INTERACTIONS IN DEEP MEDIATIZATION TIMES: Radical Mediation on Online Platforms

Tiago Barcelos Pereira Salgado, PUC Minas

Maria Ângela Mattos, PUC Minas

Work Group (Epistemologies and Mediatization)
Grupo de Trabalho (Epistemologias e Midiatização)

IV **Seminário** Internacional de Pesquisas em **Midiatização** e Processos Sociais

RESEARCH QUESTION

- How can mediatized interactions based on different radical mediations that make up and order online media platforms be characterized, considering that the platforms are treated as preferential media for interaction in times of deep mediatization?

OBJECTIVE

- To establish the criteria to assist in characterizing and analysing mediatized interactions on the online media platforms, considering that they are based on radical mediations that can be apprehended in such preferential media for interaction in times of deep mediatization

CONCEPTS AND AUTHORS

- Deep Mediatization
  Couldry and Heep (2017); Heep (2020)

- Mediatized Interactions
  Braga (2006); Verón (2014); Braga (2015)

- Radical mediation
  James (1979); Grusin (2015)

ANALYTICAL AND METHODOLOGICAL PROPOSITIONS

1) Avoiding dualisms (subject/object, mind/matter)
2) Avoiding subjectivism, anthropocentrism and humanism
3) Avoiding objectvism and technocentrism
4) Avoiding mediacentrism