

# CONTENTS

ACKNOWLEDGEMENTS	ix
INTRODUCTION	1
1 THE NEW MEDIASPEAK – MEDIA LANGUAGE AND TERMINOLOGY TODAY	17
35 common media descriptions	17
What is Web 2.0 and what is all the fuss about?	32
A timeline of key Web developments: Web 1.0 – Web 3.0	46
2 UNDERSTANDING THE MEDIASCAPE – PHILOSOPHIES AND THEORIES OF EMERGENT MEDIA	59
Major traditions of media critique	60
Media barons versus net neutrality	68
The digital divide	77
Community and social capital	84
Technological determinism	93
The less travelled middle ground and the beauty of grey	97

3	SORTING MYTHS AND CYBERBOLE FROM TRENDS AND TIPPING POINTS	105
	The end of endism	105
	The myth of cyberspace and cyberculture	107
	The disappearing computer and communications network	114
	Media are immaterial	115
	Audience fragmentation and demassification	120
4	THE FUTURE OF COMMUNITY AND CULTURE	137
	Reclaiming folk culture	138
	Identity construction – new ‘technologies of the self’	140
	<i>Anomie</i> or social glue?	146
	Engaging youth – generations X, Y and C	148
	When autonomy and individualism are important – online ‘greys’	151
5	THE FUTURE OF MEDIATED POLITICS	155
	The mediated public sphere	157
	The emergent public sphere	160
	E-democracy and e-government – the role of emergent media	175
6	THE FUTURE OF JOURNALISM	209
	Four converging changes	211
	The loss of journalists	212
	The loss of time	215
	The loss of ‘gatekeepers’	221
	The loss of ‘truth’, ‘objectivity’ and source credibility	229
	The loss of audiences	239
	Opportunities for a ‘new new journalism’	242
7	THE FUTURE OF ADVERTISING	253
	Structural as well as economic challenges	254
	The audiences that got away	256
	Evolving approaches in advertising	257
	Future approaches – Relevancy Advertising and other ways to ‘ad value’	268

8	FUTURE MEDIA BUSINESS MODELS	277
	Emergent business models	281
	Beyond advertising	292
	The Attention Economy	296
	Market intelligence and data v privacy	297
	E-commerce to v-commerce	303
9	THE FUTURE OF PUBLIC RELATIONS	307
	Unspinning spin	308
	Conversations, dialogue, relationships – rediscovering authenticity	316
	Emergent media monitoring and analysis	318
	Emergent media relations	322
10	THE FUTURE FOR ORGANIZATIONS AND BUSINESS	327
	Transparency – four billion mobile/cell phones are watching	329
	Security and governance	330
	Beyond brand to reputation and relationships	331
	Opportunities – the Long Tail and beyond	332
	CONCLUSIONS	335
	REFERENCES	351
	INDEX	397