



Colonization

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- **Colonization** reduces the sphere in which communicative, qualitative media operate, and more of social life depends on non-communicative, quantitative media.
- However, the legitimacy of the quantitative media ultimately depends on the qualitative media: the value of money and votes requires constant acts of influence and value-commitment, otherwise it becomes worthless.

A photograph of a theater stage. A large, deep red curtain hangs across the stage, partially obscuring the view. Above the curtain, there is a decorative archway with ornate carvings and a row of small, square light fixtures. The stage is flanked by tall, classical columns. The overall lighting is dim, creating a dramatic atmosphere.

Erving Goffman