



The Mediatization of Culture and Society

Stig Hjarvard

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Mediatization has emerged as a key concept to reconsider old, yet fundamental questions about the role and influence of media in culture and society. In particular the theory of mediatization has proved fruitful for the analysis of how media spread to, become intertwined with, and influence other social institutions and cultural phenomena like politics, play and religion.

This book presents a major contribution to the theoretical understanding of the mediatization of culture and society. This is supplemented by in-depth studies of:

- The mediatization of politics: From party press to opinion industry;
- The mediatization of religion: From the faith of the church to the enchantment of the media;
- The mediatization of play: From bricks to bytes;
- The mediatization of habitus: The social character of a new individualism.

Mediatization represents a new social condition in which the media have emerged as an important institution in society at the same time as they have become integrated into the very fabric of social and cultural life. Making use of a broad conception of the media as technologies, institutions and aesthetic forms, Stig Hjarvard considers how characteristics of both old and new media come to influence human interaction, social institutions and cultural imaginations.

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