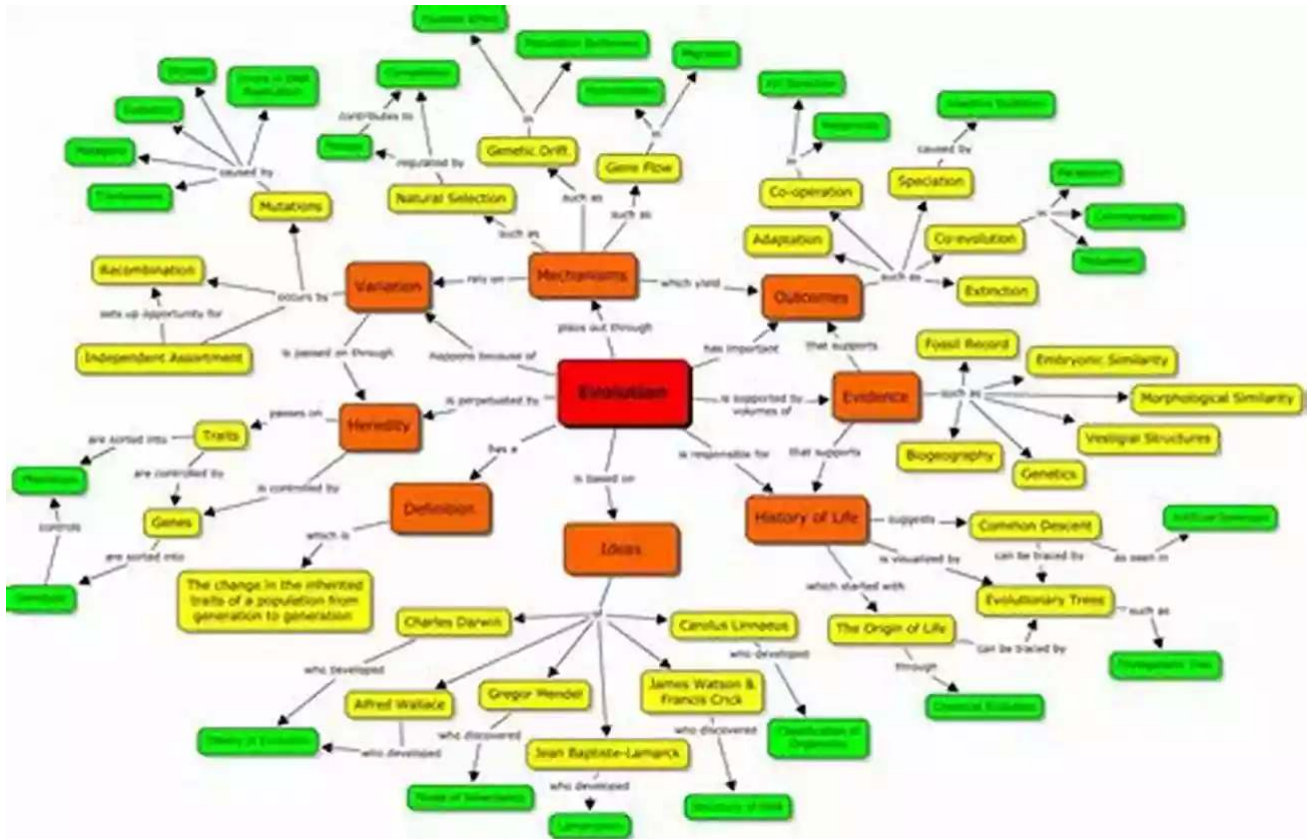


Human As Media: The Emancipation Of Authorship

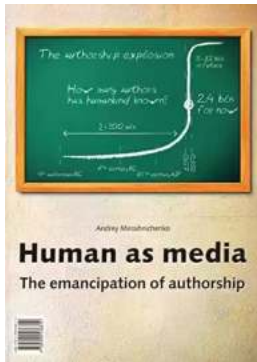


Welcome to an exciting era where humans have transformed into powerful mediums of communication and expression. In the age of technology, everyone has become a broadcaster, a journalist, an artist, and an author. The term "human as media" refers to the empowering concept that individuals now possess the ability to create, share, and disseminate information and art in ways that were previously monopolized by traditional media outlets.

The Rise of User-Generated Content

With the advent of social media platforms, blogs, and video sharing websites, everyday people have become an integral part of the media landscape. This rise

of user-generated content has given individuals a voice and a means to reach a global audience. No longer do we rely solely on television, newspapers, or radio stations to consume news, entertainment, and information. It is the dawn of a new era where anyone can be a content creator and where authenticity and relatability thrive.



Human as media. The emancipation of authorship

by Andrey Miroshnichenko (Kindle Edition)

★★★★☆ 4.2 out of 5

Language	: English
File size	: 3243 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 102 pages
Lending	: Enabled



Breaking the Monopoly

The traditional gatekeepers of media, such as publishing houses, record labels, and broadcasting companies, no longer hold exclusive control over what is produced and consumed. This shift has led to the emancipation of authorship, allowing individuals from all walks of life to tell their stories, share their experiences, and express their creativity without being filtered or restricted by institutionalized gatekeepers.

The Democratization of Information

Human as media has also paved the way for the democratization of information. In the past, access to knowledge was limited to a privileged few who could afford

books, expensive courses, and educational institutions. Now, with the power of the internet, information is readily available at our fingertips. From DIY tutorials to educational videos, individuals can learn, grow, and enhance their skills without the need for traditional institutions. This free flow of information has truly democratized knowledge and has eliminated barriers to personal growth and development.

The Power of Authenticity and Relatability

One of the greatest strengths of human as media is the power of authenticity and relatability. When content is created by individuals who have lived through certain experiences, it resonates with their audience on a deeper level. Whether it's a personal blog about parenting, a YouTube channel documenting travel adventures, or a social media account offering mental health support, the authenticity of human as media creates a sense of connection and empathy that traditional media often lacks. This relatability fosters communities, sparks conversations, and promotes positive change.

The Challenges and Responsibilities

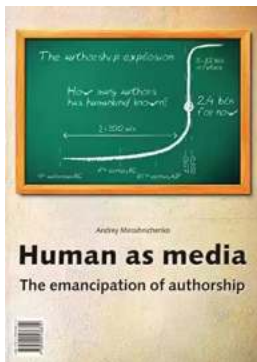
While the rise of human as media has brought about incredible opportunities, it also comes with challenges and responsibilities. In an era of information overload, it can be difficult to sift through the vast amount of content available. The responsibility lies on both the creators and consumers to verify information, fact-check, and promote critical thinking. Additionally, in a world where everyone can be an author, the competition for attention is fierce. Building an engaged audience requires dedication, creativity, and a unique value proposition.

The Future of Human As Media

The concept of human as media will continue to evolve as technology advances. From virtual reality experiences to artificial intelligence-generated content, the

possibilities are limitless. However, amidst the technological advancements, the core aspect of human connection and relatability will remain paramount. The future of human as media lies in the hands of individuals who harness its power to create positive change, inspire others, and shape the world through their authentic stories and voices.

As we embrace the era of human as media, let us celebrate the emancipation of authorship. We are no longer confined to passive consumers, but active creators and contributors. Through our voices, stories, and experiences, we have the power to shape narratives, challenge norms, and make a difference. The human as media revolution has just begun, and the journey ahead is brimming with endless possibilities. Seize the opportunity and embark on your own creative journey as a medium of expression and a catalyst for change.



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"Terrific book! Miroshnichenko is a media ecologist in the truest sense, analyzing the effect of technology on what it means to be human. This is an important book in a world where our apps are learning about us every time we touch a screen,

and it is essential reading for anyone who has come to suspect that our civilization may have the medium and message reversed."

– Douglas Rushkoff,

the author of "Present Shock", "Program or Be Programmed", "Media Virus", and others

“Andrey Miroshnichenko, a media futurist and journalist, trained as a philologist, has written a very important book. I would go even further and say that a new star is born that students of media ecology, communications and digital media need to pay special attention to by first reading his book and then integrating his insights into their own understanding of the Internet, the World Wide Web and social media... The book is a blockbuster full of insights into the nature of communication, socialization, authorship, culture, politics and their connection to the Web... Miroshnichenko has extended McLuhan’s ideas to create totally new insights of his own."

– Robert K. Logan,

the author of "The Future of the Library: An Old Figure in a New Ground" (coauthored with Marshall McLuhan), "The Sixth Language", "McLuhan Misunderstood: Setting the Record Straight", and others.

DESCRIPTION

Over 6,000 years of literary civilization, there have been about 300 million authors – people capable of communicating their opinion beyond their closest circle. By 2013, thanks to the Internet, historically instantly, the number of authors has reached two billion people.

"Human as Media. The Emancipation of Authorship" examines the impact of emancipated authorship on the media, culture, and politics in closed and open societies. Miroshnichenko demonstrates that, becoming themselves media, people unavoidably engage in the evolution of media activism. For the sake of

response and better socialization, the former audience gets increasingly affected by the opportunity of authorship and inevitably evolves from everyday idle talks, through lolcats, to civic discussions, and finally, to political activities.

The conflict between emancipated authorship and the old broadcast media model will stir up antagonisms between developed and developing countries, and will also intensify social and cultural conflicts within developing countries.

Andrey Miroshnichenko is a media futurist and journalist. He holds a degree in journalism and linguistics, with the dissertation focused on the semantic structures of propaganda (1996). After twenty years in print media, Miroshnichenko wrote the book "When Newspapers Die" (2010), which became a bestseller in the Russian media circles, and left the press for studying old and new media. Miroshnichenko is known for his concepts of the Viral Editor and the death of newspapers. He is a Fulbright-Kennan scholar (2012-2013) and the author of a number of books on linguistics, journalism and communications. In 2020, he published a new book – "Postjournalism and the death of newspapers. The media after Trump: manufacturing anger and polarization" (available on Amazon). The author's blog: human-as-media.com. Twitter: @Andrey4Mir



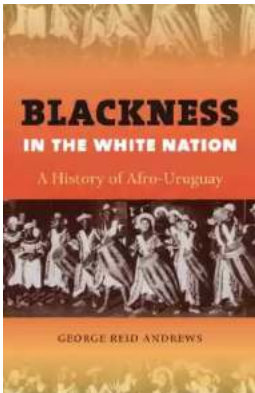
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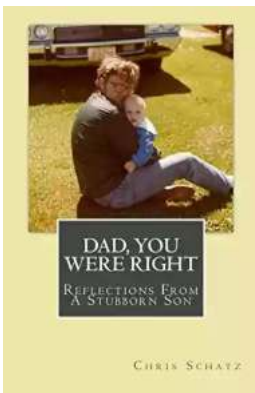
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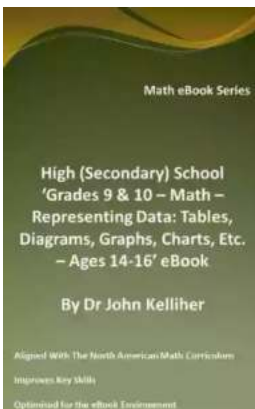
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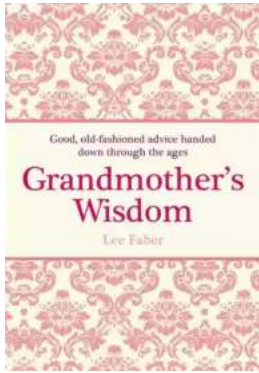
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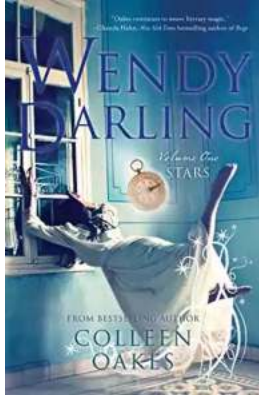
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