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Culture as mediated culture: Living in Mediatized Worlds.

Concepts like Media culture emphasize the idea that media more and more became of importance for our “whole way of life”. At the same time, there is the process described by postmodernists and sociologists that our life world, our identities and experiences more and more become fragmented and globalized. The presentation thus proposes and develops a concept of “mediatized worlds” in order to describe and analyze theoretically the living forms of the people of today. This concept understands social worlds in the sense of Anselm Strauss and in relation to Bourdieus concept of “field” as spheres of activity, in which social practices and the production of meaning are closely related with the use and appropriation of media, depending on the relevant interests and goals of the participating people. Examples for such mediatized worlds are the own household/family or partnership, the peer group of a young adult or a fan community.