ENUNCIATIVE JOURNALISTIC CONTRACTS: a historical path through the semi-anthropological bias of mediatization

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About the article

- From a diachronic perspective, it addresses the changes that occurred in the journalistic enunciative contracts for each media phenomenon.

- The semi-anthropological bias of mediatization, defended by Eliseo Verón, as an alternative to trace the social history of the media, in view of the changes in the journalistic enunciation.

About the article

The study consists of three parts:

- theoretical discussion on mediatizacion;
- a semi-anthropological view of changes in journalism;
- and,finally, the implications of media phenomena (advent of the movable type press, photography, radio, television and internet) in journalistic enunciation.

Social history of media through the bias of mediatization studies

- Three streams of research stand out in the studies of mediatization: institutional, constructivist /cultural and materialist /technological

- Eliseo Verón considers that mediatization is the externalization of cognitive processes in a material médium.

A semi-anthropological approach to changes in journalistic production

- The mediatization of journalism is marked by a sequence of media phenomena metaphorically called “moments”
- A new medium promotes changes in the ways of saying journalism, outlining the constitution of differentiated enunciative contracts
- We start from the premise that mediatization manifests itself in the enunciation.

Media phenomena and transformations in journalistic enunciation

- From pamphlets to the newspaper: periodicity as a mark of social time

- Photography: index dimension and scale change for all

- Radio: the mediatization of the temporality of linguistic discourse

Media phenomena and transformations in journalistic enunciation

- TV: are we still in contact?

- Internet, web, social networks and mobile technology: the access revolution

Possible conclusions

- The transformations in the instances of the productive cycle of the informative discourse restructure the symbolic character of social life.

- Eliseo Verón's semioanthropological perspective allows reflections on how the development of the media has created new forms of interaction, new types of visibility and new networks for the dissemination of information.

Thanks!

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