

Contents

Acknowledgements	xvii
Abbreviations Used in the book	xvii
1. Introduction	1
1.1. Marxist Theory	1
<i>The Approach Underlying This Book</i>	3
<i>This Book's Structure</i>	5
1.2. Critical and Marxist Communication Theory	6
<i>Three Marxist Theory Approaches</i>	7
<i>What is Humanist Marxism?</i>	7
<i>Critical Theory</i>	8
<i>Critical Political Economy of Communication</i>	9
<i>Communication Theory Typologies</i>	10
1.3. Dialectical, Humanist Marxism and Communication Theory	16
<i>Aristotelian, Dialectical, Humanist Marxism</i>	17
1.4. Anti-Humanism	19
<i>Louis Althusser's Negative Legacy</i>	19
<i>Luhmann, Barthes, Foucault</i>	20
<i>Actor Network Theory, Posthumanism, Cyborgs</i>	20
<i>Technological Determinism: Marshall McLuhan and Friedrich Kittler</i>	21
<i>Structuralism's Anti-Humanism</i>	23
2. Materialism	27
2.1. Matter	27
<i>Aristotle</i>	27
<i>Space and Time</i>	28
<i>Matter's Becoming</i>	29
<i>Matter, Interaction, Communication</i>	30

2.2. The Dialectic	31
<i>Sublation (Aufhebung)</i>	31
<i>The Dialectic as Matter's Fire</i>	32
<i>The Dialectic as the Self-Organisation of Matter</i>	33
<i>Consciousness and Reflection</i>	34
<i>Matter and Mind</i>	35
<i>The Real, the Symbolic, and the Imaginary</i>	36
2.3. Summary and Conclusions	39
3. Materialism and Society	41
3.1. Subject and Object	41
<i>Society and Social Production</i>	42
<i>Human Beings as Species-Being</i>	44
3.2. Freedom and Necessity	46
3.3. The Relations of Production and the Productive Forces	48
<i>The Role of the Body and the Mind in the Mode of Production</i>	52
3.4. Economy and Society	54
<i>Society</i>	54
<i>Economy and Society</i>	56
<i>Society's Flow</i>	59
3.5. Modern Society	62
<i>Social Roles in Society</i>	64
<i>Power</i>	65
3.6. Summary and Conclusions	66
4. Communication and Society	69
<i>Models of Communication</i>	69
<i>The Mediatisation of Society</i>	70
<i>The Critique of the Political Economy of Communication</i>	72
4.1. Communication, Work, and Labour	74
<i>Work and Labour</i>	74
<i>Teleological Positing</i>	76
<i>Left Aristotelianism</i>	78
<i>Communication as Teleological Positing</i>	80
4.2. The Dialectic of Production and Communication: The Production of Communication	83

<i>The Productive Role of Communication in Society's Dialectic of Subject and Object</i>	83
<i>A Model of Communication as Social and Societal Production Process</i>	86
4.3. The Dialectic of Production and Communication: Communication in Production	88
<i>Communication Structures</i>	88
<i>Communication Work</i>	89
4.4. Communication, Knowledge, and Information	91
<i>Nature, Culture, and Communication</i>	91
<i>Knowledge and Communication</i>	93
<i>Types of Knowledge</i>	96
<i>Information and Communication</i>	97
<i>The Human Psyche and Society</i>	100
<i>Authoritarian and Humanistic Communication</i>	104
4.5. Summary and Conclusions	106
5. Capitalism and Communication	111
5.1. Capital Accumulation and Capitalism	111
<i>Class</i>	111
<i>Capital Accumulation</i>	115
<i>Is Capitalism an Economic System or a Type of Society?</i>	118
5.2. Labour and Capitalism	119
<i>Working Conditions</i>	119
<i>Economic Alienation</i>	122
5.3. Capitalism and Time	124
<i>The Role of Time in Capitalist Society</i>	124
<i>The Role of Time in the Capitalist Economy</i>	128
5.4. The Capitalist Economy and Communication	130
<i>Money and Value as the Language of Commodities</i>	130
<i>The Reified Form of Language and Communication in Capitalism</i>	131
<i>Communication as Commodity</i>	133
<i>The Advertising Industry</i>	140
5.5. Communication's Roles in the Totality of the Capitalist Economy	146
5.6. Summary and Conclusions	151

6. Communication Technologies: Means of Communication as Means of Production	153
6.1. Types of Communication and Communication Technologies	153
6.2. Communication Technology's Roles in Capitalism	160
6.3. Technological Fetishism	166
6.4. Summary and Conclusions	171
7. Communication Society	173
7.1. Information Society Theories	173
7.2. Information Capitalism, Communicative Capitalism	177
<i>The Fundamental Question of the Present Structure of Society</i>	181
7.3. Information Society Indicators: Measuring Information Capitalism	184
7.4. Summary and Conclusions	193
8. Political Communication in the Public Sphere	197
8.1. Capitalism and Domination	197
<i>Alienation</i>	197
<i>The Instrumental Reason of Capitalist Communications</i>	202
<i>Class and Domination</i>	203
8.2. Communication in the Public Sphere	206
<i>The Public Sphere</i>	206
<i>Communication and the Public Sphere</i>	208
<i>Public Service Media</i>	212
<i>Critical Media and the Counter Public Sphere</i>	213
8.3. Summary and Conclusions	215
9. Ideology	217
9.1. The Reification of Consciousness	217
9.2. What Is Ideology?	220
9.3. Communication and Ideology	224
<i>The Communicative Character of Commodity Fetishism</i>	224
<i>The Fetishist Character of Ideological Communication</i>	225
<i>Responses to Ideological Communication</i>	227
9.4. Ideology Critique	228
<i>Dominative Knowledge and Emancipatory Knowledge</i>	228
9.5. Summary and Conclusions	232

10. Nationalism, Communication, Ideology	235
10.1. Nationalism	236
<i>What is Nationalism?</i>	236
<i>Karl Marx on Nationalism</i>	239
<i>Rosa Luxemburg on Nationalism</i>	240
<i>Fictive Ethnicity</i>	241
<i>Key Aspects of Nationalism</i>	243
10.2. Nationalism and Racism	244
<i>New Racism</i>	245
10.3. Right-Wing Authoritarianism, Authoritarian Capitalism, Fascism	246
<i>A Model of Right-Wing Authoritarianism</i>	247
<i>Authoritarian Capitalism</i>	249
<i>Right-Wing Extremism and Fascism</i>	250
10.4. The Communication of Nationalist Ideology	252
<i>Social Forms of Communicating Nationalism</i>	252
10.5. Summary and Conclusions	257
11. Global Communication and Imperialism	259
11.1. Space	259
<i>The Production of Social Space</i>	260
<i>Spatial Practices, Representational Space, Spaces of Representation</i>	262
<i>Absolute, Relative and Relational Space</i>	265
11.2. Global Space and Globalisation	266
11.3. Capitalism and Globalisation	268
<i>Global Spaces of Capitalism</i>	268
<i>The New Imperialism as the Globalisation of Neoliberalism: A New Phase of Capitalist Globalisation</i>	271
<i>The New Imperialism</i>	272
<i>Capitalism Since the 2008 Economic Crisis</i>	275
<i>Authoritarian Capitalism</i>	282
11.4. Communication, Capitalism, and Globalisation	284
<i>The Dialectic of Communication and Globalisation in Capitalism</i>	284
<i>The Role of Communication Technologies in Time-Space Compression</i>	285
<i>'Cultural Imperialism'</i>	287
11.5. Summary and Conclusions	289

12. Communication Society as Society of the Commons	293
12.1. Communication as Societal Commoning	293
<i>Democratic Communications</i>	294
12.2. Foundations of Critical Ethics	296
<i>The Human Being's Social Essence</i>	296
<i>Co-operation</i>	297
<i>Ubuntu Philosophy</i>	300
12.3. The Critical Ethics of the Communication Commons	301
<i>The Commons</i>	301
<i>The Commodification of the Commons</i>	303
<i>Why Communication Commons are Morally Good and Politically Necessary</i>	303
12.4. Summary and Conclusions	308
Informational and Communicative Socialism	309
13. Death and Love: The Metaphysics of Communication	313
13.1. Introduction	313
13.2. Death, Love, and Ontology	315
<i>Aristotle on Death</i>	315
<i>Philosophical Positions on Death</i>	316
<i>The Meaning of Human Existence: Three Philosophical Positions</i>	318
<i>Jean-Paul Sartre</i>	319
<i>Martin Heidegger</i>	319
<i>Thomas Nagel</i>	321
13.3. Death and Estrangement: Death as Endstrangement	322
<i>Death as Endstrangement</i>	322
<i>Alienation as Death</i>	323
<i>What Karl Marx Says About Death</i>	324
13.4. The Labour of Mourning and the Communication of Grief and Death	325
<i>The Labour of Mourning</i>	326
<i>The Labour of Mourning and Communication</i>	326
<i>The Commodification of Death and the Communication of Death</i>	328
13.5. Mortality and Immortality	329
<i>Human Life Expectancy</i>	329
<i>Post- and Transhumanism</i>	330
<i>Cyborgs and Capitalism as Cyborg-Fascism</i>	331

13.6. Summary and Conclusion	332
<i>Love as a Socialist Weapon</i>	333
<i>Marxism and Liberation Theology</i>	334
14. Communication and Struggles for Alternatives	337
14.1. Praxis Communication	337
<i>Praxis</i>	337
<i>Praxis Communication</i>	339
14.2. Alternative Media as Critical Media	342
<i>A Model of Communication</i>	342
<i>Alternative Media, Critical Media</i>	344
<i>Types of Critical Media</i>	349
14.3. Summary and Conclusions	352
15 Conclusion: Advancing a Dialectical, Humanist, Critical Theory of Communication and Society	353
15.1. Habermas' Dualisms	353
<i>Forms of Social Action</i>	355
<i>Three Forms of Rationality</i>	356
<i>Linguistic Communism</i>	357
<i>Communication Free From Domination</i>	358
<i>The Dialectical Alternative: Communication as Teleological Positing</i>	359
<i>Validity Claims of Communication</i>	360
<i>Dialectical, Materialist, Humanist Critical Theory of Communication</i>	361
15.2. Metaphors of Communication	364
15.3. Towards Communication and Society as Dialectical Dancing	367
15.4. Transcending Capitalism, Transcending Capitalist Communication	369
Index	371