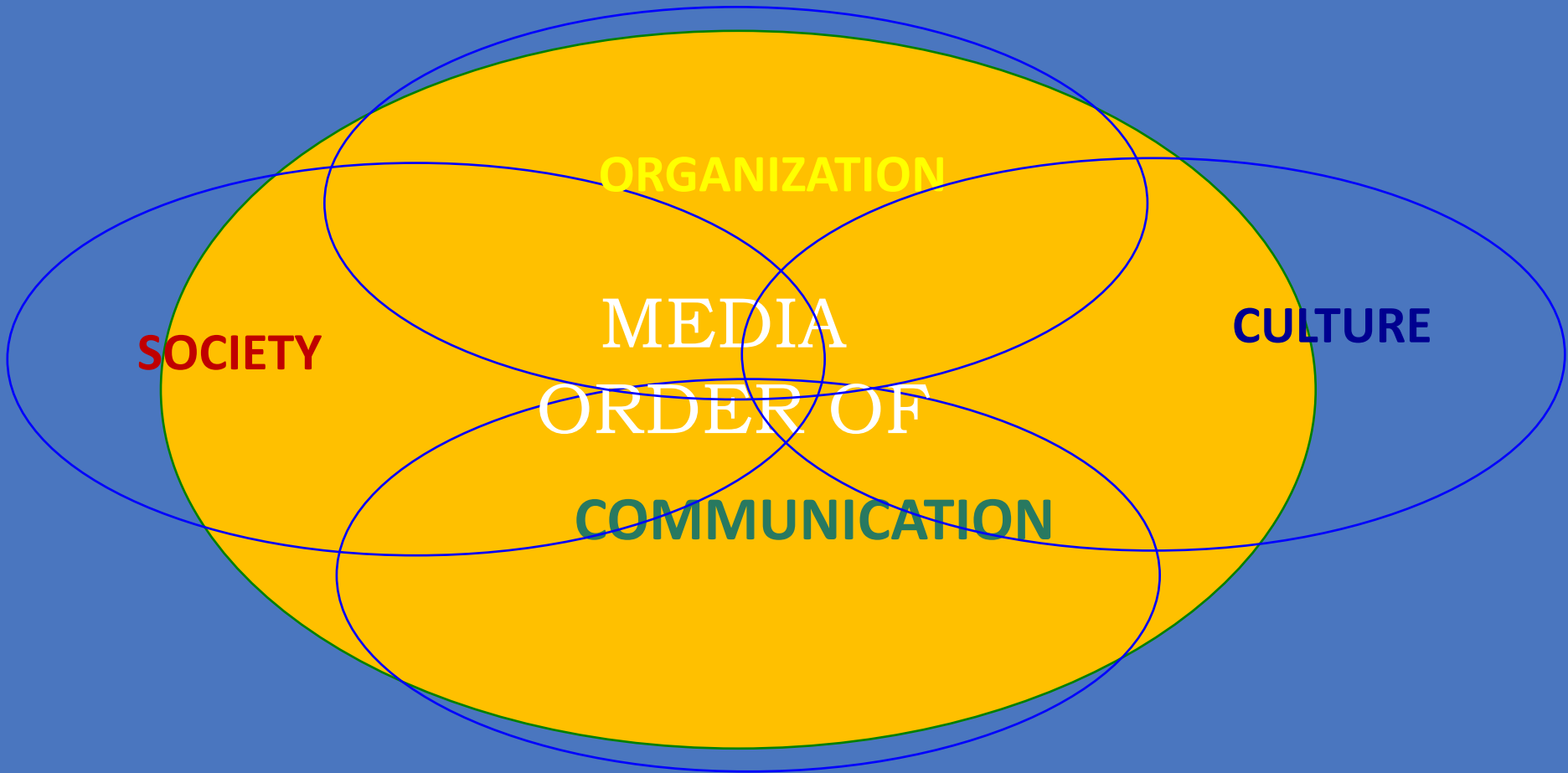
Classical media   ORDER:
provISION OF AND CARE FOR
information / knowlEDge- / Opinion- BUILDING

Top-Down
Mechanism
of trust
due to
professionalized
systems logics:

bottom up

windows

for elites and

privileged

classes

HIERARCHICAL / VERTICAL LOGIC OF COMPETENCE

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Network media ORDER
sharing / PARTICIPATING
information / knowledge -/ opinion BUILDING

Approximately
Equal Level Mechanism
of Social Trust:
New Distribution
of Legitimacy
and Responsibility /
De-Institutionalization

Social Change

MEDIA AS PLATFORM / ENVIRONMENT
& socially organized Space of Exchange

HETERRARCHICAL / HORIZONTAL LOGIC OF
COMEPETENCE

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MEDIA society:
IN TECHNICAL & CULTURAL MODUS OF MEDIA

HIGH: culture

grade
of theoretical
complexity
of media

INCREASING MEDIATIZATION / MEDIALISATION OF SOCIALITY:
MANAGING INDIVIDUAL AND SOCIAL LIFE
IN THE MODUS OF MEDIA: TECHNIQUES, AESTHETICS AND ETHICS OF
MUTUAL SOCIAL ATTENTION

DIGITAL COMMUNICATION: INTERACTING WITH EACH / ANY
OTHER & BEING TRANSACTED TO EACH / ANY OTHER
BY STRUCTURAL PRECONDITIONS PROCEDURES (ALGORITHM)
EXPECTATING FUNCTIONS / EFFECTS OF SOCIABILITY (SOCIAL AWARENESS)
DEPENDING FROM RELIABILITY AND RESPONSIBILITY (ARBITRARY HABITUS)

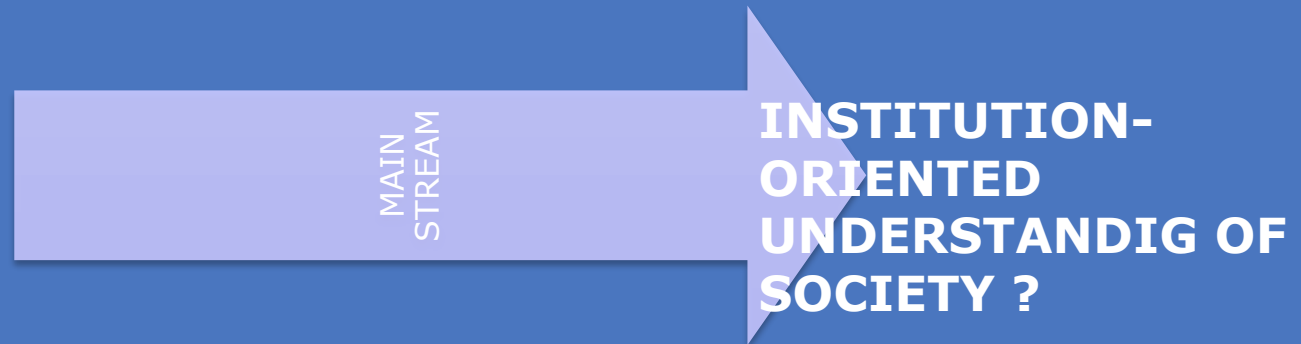**LOW: instrument**
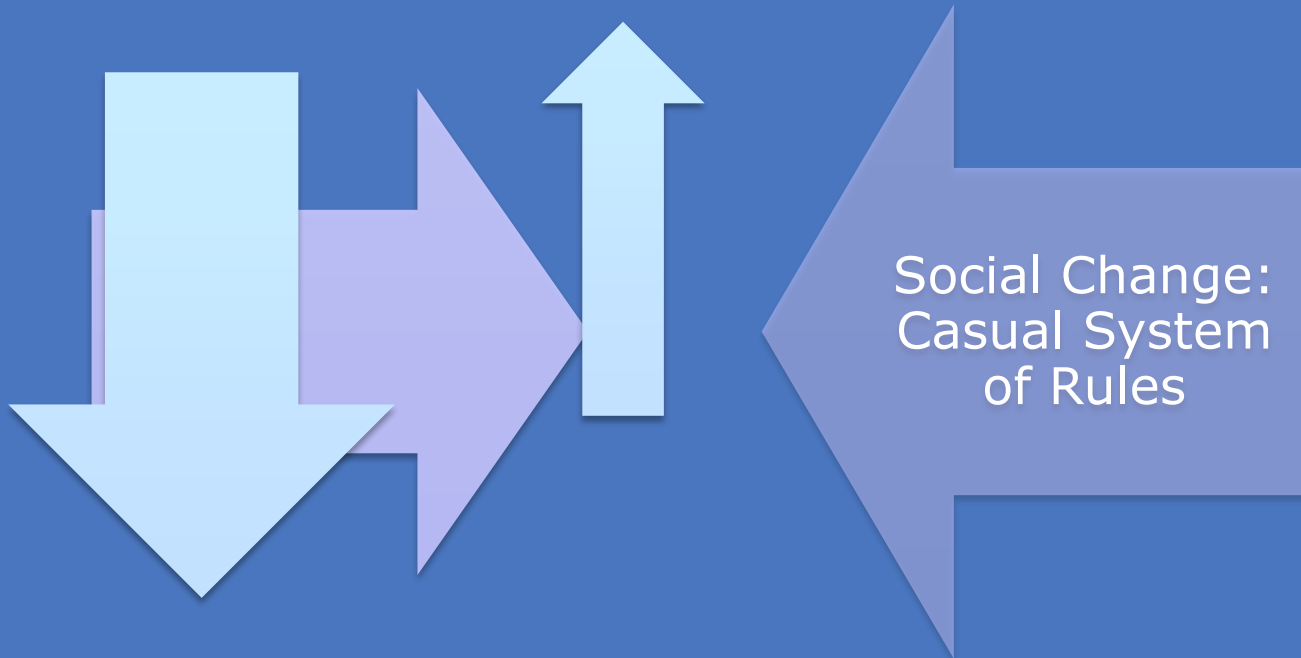
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Media Society: Risk PARALLEL society worlds

COMMUNITIES SHARING THEIR OPINION AND INTERESTS AMONG THEMSELVES (BUBBLES)

ECHO CHAMBERS: FRAGMENTED SOCIETY ?

MAIN STREAM
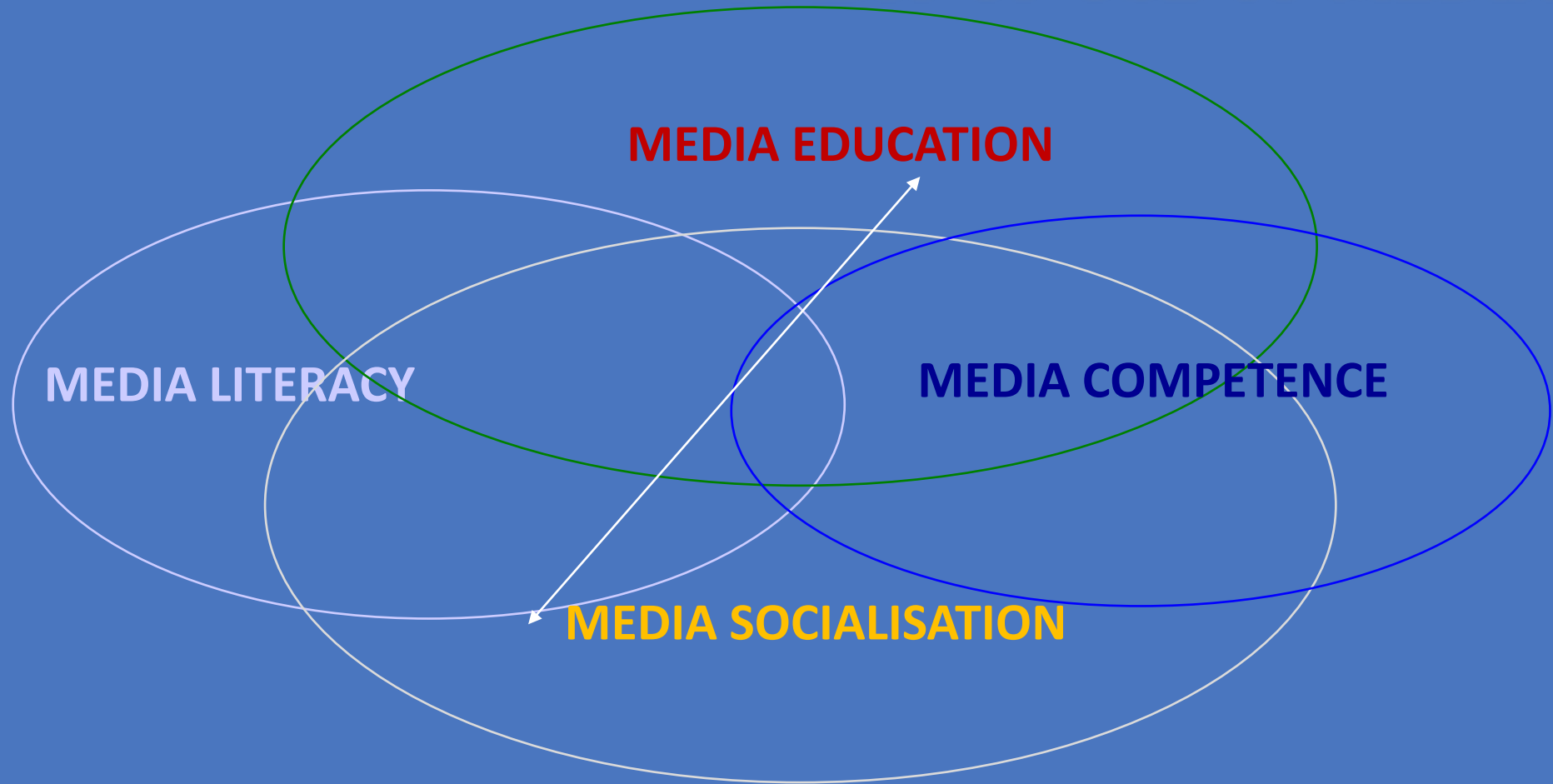
INSTITUTION-ORIENTED UNDERSTANDIG OF SOCIETY ?

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Media Society: FActor HYBRID media modality

Social Change:
Casual System
of Rules

AUTHORIZED SYSTEM
OF RULES
SOCIETY

ONTOLOGICAL
BREAK OF

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MEDIA COMPETENT LIFE: LIFE COMPETENT HABIT OF USE OF MEDIA

MEDIA EDUCATION

MEDIA LITERACY

MEDIA COMPETENCE

MEDIA SOCIALISATION

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MEDIA LITERACY – A SOCIO- HABITUAL CONCEPT

**The didactic four-level competence development concept
(D. Baacke):**

- Media Knowledge (Understand media - **Education**
- Media Analysis (Penetrate media - **Sovereignty**
- Media Critics (Be aware of media - **Emancipation**
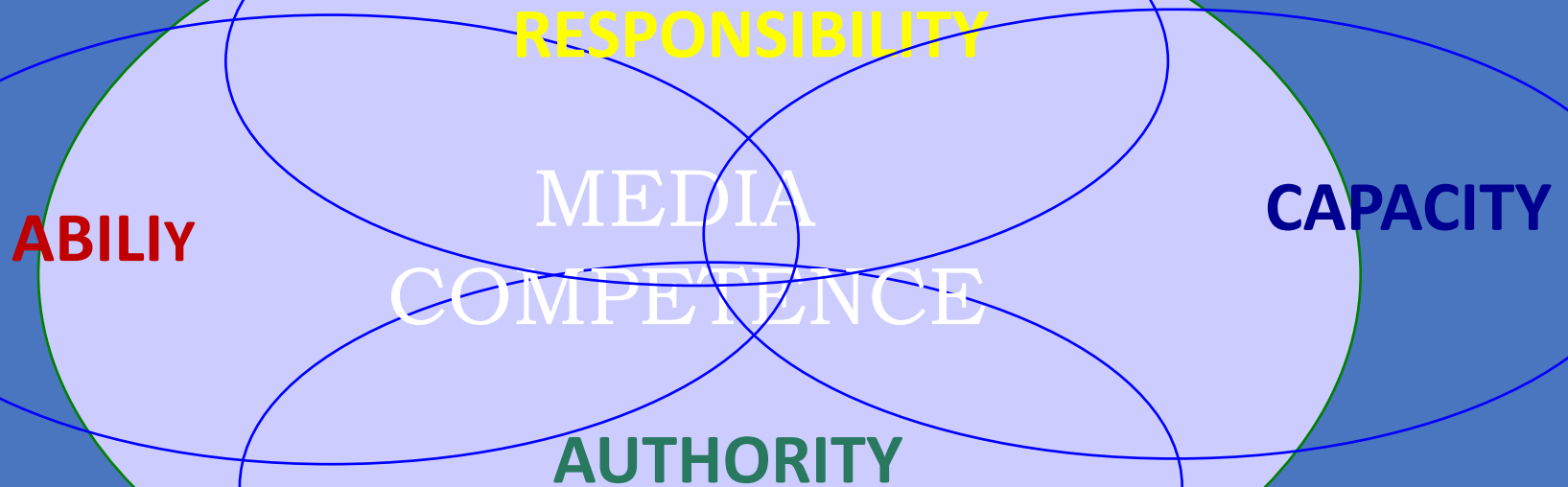- Media Creation (Do the media - Active **Participation**

The Habitus Concept of Social Competence

(following P. Bourdieu – Habitus, Social Capital, and

N. Chomsky – Generative Grammar Concept):

- **Ability**: (technical, analytical. critical, cultural (soft) skills
- **Capacity**: cognitive capability understanding complexity: knowledge
- **Motivation** : intrinsic interest in realizing the eventual, social and cultural environment: creation motifs
- **Responsibility**: the individual and the society are facing the charge of quality and culture of societal communication

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EMPOWERING MEDIA COMPETENCE: MEDIALITY HABITUS

RESPONSIBILITY

ABILIy

CAPACITY

MEDIA
COMPETENCE

AUTHORITY

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MORE & LESS: REQUIREMENTS FOR SUSTAINABLE DEVELOPMENT

- MORE QUALIFICATION LESS PROFESSIONALISATION
- MORE EDUCATION LESS FORMATION
- MORE MEDIA AWARENESS LESS MEDIA BELIEF
- FUNCTIONAL MEDIA LITERACY
- ADVANCED MEDIA DIDACTIC SYSTEM
- MORE KNOWLEDGE MEDIA LABORATORIES (ATELIERS)
- MORE ACADEMIC MEDIA MANAGEMENT
- MEDIA-RELATED KNOWLDEGE MANAGEMENT
- MORE INTERNATIONALISATION LESS NATIONAL BUBBLES
- MORE TRANSDISCIPLINARITY
- MORE DIVERSIFICATION OF RESEARCH SERVICES
- MULTI-MEDIA KNOWLEDGE ARCHIVE SYSTEM

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