



Continuous Assessment I.I:

Annotated Bibliography

Digital Mediascapes

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Coverpage image depicts music as a part of life signage (Mohammad 2017)

Academic References

Finlayson, A 2019, '7. Rethinking Political Communication', *The Political Quarterly*, vol. 90, no. 51, pp. 77–91.

Finlayson argues that political communication within the digitised public square is deemed by forward-looking individuals as an issue due to its irrational tenor, the amount of misinformation circulated, unethical manipulative practices implemented to satisfy third-party gain, and where atypical speech is allowed or prevented from being shared due to unregulated platform decision-making practices. Moreover, he explains that if this issue is viewed from a negative perspective it could lead to the impetuous application or revision of governing laws. Laws that would affect people and the platforms involved, and potentially hinder society from developing a superior and preferable solution.

This paper discusses how new delivery technologies, and the way they distribute political-related information, alter the societal structure, and the way people relate to, and perceive authority within the political maelstrom. Finlayson discusses how society behaves, and inversely suggests, how it should behave online to defeat manipulation, to generate cogent debate, and to disseminate accurate information, in addition to, allowing ethical participation and interaction. His insights should aid in proving the proposed essay's claim that alternative voices are being suppressed, aside from providing opinion from both sides of this contentious topic.

Finlayson concludes his paper with the acknowledgement that a handful of online 'new right' prophets which deal in socio-political rhetoric are manifesting communities within the digitised public square, greater in size than the recognised mainstream political parties. He points out that these new audiences attain access to a prophet-driven ideological ecosystem that teaches the art of political debate in the online mediascape. He recommends instead that the promotion of a more moral debate with a philosophical foundation, by all political players, would not only raise the collective acumen but also create an online public square that would be participatory in nature.

Jenkins, H 2006, *Convergence Culture: Where Old and New Media Collide*, New York University Press, New York.

Jenkins defines convergence culture as a virtual space inhabited by duelling traditional and new media sources, content that is no longer generated solely by media production houses but also created by the average person; an online Nirvana, where the attribution of equivalent influence is given to or derived from both the media producer and their consumer. He discusses three related ideas that underpin convergence culture. Firstly, media convergence, the simulated space where computing, communication, and content intersect. Participatory culture, a lifestyle where a consumer is encouraged to become a prosumer, or at least emboldened and encouraged to disseminate media content. Lastly, collective intelligence, the result of a participatory culture and a powerful intellectual collaboration within virtual communities.

Jenkins introductory text presents an opposing view to the usual negative Orwellian scenario as he states that centralised media ownership and its expected 'Big Brother' attributes are not to be feared. He argues that the media itself supplant the delivery technologies that it sits within and furthermore, that the content amount and the number of constantly growing communities that generate cultural material, influence societal structure to a greater extent than any media conglomerates control. This concept will be explored further within the proposed essay.

Discussing at length the 'Black Box Fallacy', Jenkins explains how it prophesied that all media content will be funnelled through and distributed to the consumer by a single black box. He dispels not only the concerns of the consumer, but also the notion that a single device could control all media content for consumers by arguing against the theory as it concentrates solely on the delivery technology and appears to ignore other key factors linked, for example economic, that would have a greater impact within convergence culture, on societal outcomes.

Leung, DKK 2015, 'The rise of alternative net radio in Hong Kong: the historic case of one pioneering station', *Journal of Radio & Audio Media*, vol. 22, no. 1, pp. 42–59.

In Leung's paper and case study of Hong Kong's founding community-oriented alternative internet radio station People's Radio Hong Kong (PRHK), he examines the meaning of alternative internet radio and how it has evolved on more than a technical level due to new delivery technologies, when compared with its more conventional broadcast media counterparts. He argues that PRHK challenged the existing mainstream dogmas by providing a complimentary virtual public square and avenue for free speech for the average person and community-based group, and that it transformed the existing mediascape by manifesting a public discourse space that shared information and encouraged activism. Moreover, Leung confirms that internet radio in Hong Kong, like earlier incarnations of the delivery technology in other countries, advocates for the common person and exemplifies the attributes of sovereignty and self-determination.

Leung's paper will be helpful in constructing the proposed essay in respect to how PRHK during its short life span championed unconventional media content and broadcasting practices, and furthermore, how it explored politically sensitive topics and supported activism. This paper provides an excellent case study example of how a new delivery technology, that is, internet radio, has enabled community-based radio advocacy roots to be maintained post-transition into a contemporary mediascape.

Essay Proposal

My essay will examine how old media 'radio' transitioned itself into the contemporary mediascape through digitisation, and how in line with its community radio roots, has adapted throughout its life to maintain its original advocacy intentions. The emergence of new audio-related media delivery technologies, that is, MP3 and iPod players, tablets, and internet radio stations, will be discussed. How the alternative community has taken on these tools and produced content that champions suppressed speech, disagrees, disputes, and disrupts the mainstream narrative and challenges the status of the media conglomerates, their convergence and control, utilising syndicated podcasts, internet-based radio shows and audio books, will also be explored (Finlayson 2019, pp. 84-88; Jenkins 2006, pp. 13-16). My qualitative analysis will focus on pioneering internet radio station People's Radio Hong Kong, its audience, communities, global reach, media practices, potential for conflict, and its pivotal role as a platform for change (Leung 2015, pp. 45-53).

References

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Mohammad, M 2017, *Music is a part of our life*, Unsplash, viewed 20 January 2021, <<https://unsplash.com/photos/1oKxSKSOowE>>.