MEDIATIZATION AND DISCOURSE: dialetical possibilities for investigation of the communicational object

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OBJECTIVE

- The research investigates the **dialectical relations between the concepts of mediatization and discourse**, aiming to analyze and problematize the similarities and dissimilarities between these theoretical constructs

MEDIATIZATION STUDIES

- Institutionalist → Hjarvard (2007, 2014); Hjarvard e Driessens (2017).
- Social constructivism →Couldry e Hepp (2017); Hepp (2020); Knoblauch (2013, 2020)
- Latin American tradition → Braga (2017); Fausto Neto (2004); Ferreira (2018); Carvalho e Lage (2012); Santi (2017)

The mediatization seen as, first of all, a mental experience

that configures the dispositives that weave social practices allow connections with the concept of discourse, breaking with the notion of media ambience only as discursive

(Ferreira, 2018)

DISCOURSE

- Critical Discourse Analysis (CDA): Fairclough (1989, 1995a, 1995b, 2003, 2013, 2016) and Chouliaraki and Fairclough (1999).

Discourse is a moment of social practices,

among others, having direct reference to the semiotic elements of social practices, including the various manifestations of language.

Social practices are always forms of social interaction,

but not every interaction is discursive. Discourse also has material aspects of practices beyond the discursive dimension.

DISCUSSIONS

- Concepts of mediatization and discourse refer to the **complex dynamics given between subject-world and subject-subject**

- By proposing that mediatization begins, first of all, as a mental experience, Ferreira (2018) emphasizes a characteristic also common for CDA: **the subject as the center of the act of language and social practices.**

The **mediatization evidences the process of change in the relations between social practices, no longer occurring an institutionalized centrality of the media act**: the daily practices and the subject-subject relationships no longer clearly be part of the processes of mediatization, in view of the dynamics of invisibility and naturalization of the crossings and interwinings of social practices.

Access to symbolized reality is no longer so perceptible from the process itself, considering that, in mediated societies, it is not possible to understand where the communication circuit begins and/or ends.

CONCLUSIONS

CDA ALLOWS

to undertake in a social research that conceives the dialectical relations between the textual, discursive and social dimensions, offering consolidated analytical methods for the approach initiated in linguistic-discursive materializations.

MEDIATIZATION ALLOWS

a rethinking of the functioning of contemporary media-communication phenomena and an analysis of the context beyond the communicative circuit, with a holistic view of processes.

CONCLUSIONS

The study of mediatization can be

initiated in the marks left in the linguistic-discursive materialities, which (re)construct threads of social structuring, to the extent that the communication-media phenomena bring a dynamic of crossing and interwining with the spheres and social practices, determining a reordered spectral and symbolic reality