

Media and Modernity

John B. Thompson describes three types of interaction:

- Face to face interaction
- Mediated interaction
- Mediated quasi interaction

Face to face interaction:

- Co-presence-participants are immediately present to one another
- Share a common a spatial-temporal reference system
- Participants use deictic expressions (here, now, this, that)
- Dialogical in character-it involves two way flow of information and communication
- Use of symbolic cues(gestures, frowns, smiles, intonation)
- Reduction of ambiguity

Mediated interaction :

- Forms of interaction such as letters, telephone
- Use of technical medium (paper, electrical wares, electromagnetic waves)
- Participants are remote in space and time
- Stretches across space and time
- More open ended character

Mediated quasi interaction : it refers to the kinds of social relations established by the media of mass communication (books, newspapers, radio, television)

- It also involves the extended availability of information and symbolic content in space or time

There are two key respects in which mediated quasi interaction differs from both face to face and mediated interaction

- The participants in face to face and mediated interaction are oriented towards specific others for whom they produce actions, utterances but in the case of mediated quasi interaction the symbolic forms are produced for an infinite range of potential recipients.

- Face to face and mediated interactions are dialogical, mediated quasi interaction is monological-the flow of communication is predominantly one way

Many of the interactions which develop in the flow of day to day life may involve a mixture of different forms of interaction – they have a hybrid character. For example, individuals may have a discussion with others in the room while they are watching television, thus combining face-t- face interaction and mediated quasi interaction in the same interactional situation.

- Similarly a television program may involve face-to-face interaction between members of a panel and members of a studio audience. It becomes more complex when some individuals phone questions to members of a studio panel, whose responses are heard or seen by listeners or viewers.

Books are not only for reading silently, they are sometimes read aloud for others. Modern technology has developed audiobooks and video conference system.