



# Network Society

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# History of Communication

## 1st Oral

- The first evolution of communication
- communicate within small group

## 2nd Literacy

- Arrival of the printing press and movable type
- origins of modern mass communication
- one-way communication

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## 3rd Electric flow of information and mass communication

- Using telegraph and telephone
- instant communication over large distances
- two-way communication but small group

4th

## Network society



# Manuel Castells

Manuel Castells Oliván was born in 1942 in a small town of Hellín in Spain.

he started his university studies in the late 1950s in barcelona. at the time of Franco's military regime, The young Castells participated in the opposition movement. When the grasp of the military government tightened, he was able to escape to France. Castells settled in France and graduated from the

University of Paris la Sorbonne in 1964.

Due to his involvement in the 'May 68' movement he was deported from France. After being granted an amnesty by the French government, he was able to return in 1970, this time at the invitation of Touraine to hold an associate professorship at EHESS in Paris (L'École des hautes études en sciences sociales). he was invited to take up a professorship of urban sociology at UC Berkeley, USA in 1979. After retiring from his professorship in UC Berkeley in 2003, Castells accepted a professorship of communication in the prestigious Annenberg School for Communication and Journalism at the University of Southern California, Los Angeles.



# Network Society



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complicated system of roads, lines, tubes, nerves, etc. that are connected to each other and operate together . (oxford)

Networks are open structures, able to expand without limits



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## Node

A node is the point at which a curve intersects itself. What a node is, depends on the kind of concrete networks of which we speak. (Text Pg:501)

## Switchers

*Switchers* connect the networks the fundamental sources in shaping, guiding and misguiding society”. hold real power in a system of inter-operating networks .Castells, 2009, p. 45).



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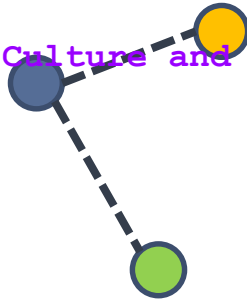
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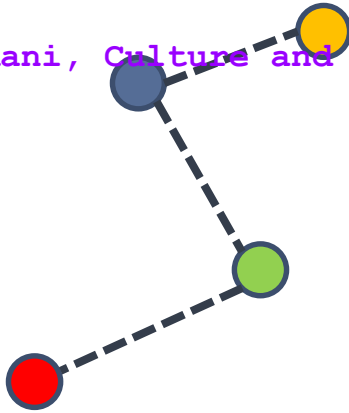
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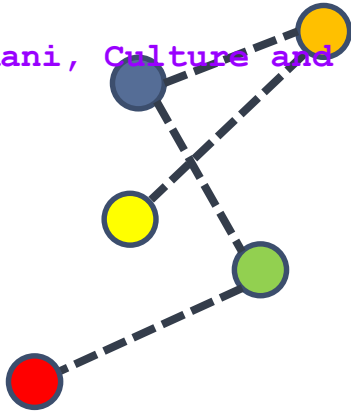
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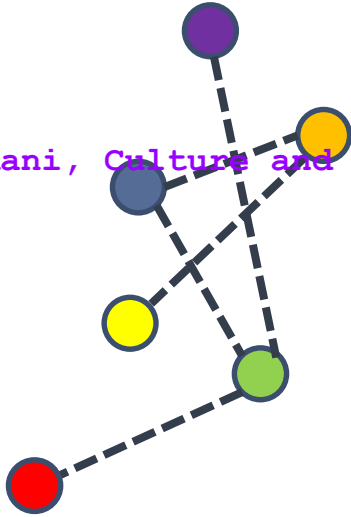
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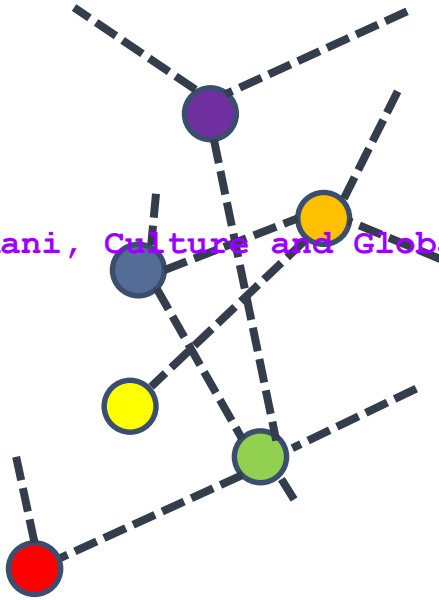
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# Decentralize

Multidimensional  
Multidirectional

# Unlimited

inclusion/exclusion in networks, by  
light-speed-operating information  
technologies

## Network Society Based on Castell

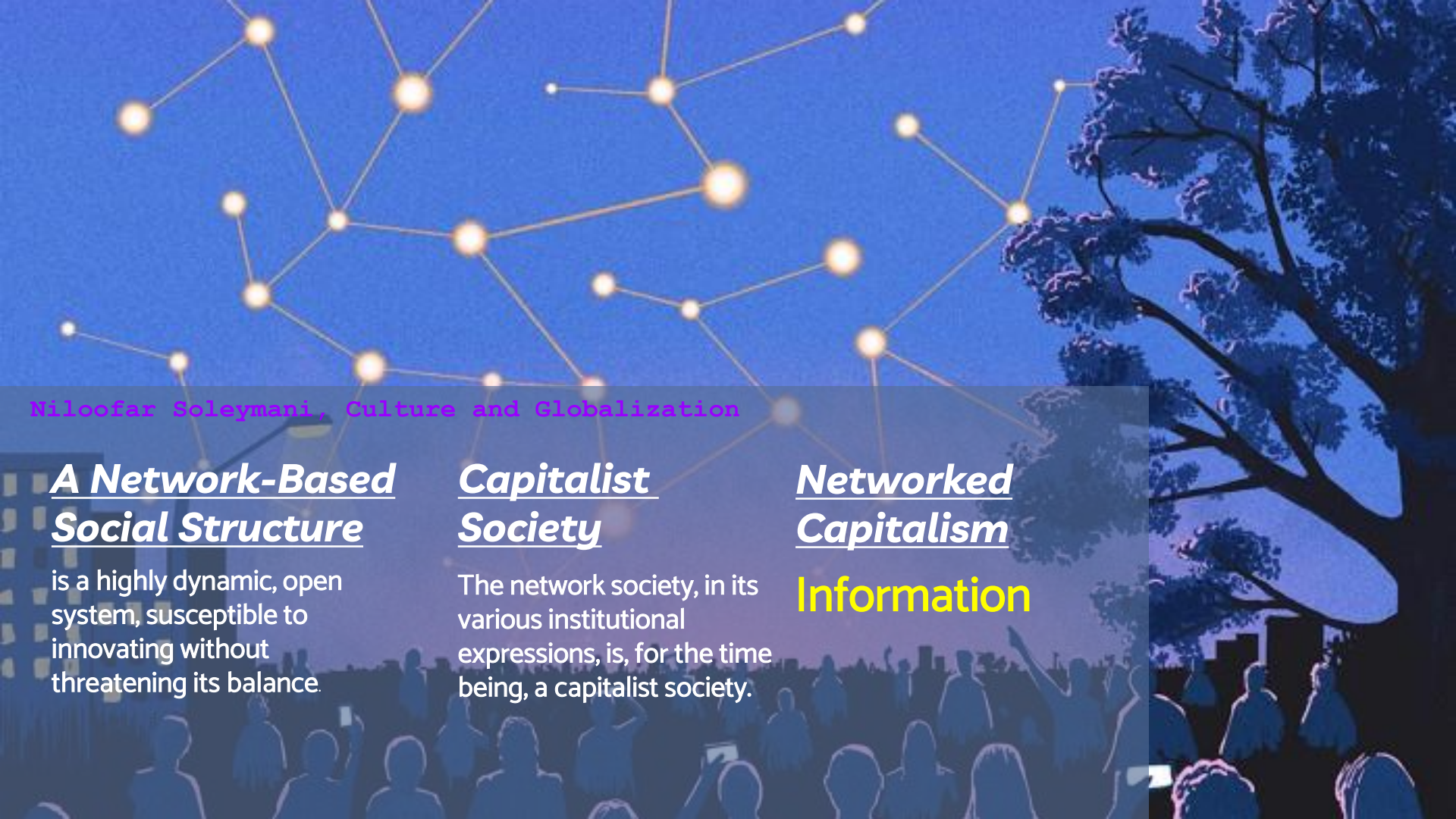
# Timeless/Placeless

Not attached to a specific  
geographical place like nation-  
states

# Faceless

made up of financial flows  
operated by electronic networks.

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## **A Network-Based Social Structure**

is a highly dynamic, open system, susceptible to innovating without threatening its balance.

## **Capitalist Society**

The network society, in its various institutional expressions, is, for the time being, a capitalist society.

## **Networked Capitalism** **Information**





**fundamental  
distinctive**

**1-it is global**

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**2-financial  
flows**

**Capitalism  
invest on  
information**

**information  
is produced**

**information  
helps  
capitalism  
to grow  
more**

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# Who Are Capitalists??

**managers**

**bourgeoisie**

**traditional  
bankers**

**individuals**

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**selfmade geniuses-  
turned-entrepreneurs,**

**EMPLOYEES**

**public  
corporations**

**global tycoons**



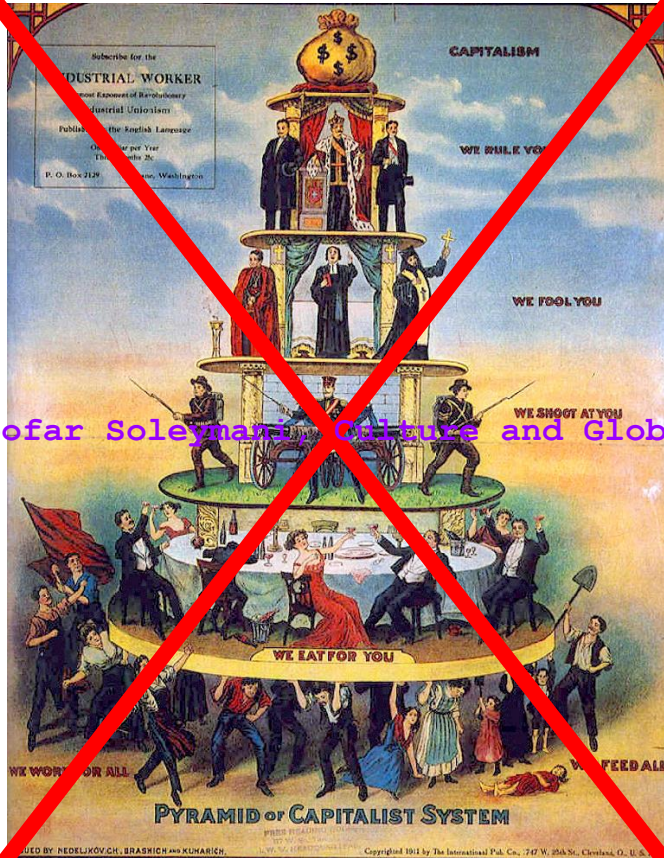


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# capitalist class?

# capitalist class?

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**There is not, sociologically and economically, such a thing as a global capitalist class. But there is an integrated, global capital network, whose movements and variable logic ultimately determine economies and influence societies.**

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**“there is a faceless collective capitalist, made up of financial flows operated by electronic networks.”**

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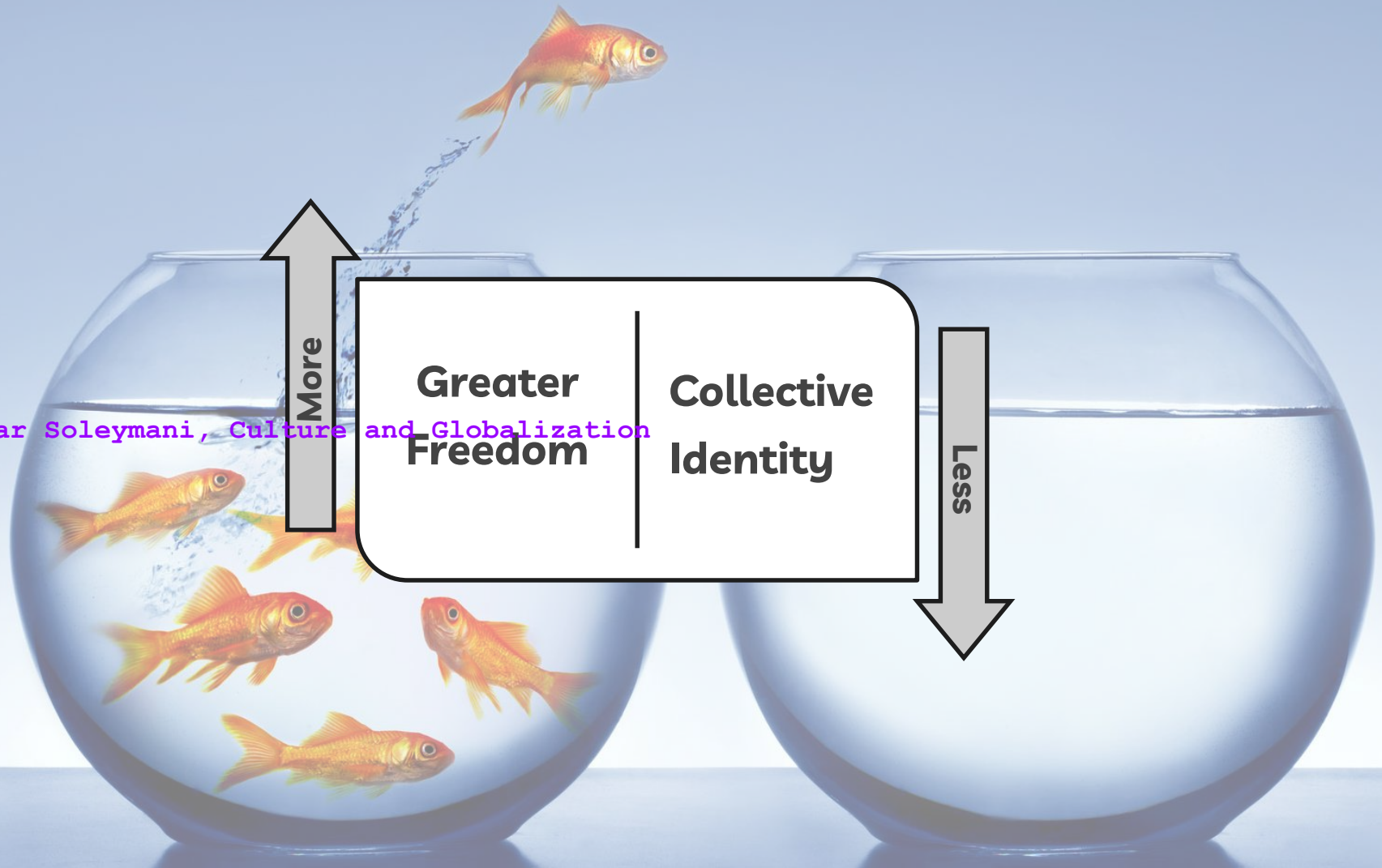
# What happens to labor?

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**As a core, capital is global. As a rule, labor is local**  
**capital is globally coordinated, labor is**  
**individualized**

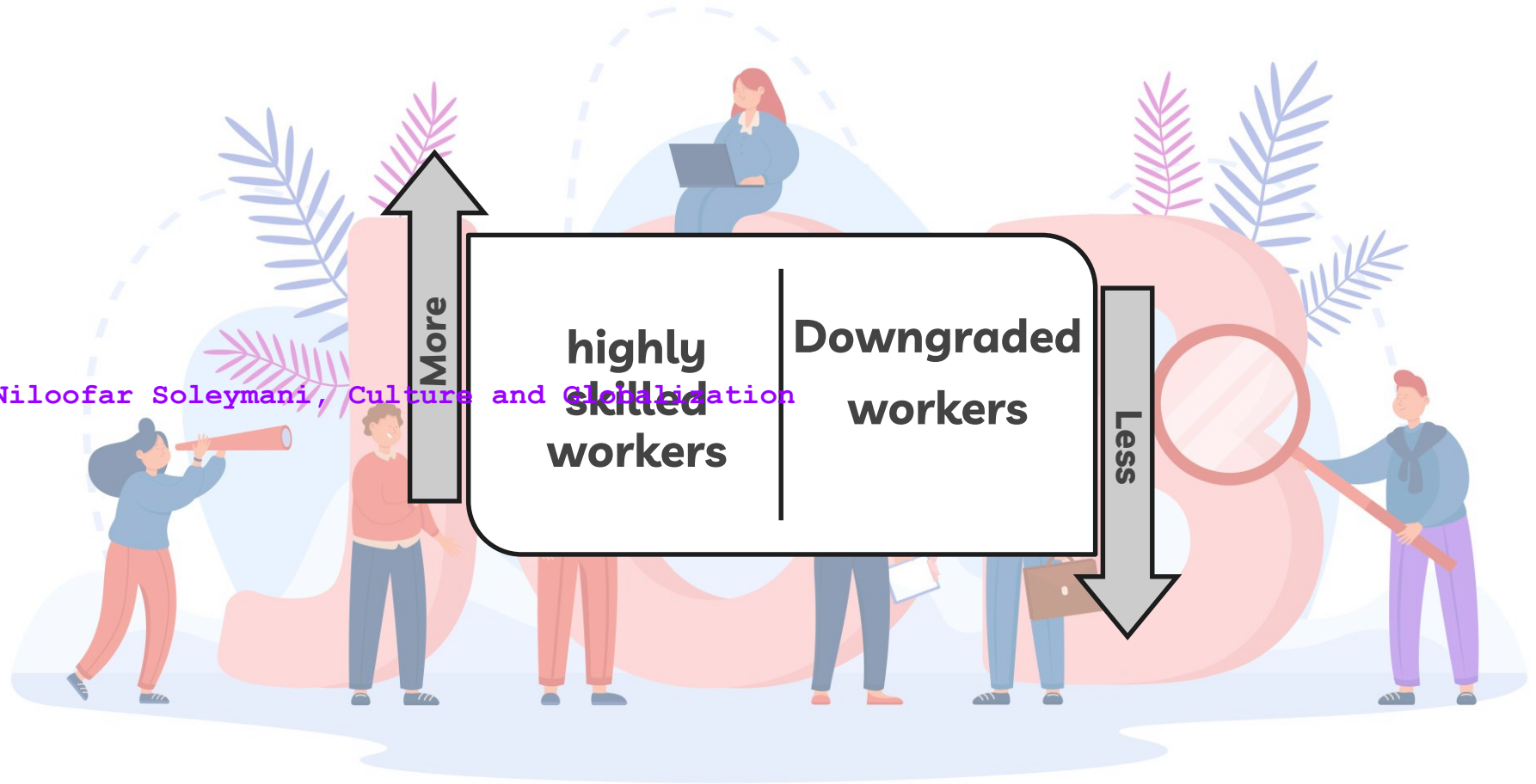


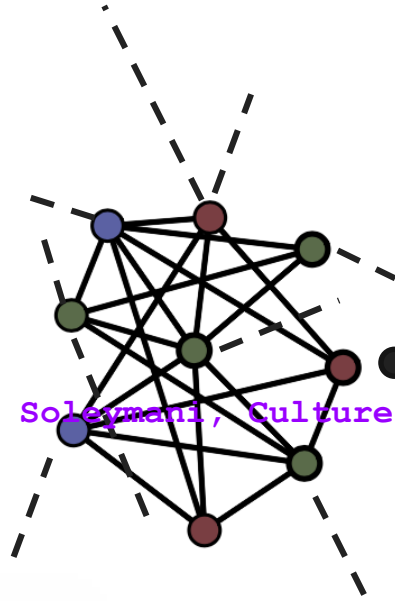
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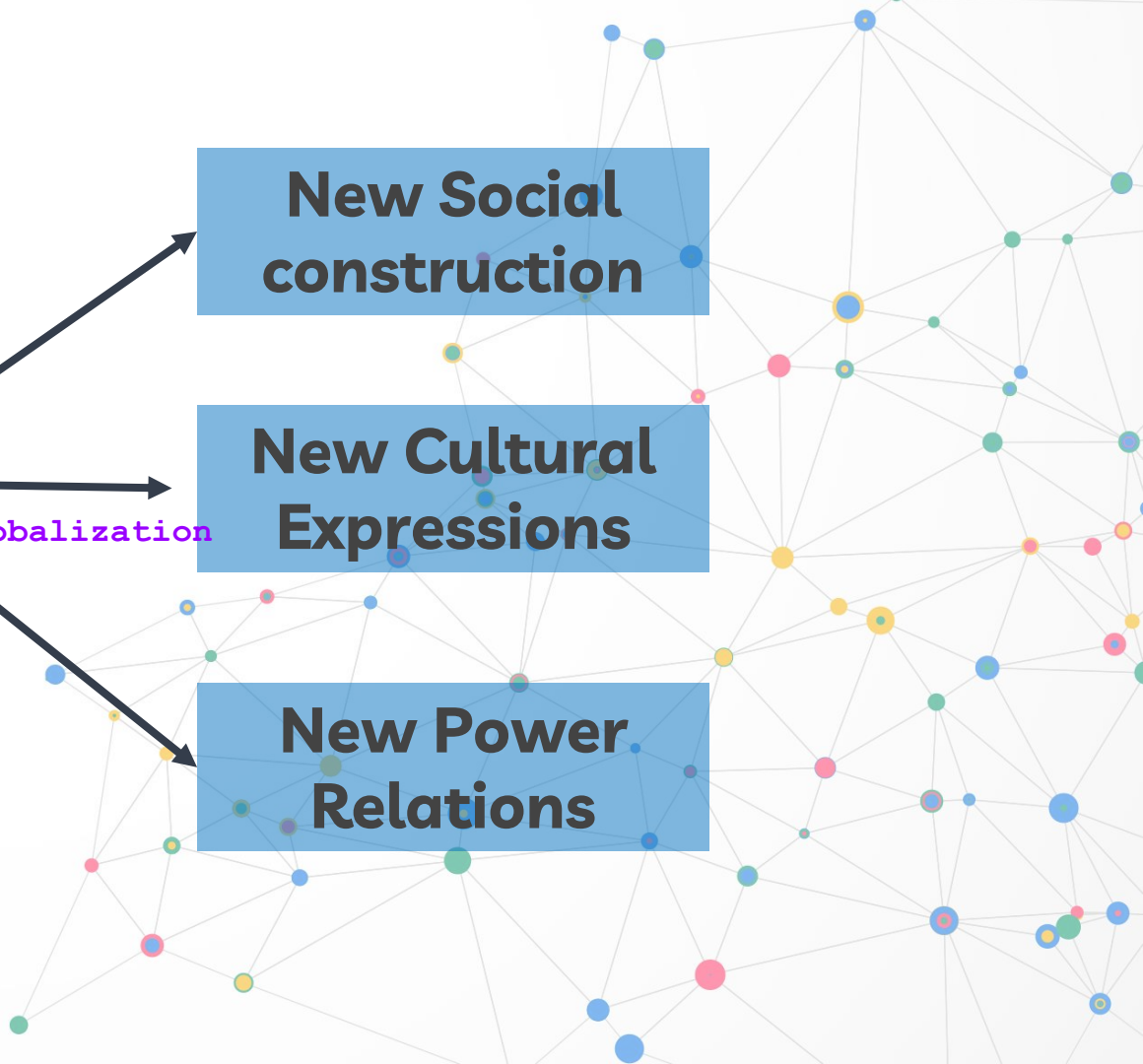
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**Network  
Logic**

**New Social  
construction**

**New Cultural  
Expressions**

**New Power  
Relations**



# In this New age

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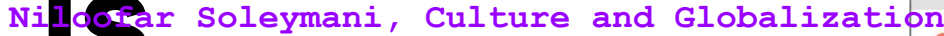


# In this New age What is Value??!!

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# Tool is Media

The background of the slide features a person in a grey suit and white shirt, whose hand is visible pointing towards the center. The background is a complex digital collage. It includes a world map with various data visualizations like bar charts and pie charts overlaid on it. There are also binary code sequences (0s and 1s) and glowing blue lines suggesting data flow. On the right side, there's a glowing blue globe with circuit-like patterns. The overall color palette is dominated by blues, greys, and whites, giving it a high-tech, digital feel.

# Media (As a Tool) gather Information (as Value) to use in:

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# Negative Aspects

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# Positive Aspects



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# Using Internet Searches for Influenza Surveillance





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# IS YOUR PHONE LISTENING TO YOU?



[https://www.youtube.com/watch?v=U0SOxb\\_Lfps&t=125s](https://www.youtube.com/watch?v=U0SOxb_Lfps&t=125s)

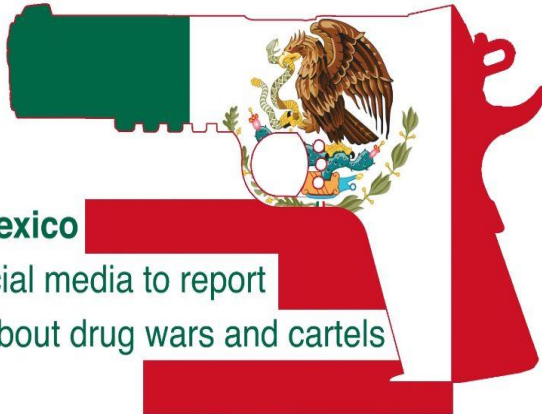


In **Jamaica** [redacted]  
health workers distribute  
information about HIV  
via social media [redacted]




[redacted] **India** has a website  
[I Paid a Bribe]  
for reporting acts of corruption  
via social media channels


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Citizens in **Mexico** [redacted]  
are using social media to report  
information about drug wars and cartels [redacted]



The  **Ushahidi** platform uses social media to locate people  
in the aftermath of natural disasters or conflict



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# Fabricated Information

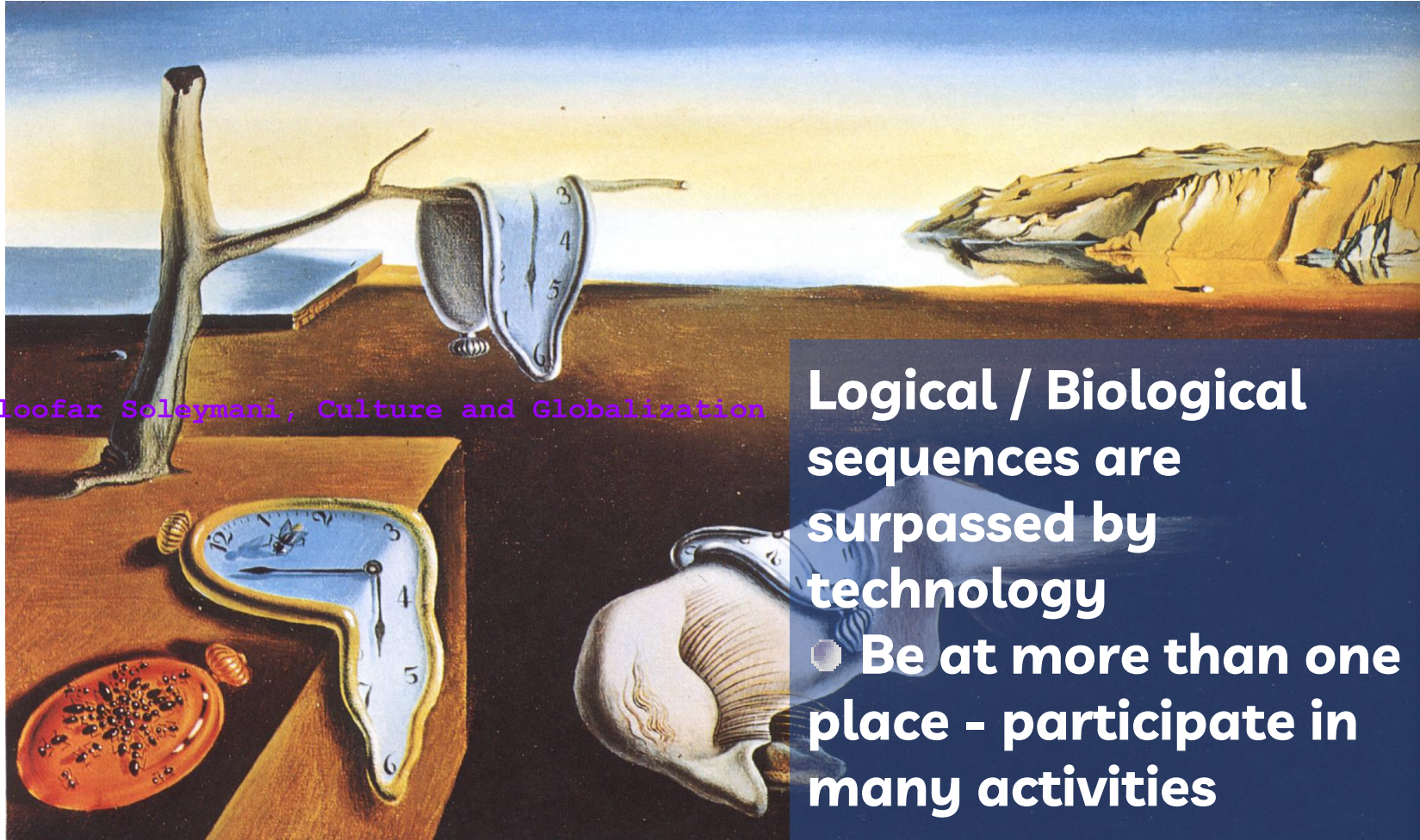
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# Timeless Time

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**Logical / Biological  
sequences are  
surpassed by  
technology**

- **Be at more than one  
place - participate in  
many activities**



# Space of Flow

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**Space - as in distance and a physical place;  
no longer dominates**

**Ability to “organize the simultaneity of social  
practices without geographical contiguity”**

# Social Transformation

1

social transformation processes has happened in network society.

2

These processes affect culture and power

3

Space and time, the material foundations of society, are being transformed, organized around the space of flows and timeless time.

4

The social construction of new dominant forms of space and time develops a meta-network that switches off non-essential functions, subordinate social groups, and devalued territories.

5

And the meaning of people, locals and activities structure is embedded in the unseen logic of the meta-network.

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**The new social order,  
the network society,**

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**increasingly appears to most people  
as a meta-social disorder.**





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**1-domination of  
nature over culture**

**2-domination of  
nature by culture**

**3-culture refers to  
culture**

# Questions

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- 1-How can to define the identity as an individual in network society?
  - 2-How to prevent the increase of social inequality in the network society?
  - 3-Can the network society demonopolise power?

