



The End of Journalism and Other Good News

*The new social
communication:
a hypothesis*

lavaca

Translated by Level Translation

The End of Journalism and Other Good News

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This book is for sale at
<http://leanpub.com/theendofjournalism>

This version was published on 2014-09-17



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Plaid Manual

Contents

Our hypothesis	1
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Our hypothesis

Our hypothesis is the following:

We're in an extraordinary time.

Media capitalism is in crisis.

The speed of technological, social, and political transformations has forced commercial media to mutate at a rate that has altered their essence. Nothing guarantees they'll be able to keep this decline from dragging them down into extinction, as artifacts of an era that began with Gutenberg and ends today.

This transition offers us the opportunity to turn everything we do, and have done (not just what we can do, but what we can — or, today, can't — dream) into tools fit to build a new form of human communication that can recover its meaning: establishing relationships.

There's a lot in our favor.

What we call reality is a big bang of new things.

Technological capacities have empowered global work in networks.

Society is more active than expectant.

It's a broth in which the future simmers, cooking over a campfire whose firewood is intermediation, and the question is whether or not it includes us professional journalists.

Faced with the threat of going up in smoke, we will analyze this process, its consequences, and its potential benefits.