

Centre for Culture, Media & Governance

Jamia Millia Islamia

New Delhi



CCMG Invited Lecture on

DIGITAL ACTIVISM: A POLITICAL COMMUNICATION PERSPECTIVE

Fred Fletcher

Professor Emeritus, Communication Studies and Political Science

Abstract

Since the advent of the Arab Spring, much has been made of the potential of digital activism to promote political change through democratic engagement. Now that the optimism has faded as reforms have proved difficult to sustain, it is a good time to consider the context of digital activism and the conditions under which political mobilization is likely. Governments and traditional political parties are indeed making increased use of digital communication but have been more likely to seek to repress the activist impulses unleashed by globalization and web 2.0 than to work with or channel them. From the point of view of social advocacy, we now have enough case studies to begin to think about the conditions for success and failure. What constitutes success? What conditions are most conducive to successful democratic mobilization?

About the speaker

Fred Fletcher is Professor Emeritus, Communication Studies and Political Science, and was the founding President of the Canadian Media Research Consortium (2001-2007). As a researcher, Dr. Fletcher has worked for three Royal Commissions, the most recent being the Royal Commission on Electoral Reform and Party Financing, for which he served as Research Coordinator, Media and Elections. He was a Senior Researcher for the Royal Commission on Newspapers. As author and editor, Dr. Fletcher has published seven books, four monographs and more than 100 book chapters, technical papers, and journal articles, most on media-related issues. The lecture would focus on digital activism.

Event Details

Venue: CCMG Network Governance Lab

Date: Wednesday, October 7, 2015

Time: 11:30 am

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