

The Emancipation of Authorship: How Humans Have Become the Ultimate Media

Imagine a world where every individual has the power to be the author, the journalist, and the broadcaster. A world where the traditional gatekeepers of information no longer hold supremacy. This is the era of the human as media, where authorship is emancipated and everyone has a voice. In this article, we will explore the transformational journey of human beings as media and how it has revolutionized the dissemination of information.

Rise of Social Media: A Paradigm Shift

With the advent of social media platforms, the way we consume and produce content changed drastically. Facebook, Twitter, Instagram, and YouTube have become the new public spheres, enabling individuals to share their thoughts and creations with the world. These platforms have empowered people to become content creators, blurring the lines between professional journalists and citizen journalists.

Today, a single tweet or Facebook post has the potential to go viral and reach millions within seconds. The power of image-sharing platforms like Instagram has given rise to influential content creators who have built massive audiences and become household names. We are no longer passive consumers of media but active participants, shaping the cultural conversations of our time.

Human as media. The emancipation of authorship

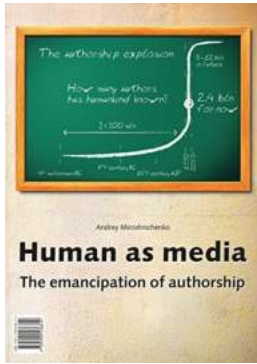
by Andrey Miroshnichenko (Kindle Edition)

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However, with this newfound freedom comes responsibility. Misinformation and false narratives can spread like wildfire, creating chaos and confusion. The rise of fake news has challenged the integrity of information, forcing us to question the credibility of sources. Navigating through the sea of content has become a complex task, requiring critical thinking and media literacy.

The Democratization of Authorship

While social media platforms have undoubtedly democratized authorship, they have also given rise to the democratization of censorship. The power to silence voices and control narratives rests in the hands of these platforms, who have the ability to ban or restrict individuals from sharing their perspectives. This raises questions about the balance between freedom of speech and regulation in the digital space.

Nevertheless, the emancipation of authorship has given marginalized communities a platform to express their stories, struggles, and aspirations. Movements like #BlackLivesMatter and #MeToo have gained momentum through social media, driving conversations and sparking real-world change. The traditional media is no longer the sole gatekeeper in shaping public opinion – the power has shifted to the people.

The Rise of Influencer Culture

One of the most intriguing developments in the human as media landscape is the emergence of influencer culture. Influencers are individuals who have cultivated large audiences on social media platforms, attracting brands and advertisers who seek to leverage their influence. These influencers have become an integral part of marketing strategies, often supplanting traditional advertising methods.

The rise of influencer culture has blurred the lines between content creators and advertisers, raising ethical concerns around transparency and authenticity. Discerning between genuine recommendations and paid promotions has become increasingly challenging. Moreover, the emphasis on image and personal branding has led to a commodification of self, as people strive to present a curated version of their lives to the world.

New Frontiers: User-Generated Content and Virtual Reality

The evolution of the human as media does not stop at social media platforms. User-generated content (UGC) platforms like Reddit, Quora, and Stack Exchange have created virtual communities where users can share their knowledge and expertise. These platforms demonstrate the immense value of collective intelligence, with users collaborating to provide accurate and meaningful information.

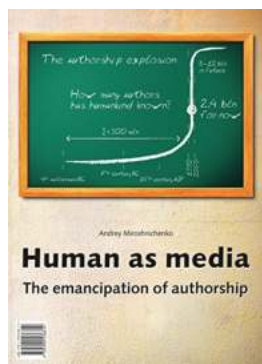
In recent years, the rise of virtual reality (VR) has opened up new possibilities for immersive storytelling. VR experiences allow us to step into the shoes of others, enabling empathy and understanding. From journalism to entertainment, VR has the power to transport us to different worlds and revolutionize the way we consume media.

The Future of Human as Media

The concept of human as media is constantly evolving, and its future is hard to predict. However, one thing is certain – the power of individual voices will continue to shape the media landscape. As technology advances and new platforms emerge, it is crucial to strike a balance between freedom of expression and responsible dissemination of information.

Media literacy and critical thinking have become essential skills in this era of human as media. We must equip ourselves with the tools necessary to navigate through the vast sea of content, distinguishing between facts and misinformation.

In , the emancipation of authorship has revolutionized the way we consume and produce media. We are no longer passive recipients but active participants, driving conversations and shaping the cultural narratives of our time. However, with this newfound power comes great responsibility. By being discerning consumers and responsible creators, we can harness the potential of the human as media and create a more informed and equitable world.



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"Terrific book! Miroshnichenko is a media ecologist in the truest sense, analyzing the effect of technology on what it means to be human. This is an important book in a world where our apps are learning about us every time we touch a screen, and it is essential reading for anyone who has come to suspect that our civilization may have the medium and message reversed."

– Douglas Rushkoff,

the author of "Present Shock", "Program or Be Programmed", "Media Virus", and others

“Andrey Miroshnichenko, a media futurist and journalist, trained as a philologist, has written a very important book. I would go even further and say that a new star is born that students of media ecology, communications and digital media need to pay special attention to by first reading his book and then integrating his insights into their own understanding of the Internet, the World Wide Web and social media... The book is a blockbuster full of insights into the nature of communication, socialization, authorship, culture, politics and their connection to the Web... Miroshnichenko has extended McLuhan’s ideas to create totally new insights of his own."

– Robert K. Logan,

the author of "The Future of the Library: An Old Figure in a New Ground" (coauthored with Marshall McLuhan), "The Sixth Language", "McLuhan Misunderstood: Setting the Record Straight", and others.

DESCRIPTION

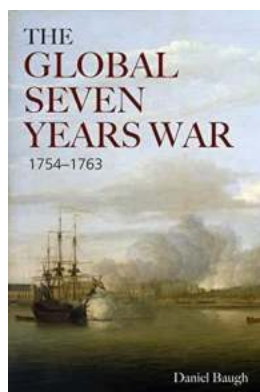
Over 6,000 years of literary civilization, there have been about 300 million authors – people capable of communicating their opinion beyond their closest circle. By 2013, thanks to the Internet, historically instantly, the number of authors has reached two billion people.

"Human as Media. The Emancipation of Authorship" examines the impact of

emancipated authorship on the media, culture, and politics in closed and open societies. Miroshnichenko demonstrates that, becoming themselves media, people unavoidably engage in the evolution of media activism. For the sake of response and better socialization, the former audience gets increasingly affected by the opportunity of authorship and inevitably evolves from everyday idle talks, through lolcats, to civic discussions, and finally, to political activities.

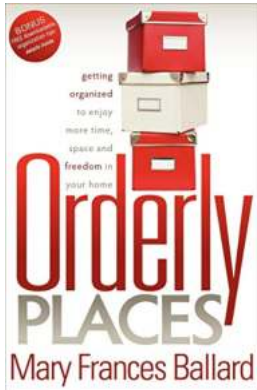
The conflict between emancipated authorship and the old broadcast media model will stir up antagonisms between developed and developing countries, and will also intensify social and cultural conflicts within developing countries.

Andrey Miroshnichenko is a media futurist and journalist. He holds a degree in journalism and linguistics, with the dissertation focused on the semantic structures of propaganda (1996). After twenty years in print media, Miroshnichenko wrote the book "When Newspapers Die" (2010), which became a bestseller in the Russian media circles, and left the press for studying old and new media. Miroshnichenko is known for his concepts of the Viral Editor and the death of newspapers. He is a Fulbright-Kennan scholar (2012-2013) and the author of a number of books on linguistics, journalism and communications. In 2020, he published a new book – "Postjournalism and the death of newspapers. The media after Trump: manufacturing anger and polarization" (available on Amazon). The author's blog: human-as-media.com. Twitter: @Andrey4Mir



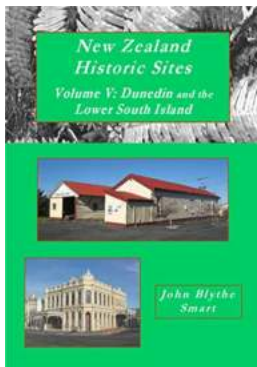
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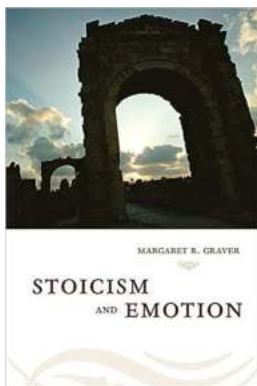
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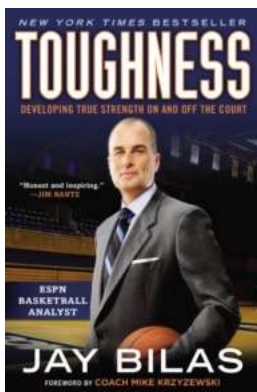
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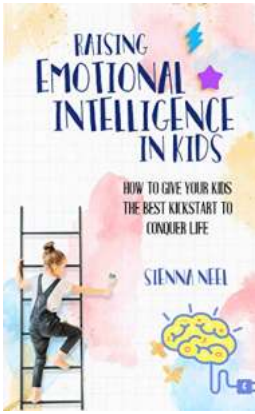
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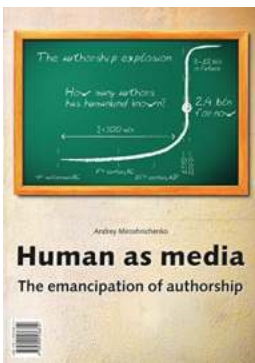
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