

Figure 1

***Development of Interactive
Communication Systems***
CENTRALIZED PERIODS

Constructed by Frances Forde Plude

<u>Cultural Structures</u>	<u>Media Formats</u>	<u>Structures of Social/Religious Thought</u>
<ul style="list-style-type: none"> • feudal society • monarchy • Crusades 	<ul style="list-style-type: none"> • oral traditions • art in culture • monastery scriptoria 	<ul style="list-style-type: none"> • Catholic Church’s association with medieval culture • monasticism • cathedrals in village squares • Thomism
<ul style="list-style-type: none"> • Reformation • rise of Middle Class 	<ul style="list-style-type: none"> • printing • books become a commodity • newspapers in Europe by 1607 	<ul style="list-style-type: none"> • Catholic Church’s unified/central authority threatened • other sectors experience their voice
<ul style="list-style-type: none"> • Enlightenment • revolutions (France, U.S.) • need to provide schools emerges 	<ul style="list-style-type: none"> • letters of correspondence • posters 	<ul style="list-style-type: none"> • a secular society and philosophy and science assault religious authority
<ul style="list-style-type: none"> • Industrial Revolution • steam engines encourage travel 	<ul style="list-style-type: none"> • telegraph and telephone • penny press emerges • rails link geographic areas 	<ul style="list-style-type: none"> • church social theory supports workers after many years of labor strife
<ul style="list-style-type: none"> • bureaucracies increase 	<ul style="list-style-type: none"> • elevators, skyscrapers, telephones encourage organizational structures 	<ul style="list-style-type: none"> • churches increase their own bureaucratic structures • Pius IX <i>Syllabus of Errors</i>
<ul style="list-style-type: none"> • Twentieth Century • much centralized economic and political power <ul style="list-style-type: none"> ○ banks/financial systems ○ colonial empires ○ nation-states clash in two global wars 	<ul style="list-style-type: none"> • mass media grow/concentrate <ul style="list-style-type: none"> ○ newspapers ○ magazines for large audiences ○ radio ○ large television network ○ cinema ○ cable, VCR, telephone links 	<ul style="list-style-type: none"> • churches see media as a way of evangelizing mass audiences (spreading the word) <ul style="list-style-type: none"> ○ church publishing grows ○ TV and radio ministries ○ centralized unified voice ○ large audiences stressed

Figure 2

***Development of Interactive
Communication Systems***
DECENTRALIZED PHASES

Constructed by Frances Forde Plude

(1960s to date)

Cultural Structures

Media Formats

Structures of Social/Religious Thought

<ul style="list-style-type: none"> • liberation movements <ul style="list-style-type: none"> ○ social structures under siege ○ feminism ○ civil rights ○ gay rights ○ sexual revolution ○ ecology/green revolution ○ growth of choice/option 	<ul style="list-style-type: none"> • group media <ul style="list-style-type: none"> ○ structures for group support <ul style="list-style-type: none"> -- base communities -- telephone support groups (A.A., bereavement support, women’s groups) 	<ul style="list-style-type: none"> • Vatican II • “people of God” view emerges • emphasis on <i>local church</i>/vernacular <ul style="list-style-type: none"> ○ growth of national bishop conferences ○ increasing <i>laity</i> roles defined but not implemented
<ul style="list-style-type: none"> • cybernetics/systems theory <ul style="list-style-type: none"> ○ new social management tools ○ new decision-making styles • pyramid management structures <ul style="list-style-type: none"> ○ hierarchies crumble or are under pressure throughout social institutions 	<ul style="list-style-type: none"> • mass media threatened by cable/VCRs/individual satellite feeds • national newspapers and magazines cut back; specialized journals and local press expand • newsletters multiply with electronic publishing and E-mail • digital technology begins to replace analog modes 	<ul style="list-style-type: none"> • large numbers of clergy, religious leave vowed congregations and dioceses • co-responsibility concept develops with parish/diocesan councils • theologians argue against excessive central control by Rome • central authority of Roman Catholic church feels under siege again (like at the Reformation) and gets defensive
<ul style="list-style-type: none"> • political/social organizations threatened, somewhat paralyzed, by “tyranny of many small minorities” • corporations decentralize • Soviet Union breaks apart 	<ul style="list-style-type: none"> • computers merge with communication <ul style="list-style-type: none"> ○ people interconnected horizontally (like telephones earlier) • media/information overload assaults individual and institutional effectiveness 	<ul style="list-style-type: none"> • liberation theology • charismatic movements • polarization within churches • Vatican II impetus slows • few people enter religious orders • laity frustrated by limited voice • celibacy for priests is questioned • women’s ordination movement • growing number of Christians in Asia, Africa, and Latin America

Figure 3

***Development of Interactive
Communication Systems***
**GROWTH OF DIALOGIC
THEORY/STRUCTURES**

Constructed by Frances Forde Plude

<u>Cultural Structures</u>	<u>Media Formats</u>	<u>Structures of Social/Religious Thought</u>
<ul style="list-style-type: none"> • increasing numbers of global mechanisms/cooperation/treaties to solve global issues (ecology, famine, fishing, trade tariffs) • European Union and other regional consortia formed • collaborative legal structures struggle to get born (space law, international technical standardization) • glasnost/end of Cold War • Eastern European democracies struggle politically/economically • increasing use of U.N • emergence of term “World Order” • Berlin wall falls and unites Germany 	<ul style="list-style-type: none"> • <i>increasing use of intra-group media/messaging</i> <ul style="list-style-type: none"> ○ answering machines ○ computers ○ fax ○ Email ○ mobile radio/phones ○ paging systems ○ teleconferencing • need to coordinate media due to overload of information sources and content • convergence of media • concentration/cross-ownership of media companies 	<ul style="list-style-type: none"> • increasing strength of local and ethnic theologies <ul style="list-style-type: none"> ○ national bishop conferences ○ priest-personnel senates ○ women asserting themselves;vowed religious congregations restructure ○ language pressured to move beyond gender ○ liturgical varieties • growing awareness that prayer (contemplative, charismatic) is widely practiced among laity, not just professed religious • collectives of theologians organize joint statements
<ul style="list-style-type: none"> • wars emerge from lack of negotiation and unified world order mechanisms • a struggle to be truly collaborative among nations • strong nation-state presence (U.S./U.K./Europe, etc.) remains • UN role shows need for more formal, institutionalized collaborative mechanisms 	<ul style="list-style-type: none"> • <i>global attempts to establish communication links</i> <ul style="list-style-type: none"> ○ domain addresses encourage Internet use ○ copyright protection of intellectual property becomes a concern ○ privacy issues emerge 	<ul style="list-style-type: none"> • growing attention to global poverty and justice issues • voice of the churches somewhat muted due to their own strife • churches called upon to move beyond internal divisions to offer the world a moral, spiritual collaborative vision

Figure 4

***Development of Interactive
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A POSTMODERN VIEW

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<u>Cultural Structures</u>	<u>Media Formats</u>	<u>Structures of Social/Religious Thought</u>
<ul style="list-style-type: none"> • increasing globalization • growth of free trade zones • increasing ethnic clashes with national boundaries and nearby states • growing numbers of immigrants and refugees 	<ul style="list-style-type: none"> • continuing breakdown of large network audiences within U.S. and other countries <ul style="list-style-type: none"> ○ cable diversification ○ global satellite broadcasts ○ VCR transmission systems • news broadcasts become more interactive and argumentative • increasing popularity of talk-back in all media 	<ul style="list-style-type: none"> • established religious groups struggle to adapt to rapid technologic change and growing liberation movements and a culture of talking back • media-literacy movement (in schools and churches) contributes to media awareness and some media-bashing
<ul style="list-style-type: none"> • world-wide AIDS epidemic • negotiation theorists and practitioners attempt to resolve difficulties • growing use of peacekeeping forces • increasing global terrorism and attack on U.S. World Trade Center • growing use of U.S. unilateral power and action • global attention to sex- and cover up-scandals within Catholic Church; leadership crisis emerges • Middle East war erupts with increased use of suicide bombers 	<ul style="list-style-type: none"> • WWW and internet use develops cyberspace network world with increased use of motion video • changes occur in personal communication habits • system-wide communication in corporations and political action changes radically • wireless technology allows on-the-spot dialogic networks • music videos and video disks make entertainment product more mobile • CDs, DVD and MP3 permit video and audio duplication and piracy • Al Jazeera news network gives a systematic voice to the Arab world 	<ul style="list-style-type: none"> • churches and media researchers only gradually become aware that audience reception is individualized and sometimes rebellious • pluralism and ambiguity • hermeneutics voices issue of cultural <i>interpretation</i> • communication is re-defined by some as cultural <i>mediation</i> • growing visibility of fundamentalist movements • “The Next Christendom” tensions rise as growth of Christianity and Islam explodes in Africa, Asia, Latin America