

Mediatization: Concept, Changes, Consequences

Mediatization: Theorizing the Interplay between Media, Culture and Society

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Abstract

In response to Deacon and Stanyer's article 'Mediatization: Key Concept or Conceptual Bandwagon?', we argue that they build their criticism on a simplified methodology. They mistake a media-centered approach for a media-centric one, and they do not capture how mediatization research engages with the complex relationship between changes in media and communication on the one hand and changes in various fields of culture and society on the other. We conclude that the emergence of the concept of mediatization is part of a paradigmatic shift within media and communication research.

Keywords

Causality, conceptual design, cross-disciplinary, history, mediatization, social change

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