

Media Culture and Everyday Life

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The article, *Mediatized Worlds Culture and Society in a Media Age* by Andreas Hepp and Friedrich Krotz try to dig through the theory of mediatization and its influence on culture and society. The current generation has realized numerous developments in technology that have seen continuous growth of the media and its usage in the community. As a result, it has caused changes in society and institutions due to every place media, thus a mediatized world with mediatized stories. The world has, therefore, become modernized with the development of new media like the internet apart from the before existing print and electronic media thus the subordination of power and shaping and framing the societies by the rise in the use of dependent mass media.

The article evaluates and analyses the effect of mediatization that has caused a paradigm shift in research in communication and the media, thus transforming the society through communication leading to the creation of large-scale relationships without territorial limits. Daily occurrences all over the globe are now easily accessible and widely spread due to the vast use of the internet, thus influencing the communities' cultures, religions, and political power and leadership. Political leaders are nowadays influenced by the demands of mass media and the mass media's coverage of politics thus the media becoming vital in the mediation of politics through its role in the transmission of information from the authorities to the people they govern (Hepp & Krotz, 2016). In enhance the dominance and spread of information most of the people can get this information from internet source which is widely used where they can also indicate their opinion either in objection or approval of the political moves thus medialization in politics. Political activists have also come up to use internet platforms to articulate issues of political relevance affecting the society, thus prompting action from the leaders concerned (Hepp &

Krotz, 2016). The article further discusses the fact that since in the contemporary society the media has become the primary source of information with regards to the vast use of the internet, it has become the primary source of political information thus shaping conceptions among people of what is a political reality.

The article also discusses how Mediatization has also played a role in sociocultural change not only by affecting the interrelation of media with the change of social and cultural institutions in the society and media communication but also the communicative construction of reality in the society and varied communication strategies among the people. Media has become co-constitutive in the articulation of religion, education, cultural beliefs and practices within and outside the society (Hepp & Krotz, 2016). It has also caused transformations among the people when they interact with various issues of sociocultural importance on the internet. Even though some of the subcultures might decide to use the media like the internet to serve their interests, they find themselves re-embedded in the existing mainstream culture. Besides the increase in mediatization in a country is always attributed to a country's cultural policies that act as levers to promote its growth and spread. It also transforms how the expertise and the authority is dispensed in a state and further informs how it can be defended. As a result, the media, especially the internet in the contemporary world, is continuously transforming the society basically in its cultural setup. The elderly who are deeply rooted in their traditions and ways of living without the media and the internet are being forced by institutions all over around them to transition so that they can adapt to the popular culture taking shape. Mediatization, therefore, is working in the reduction of opposition and rebellion of different subcultures within the society, thus making them to forcibly adapt to the new and existing commercialization culture that has taken roots globally (Hepp & Krotz, 2016). The media has continuously increased the relevance of

communication which it is mediating, especially with the vast use of the internet. As an example of some forms of media which has taken root due to the recent technological advancement and digitization is the internet which currently informs the attitude of the people in the society and the reality of the information they get. The mediatization has affected all the aspects of life in the community, thus affecting privacy, influencing intimacy and relationships among people, and transforming the socio-cultural aspects of the society.

In conclusion, the development of technology has led to the increased use of different forms of media most popular among them is the internet which has then led to mediatization. The current contemporary world has become the media age in which aspect of life from religion, education, politics and leadership, culture, and other aspects of society. The media has become an essential source of information to the people in the community, thus influencing their beliefs and change in culture to adapt to modern culture. Most of the subcultures have been influenced by mediatization to adjust to the mainstream culture in the media age, thus creating a mediated world.

Reference

Hepp, A., & Krotz, F. (2016). *Mediatized worlds*. Palgrave Macmillan.