



THE PONTIFICAL ACADEMY OF SOCIAL SCIENCES

*Webinar on*

# **CHANGING MEDIA IN A CHANGING WORLD**



**10-12 May 2021 | Casina Pio IV | Vatican City**





In a world like ours, where boundaries between countries are continually blurred by the developments in digital technology, our efforts should emerge as a global movement associated with the deepest commitment of the human family and international institutions to protecting the dignity of minors and every human person. This demanding task sets before us new and challenging questions. How can we defend the dignity of persons, including minors, in this digital age, when the life and identity of an individual is inextricably linked to his or her online data, which new forms of power are constantly seeking to possess? How can we formulate shared principles and demands in the globalized digital world? These are challenging questions that call us to cooperate with all those working with patience and intelligence for this goal at the level of international relations and regulations.

Man's creativity and intelligence are astonishing, but they must be positively directed to the integral good of the person from birth and throughout life. Every educator and every parent is well aware of this, and needs to be helped and supported in this task by the shared commitment born of a new alliance between all institutions and centres of education.

A contribution to this can be made not only by sound ethical reasoning, but also by a religious vision and inspiration, which has universal scope because it places respect for human dignity within the framework of the grandeur and sanctity of God, the Creator and Saviour.

**Pope Francis, Address to Participants in the Congress on "Child dignity in the Digital World", 14 November 2019**

In un mondo come il nostro, in cui i confini fra gli Stati sono continuamente superati dalle dinamiche create dagli sviluppi del digitale, i nostri sforzi devono assumere la dimensione di un movimento globale che si unisce agli impegni più nobili della famiglia umana e delle istituzioni internazionali per la tutela della dignità dei minori e di ogni persona. È una sfida ardua che ci interpella con nuovi interrogativi: come si difende, infatti, la dignità della persona e del minore nell'era digitale, quando la vita e la identità della persona è inestricabilmente legata ai dati che la individuano e di cui nuove forme di potere cercano continuamente di impossessarsi? Come possiamo formulare principi ed esigenze da rispettare da parte di tutti nel mondo globalizzato digitale? Sono domande esigenti che ci chiedono di essere profondamente solidali con tutti coloro che si impegnano con pazienza e intelligenza per questa causa nel mondo delle relazioni e delle normative internazionali.

La creatività e l'intelligenza dell'uomo sono meravigliose, ma devono essere orientate nella direzione positiva del bene integrale della persona in tutta la sua vita, fin dall'infanzia. Ogni educatore, ogni genitore lo sa molto bene e va aiutato e sostenuto nel suo servizio dall'impegno concorde di una nuova alleanza di tutte le istituzioni e forze educative.

A questo contribuisce non solo la sana ragione etica, ma anche la visione e l'ispirazione religiosa, che ha respiro universale perché fonda il rispetto della dignità umana sulla grandezza e santità di Dio, suo Creatore e Salvatore.

**Papa Francesco, Discorso ai partecipanti al congresso "Child dignity in the Digital World", 14 novembre 2019**

# Concept Note

## Session 1. From Legacy Media to Digital Platforms

Unlike traditional media, digital platforms are complex systems that generate significant new revenue streams. In 2018, seven of the ten most valuable companies globally were based on a platform business model: the creation of digital communities and marketplaces that allow different groups to interact and transact. These new ecosystems require completely new ways of dealing with customers, partners and traditional competitors. They are also based on the acquisition of user data and on the ability to integrate communication services with other types of services, for example audiovisual platforms like Netflix, Google Play and Apple's App Store, where consumers pay directly for the service they receive. The pervasiveness of these platforms and the new economic challenges they pose require a new effort in terms of reflection and understanding.

## Session 2. The Changing Patterns of Communication

Despite the promise of disintermediation, digital media introduces new and unprecedented forms of intermediation, where users create, share, or exchange content in new ways, using brand new forms of expression. However, some of these require a new awareness and understanding: Can skim reading, which in the digital age has become the new normal, allow us to grasp complexity? Does digital media's colonisation of our time leave space for contemplation and intimacy? Does the dissemination of information still allow

fact-checking and in-depth studying that can evolve into knowledge and then become wisdom?

## Session 3. The Future of Art, Education, Law and Democracy in the Digital Age

The boundaries of humanities, social sciences and art are the ones most obviously blurred by digital media. The radical changes brought about by digital platforms and algorithms require a reflection on the foundations and convictions of these two disciplines. This session aims at discussing values and practices, opening up prospects for the future.

In short, digital media poses a challenge to human interaction and society, in that it can influence human decisions for good and for evil, for justice and for injustice, for truth and for lies. Digital media offers opportunities to spread information and galvanize action around good causes. It could enable citizens to monitor government actions for the common good, but it can also be used to disseminate maleficent content and propaganda.

Communication is now so fast that it seems easier, but in reality it is mediated by the multinationals that own these profit-generating platforms and algorithms. These new environments thus require ethical norms that favour objective values, the common good, the integral development of people, social inclusion, the safeguarding of our planet and peace.

# Nota concettuale

## Prima parte. Dai media tradizionali alle piattaforme digitali

A differenza dei media tradizionali, le piattaforme digitali costituiscono sistemi complessi, capaci di conquistare i primi posti fra le grandi imprese globali per fatturato. Nel 2018, sette su dieci aziende di maggior fatturato a livello mondiale si basavano sul modello delle piattaforme: di fatto imprese che, facendo ricorso a internet, mettono in relazione gruppi di utenti distinti, così da generare valore per almeno uno dei gruppi stessi. Questi nuovi ecosistemi richiedono modi completamente nuovi di trattare con i clienti, i partner e con la concorrenza tradizionale. Essi inoltre sono basati sull'acquisizione di dati dell'utente e sulla capacità di integrare servizi comunicativi con altri tipi di servizi come nelle piattaforme di distribuzione e di applicazioni (ad esempio le piattaforme audiovisive come Netflix, Google Play e l'App Store di Apple), dove i consumatori pagano direttamente per il servizio che ricevono. Accanto a queste piattaforme ne esistono anche molte altre per l'economia collaborativa. La pervasività di tali piattaforme e le nuove sfide economiche che esse pongono richiedono un nuovo sforzo di riflessione e di comprensione.

## Seconda parte. I nuovi modelli di comunicazione

A dispetto della promessa di disintermediazione, i nuovi media digitali introducono nuove e inedite forme di intermediazione, offrendosi come ambienti di fruizione di contenuti e di scambio, e mettendo in gioco nuove modalità e forme espressive del tutto innovative (pensiamo a quella che viene definita antropologia del cyberspazio con alcune caratteristiche come la cultura del bricolage e della simulazione). Alcune di queste modalità e forme ci chiedono tuttavia di essere comprese: la lettura veloce proposta dai nuovi media

può sostituire la lettura in profondità? La colonizzazione del tempo lascia spazio alla riflessione, al dialogo e all'intimità degli affetti? La diffusione dell'informazione consente ancora verifiche e approfondimenti che si possano sedimentare in una conoscenza articolata degli altri e del mondo?

## Terza parte. Il futuro dell'arte, dell'istruzione, del diritto e della democrazia nell'era digitale

Le prospettive aperte dai nuovi media interpellano le scienze umane, giuridiche e artistiche, discipline che – confrontandosi con la novità radicale delle piattaforme e degli algoritmi, ovvero con la capacità di profilare sempre più e sempre con maggiore precisione l'utente/cittadino/consumatore (i big data) – sono indotte a riflettere sui propri fondamenti e sulle proprie convinzioni consolidate. La sessione vuole mettere a tema il confronto di valori e di pratiche, aprendo prospettive per il futuro.

In breve, questi media sono una sfida per l'essere umano e la società, in quanto possono influenzare le decisioni nel bene e nel male, la giustizia e l'ingiustizia, la verità e la menzogna. Essi offrono l'opportunità di diffondere informazioni e galvanizzare l'azione attorno a buone cause e possono consentire ai cittadini di monitorare le azioni del governo per il bene comune, ma possono anche essere utilizzati per diffondere contenuti malevoli e propaganda.

La comunicazione è così immediata che sembra più facile ma in realtà è mediata dalle multinazionali proprietarie di queste piattaforme e degli algoritmi stessi, governati dal profitto. Si tratta quindi di stabilire normative etiche adeguate a questi nuovi traguardi, a favore dei valori obiettivi, del bene comune, dello sviluppo integrale delle persone, dell'inclusione sociale, della salvaguardia del pianeta e della pace.

# Programme

MONDAY, 10 MAY 2021	
15:30	<i>Word of Welcome</i> <b>Stefano Zamagni, President</b> <b>H.E. Msgr. Marcelo Sánchez Sorondo, Chancellor</b> <b>Msgr. Dario Edoardo Viganò, Vice-Chancellor</b>
<b>FIRST SESSION: FROM LEGACY MEDIA TO DIGITAL PLATFORMS</b> <b>Chairperson: Stefano Zamagni</b>	
15:50	<i>How the Digital Matrix Redefines Human Identities and Relations</i> <b>Pierpaolo Donati</b>
16:10	<i>Reconstructing the Social World for Profit: Platforms Data's Emerging Social Order</i> <b>Nick Couldry</b>
16:30	<i>Beyond Social Media: Networked Sensors as Media of Communication</i> <b>Graham Meikle</b>
16:50	<i>The Impact of Digital Mediums on Critical Analysis, Empathy, and the Contemplative Function: Evidence from Neuroscience and Reflections from Aristotle</i> <b>Maryanne Wolf</b>
17:10	General Discussion

TUESDAY, 11 MAY 2021	
<b>SECOND SESSION: THE CHANGING PATTERNS IN COMMUNICATION</b> <b>Chairperson: Msgr. Dario Edoardo Viganò</b>	
15:30	<i>There is no Communication, only Mediation</i> <b>Richard Grusin</b>
15:50	<i>Platform, Power, Public Counter-Power: Governing Platformization in Europe</i> <b>Josè Van Dijck</b>
16:10	<i>Digital Media: A New Political Economy of Light</i> <b>Ruggero Eugeni</b>
16:30	<i>Fides ex auditu: The Christian Imperative of Communicating the Truth That Saves</i> <b>H.E. Msgr. Marcelo Sánchez Sorondo</b>
16:50	<i>Between Truth, Legitimacy, and Legality in the Post-truth Era</i> <b>Anna Maria Lorusso</b>
17:10	General Discussion



WEDNESDAY, 12 MAY 2021

THIRD SESSION: THE FUTURE OF ART, EDUCATION, LAW AND DEMOCRACY IN THE DIGITAL AGE

Chairperson: Ruggero Eugeni

15:30	<i>Education for the Changing Media in a Changing World</i> <b>Marcelo Suárez-Orozco</b>
15:50	<i>A Media Ecology for a Platform Society</i> <b>Fausto Colombo</b>
16:10	<i>Digital Violence: A Threat to Human Dignity, a Challenge to Law</i> <b>Gabrio Forti</b>
16:30	<i>Human Rights in Digital Society</i> <b>Luciano Violante</b>
16:50	General Discussion and Final Statement

# List of Participants



## **FAUSTO COLOMBO**

Direttore, Dipartimento di Scienze della Comunicazione e dello Spettacolo  
Università Cattolica del Sacro Cuore  
Milan (Italy)



## **NICK COULDRY**

Professor of Media, Communications and Social Theory  
Department of Media and Communications  
London School of Economics and Political Science  
London (UK)



## **PIERPAOLO DONATI**

PASS Academician;  
University of Bologna  
Department of Political and Social Sciences  
(Italy)



## **RUGGERO EUGENI**

Professor,  
Facoltà di Lettere e Filosofia  
Cinema, fotografia e televisione  
Dipartimento di Scienze della Comunicazione e dello Spettacolo  
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## **GABRIO FORTI**

Professor, Direttore Alta Scuola  
Facoltà di Giurisprudenza  
Dipartimento di Scienze giuridiche  
Università Cattolica del Sacro Cuore  
Milan (Italy)



## **RICHARD GRUSIN**

Professor and Director,  
Center 21st Century Studies  
College of Letters & Science  
University of Wisconsin-Milwaukee  
(USA)



## **ANNA MARIA LORUSSO**

Vice President,  
Italian Association of Semiotics (AISS)  
Associate Professor,  
Department of Philosophy and Communication  
University of Bologna  
(Italy)



## **GRAHAM MEIKLE**

Professor,  
Communication and Digital Media  
University of Westminster  
London (UK)



## **H.E. MSGR. MARCELO SÁNCHEZ SORONDO**

Chancellor of PAS & PASS  
(Vatican City)



## **MARCELO SUÁREZ-OROZCO**

PASS Academician;  
Office of the Chancellor  
University of Massachusetts,  
Boston (USA)



## **JOSÉ VAN DIJCK**

Professor,  
Media and Digital Society  
Utrecht University  
(The Netherlands)



## **MSGR. DARIO EDOARDO VIGANÒ**

Vice Chancellor of PAS & PASS  
(Vatican City)



**LUCIANO VIOLANTE**

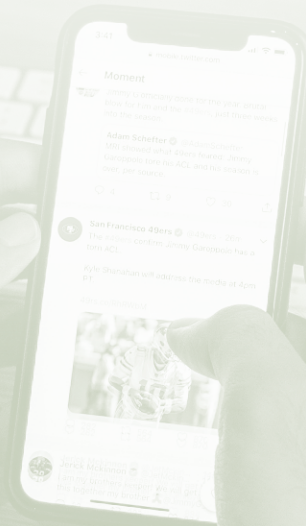
President,  
Fondazione Leonardo  
Cività delle Macchine  
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**STEFANO ZAMAGNI**

PASS President; Professor of  
Economics, University of Bologna.  
Vice Director, SAIS Bologna, Senior  
Adjunct Professor of International  
Political Economics  
Bologna (Italy)

**MARYANNE WOLF**

PAS Academician; The Former John  
DiBiaggio Professor of Citizenship  
and Public Service  
Tufts University and the Director  
of the Center for Reading and  
Language Development  
in the Eliot-Pearson Department of  
Child Study and Human Development  
(USA)





# Biographies of Participants

**Fausto Colombo** (born 1955) Graduated in Philosophy (1978) at *Università Cattolica del Sacro Cuore*, Milano Master in Communication Science at *Scuola Superiore delle Comunicazioni Sociali*, Università Cattolica, Milano (equivalent to the PHD) (1982). Since 2003 he has been Full Professor of Theory and Techniques of Media, and Media and Politics at the Faculty of Political and Social Sciences, *Università Cattolica*, Milan. He founded and directed for 18 years (until December 2012) OssCom - Research Centre on Media and Communication, based on Università Cattolica, the first academic research centre on media in Italy. Osscom attracted funds for more than 2.500.000 euros during his direction. He was coordinator of several researches funded by Ministry of University, after winning public competitions. In 2014 he also coordinated a big research about Active ageing at the *Università Cattolica del Sacro Cuore*, after winning an internal competition. From 2013 to 2016 he was professor at *Università della Svizzera Italiana*, Lugano (CH), teaching Media Genres and Format (course in English). He was Visiting Professor (2014) at Celsa, University of Sorbonne (Paris) (courses in French). He chaired the Unesco Chair in Communication Internationale at University of Stendhal, Grenoble (2015, master course in French) Fausto Colombo was also member (1996-98) of the Scientific Committee of the Educational Department of Rai *Ð Radiotelevisione italiana* (The Italian Broadcasting Public Service), and (2008-2011) of Triennale di Milano, one of the biggest Italian cultural institutions. In 2005, as a leader of a team of Università Cattolica, edited for the Italian Ministry of Agricultural and Forestry Politics a public document to make the citizens aware of risks for safety in nutrition and healthy life.

**Nick Couldry** is Professor of Media, Communications and Social Theory at the London School of Economics and Political Science and Faculty Associate at the Berkman Center for Internet and Society, Harvard University. He is the author or editor of 14 books, including most recently *Media: Why it Matters* (Polity 2019), *The Costs of Connection: How Data is Colonizing Human Life and Appropriating it for Capitalism* (With Ulises Mejias: Stanford University Press 2019) and *The Mediated Construction of Reality* (with Andreas Hepp, Polity 2016).

**Ruggero Eugeni** is Full Professor of Media Semiotics at the Università Cattolica del Sacro Cuore (Milano). He has been visiting professor in Paris 3 and Paris 4 Universities and at Goethe Universität (Frankfurt am main). He specifically studies the relationships between semiotics and neurocognitive sciences in the construction of a theory of the audiovisual spectator experience; in this sense, he is coordinating a research on the subjective perception of time in the vision of moving images. On the archaeological side of research, he has been studying the relationship between cinema and hypnosis. Among his most recent works: *Semiotica dei media. Le forme dell'esperienza* (*Media semiotics. Forms of Experience*, Rome,

2010); *Invito al cinema di Stanley Kubrick*, 4th edition (Milan, 2014); *Neurofilmology. Audiovisual Studies and the Challenge of Neurosciences* (edited with Adriano d'Aloia, Milano 2014); *La condizione postmediale* (*The Postmedia Condition*, Brescia, 2015); *Teorie del cinema, Il dibattito contemporaneo* (*Film Theories. The Contemporary Debate*, edited with Adriano d'Aloia, 2017, Limina Award 2018). His website is Media|experience|semiotics (<https://ruggeroeugeni.com/>)

**Gabrio Forti** is Full Professor of Criminal Law and Criminology, as well as director of the 'Federico Stella' Graduate School of Criminal Justice, in the Università Cattolica del Sacro Cuore (Milan). He was Dean of the Faculty of Law between 2010 and 2018. He is the author of several books and articles. His main publications include *Colpa ed evento nel diritto penale* (1990), *L'immane concretezza. Metamorfosi del crimine e controllo penale* (2000), *La cura delle norme. Oltre la corruzione delle regole e dei saperi* (2018). He edited, with Claudia Mazzucato and Arianna Visconti, three volumes on 'Justice and Literature' (*Giustizia e letteratura*, 2012, 2014, 2016), and, with Alessandro Provera, the first two volumes (2018 and 2019) of the ongoing book series of the same name. He recently directed and international research project whose results are published in the volume *Victims and Corporations. Legal Challenges and Empirical Findings* (ed. by G. Forti, C. Mazzucato, A. Visconti e S. Giavazzi, Wolters Kluwer 2018).

**Richard Arthur Grusin** (born September 29, 1953) is an American new media scholar and author. Grusin is a Professor of English at the University of Wisconsin-Milwaukee, and former Director of the Center for 21st Century Studies. He earned his bachelor's degree with High Distinction in English at the University of Illinois at Urbana-Champaign in 1976. He earned his Ph.D in English from the University of California, Berkeley, in 1983. Grusin has served in both academic and administrative positions throughout his career. He served as an assistant professor in the Department of English at the College of William and Mary from 1983–86. From 1986–2001 he taught at Georgia Institute of Technology, where he was chair of the School of Literature, Communication, and Culture from 1996–1999. He was Professor of English at Wayne State University, where he served as English Department Chair from 2001–2008. In 1999–2000 he was visiting associate professor of English and William S. Vaughn Visiting Fellow at the Robert Penn Warren Center for Humanities at Vanderbilt University. In 2007 he served as a visiting professor in Media Studies at the University of Amsterdam.

**Anna Maria Lorusso**. Vice President of the Italian Association of Semiotics (AISS), Associate Professor at the Department of Philosophy and Communication of the University of Bologna, where she teaches Semiotics. Among her publications: *Semiotics of the journalistic text* (with P.

Violi, Roma-Bari, Laterza, 2009), *Metaphor and Knowledge* (ed, Milan, Bompiani, 2004); *The plot of the text* (Milan, Bompiani, 2006); Umberto Eco. *Themes, Issues, and semiotic paths* (Rome, Carocci, 2008), *Semiotics of Culture* (Rome - Bari, Laterza, 2009). She is member of the Centre for Interdisciplinary Studies of Memory and cultural traumas. Since 1998 she is a consultant to the publishing house Bompiani.

**Graham Meikle** is Professor of Communication and Digital Media at the University of Westminster in London. He has published seven books, including: *The Internet of Things* (2018, with Mercedes Bunz); *Social Media: Communication, Sharing and Visibility* (2016); and *Media Convergence: Networked Digital Media in Everyday Life* (2012, with Sherman Young). He is a National Teaching Fellowship award winner, and an elected University Governor at Westminster, where he directs the Master's programme in Social Media and Digital Communication

**Johanna Francisca Theodora Maria "José" van Dijck** (born 15 November 1960, in Boxtel) is a new media author and a distinguished university professor in media and digital society at Utrecht University since 2017. From 2001 to 2016 she was a professor of Comparative Media Studies where she was the former chair of the Department of Media Studies and former dean of the Faculty of Humanities at the University of Amsterdam. She is the author of ten (co-)authored and (co-)edited books including *Mediated Memory in the Digital Age*; *The Culture of Connectivity*; and *The Platform Society. Public Values in a Connective World*. Her work has been translated into many languages and distributed to a worldwide audience. Since 2010 Van Dijck has been a member of the Royal Netherlands Academy of Arts and Sciences. In 2015 she was elected by Academy members as the president of the organisation and became the first woman to hold the position. In 2016 Dutch magazine *Opzij* named Van Dijck the most influential Dutch woman of 2016. In 2019 Lund University awarded Van Dijck an honorary doctorate for her scientific merits and contributions to the social aspects of digitalisation. Van Dijck published her first book *Manufacturing Babies and Public Consent: Debating the New Reproductive Technologies* in 1995. It talks about the growing discussions from activists and scholars regarding the new developments of technology involving reproductivity. Van Dijck draws from scientific articles, fiction and studies to reconstruct the debate. Other notable works include *Users like you? Theorizing agency in user-generated content*.

**Dario Edoardo Viganò** was born 27 June 1962 in Rio de Janeiro. Following studies in Philosophy and Theology at the University of Milan, he was ordained a Roman Catholic priest on 13 June 1987 by Cardinal Carlo Maria

Martini, Archbishop of Milan. In 1997, he completed his doctorate at ISCOS, the communication institute of the Salesian Pontifical University in Rome on the theme: *Chiesa e cinema. L'emblematico caso della diocesi di Milano (1894-1979)*. In the second half of the 1990s he taught Ethics and the Deontology of the Media at the Università Cattolica del Sacro Cuore in Milan. In 1998 he began teaching Semiology of Cinema and Audio-visual in Rome at LUMSA University. Since 2005 he has been a lecturer in Semiology of Cinema and Audiovisual Technology and Cinema Theory and Techniques at the faculty of Political Science and Communication Studies at the LUISS Guido Carli University in Rome. In 2004 Dario Edoardo Viganò was asked to assume the role of President of the Ente dello Spettacolo (EdS) a cinema organization which was founded in 1946 and which, in 2006, became the *Fondazione Ente dello Spettacolo* (FEoS). He was editor-in-chief of the magazine *Rivista del Cinematografo*, the longest-running Italian magazine covering cinema in 1928 and edited by the Fondazione Ente dello Spettacolo. In 2008 he participated in the Administrative Council of the *Centro Sperimentale di Cinematografia* with responsibilities covering the Italian National Film Archives and publishing. His research work is focused, in particular, on the analysis of the relationship between media and the Catholic world based on an approach that integrates semeiotics, audience studies, historical perspective and ethics of communication. In this field, since the 1990s, he has been developing a specific attention to the study of the politics of the Catholics towards cinema and television with monographic research works and by promoting various research projects on these themes.

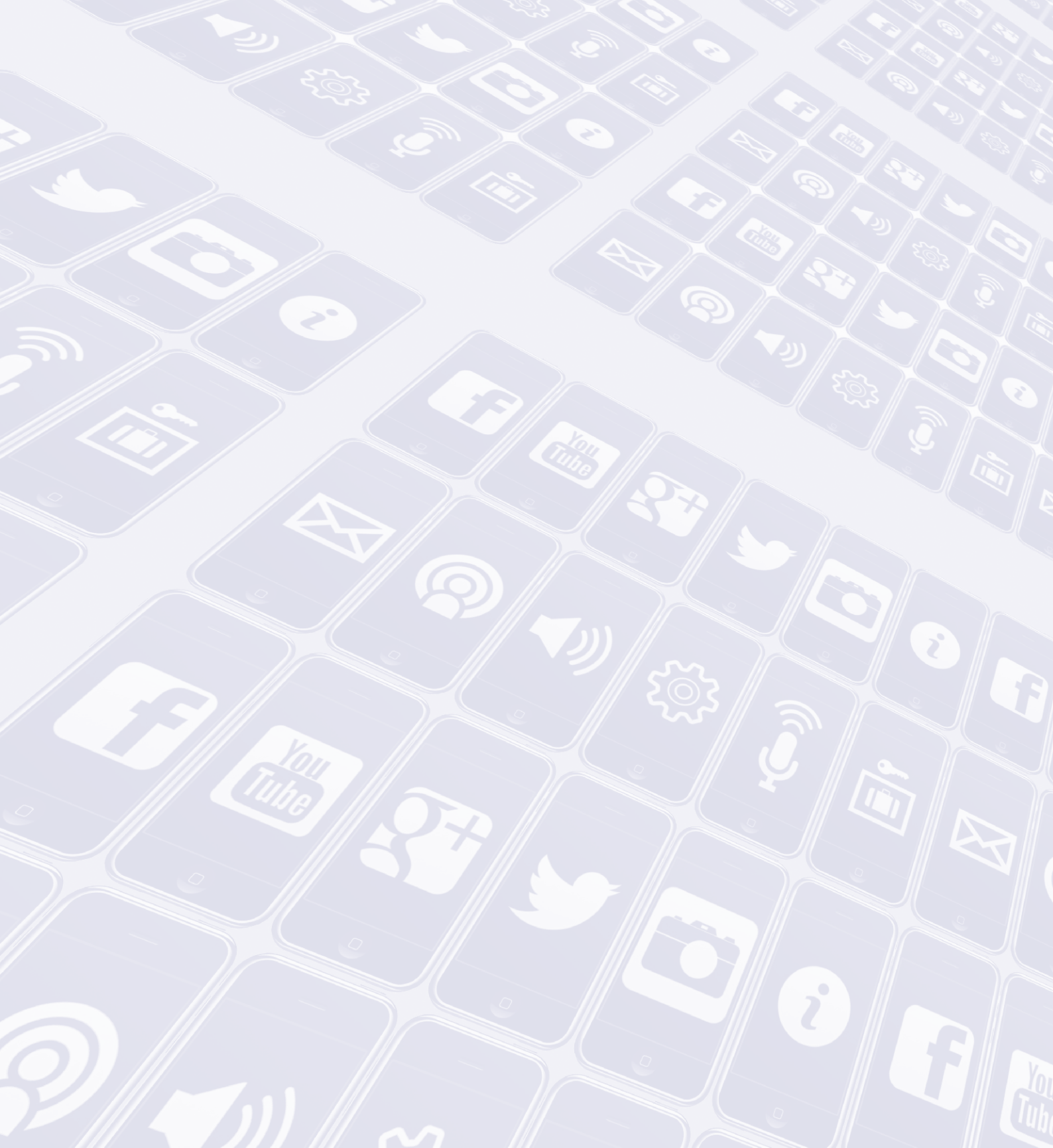
**Luciano Violante** (Dire Dava, 25 September 1941) is an Italian politician, former magistrate and academic. He was president of the anti-mafia parliamentary commission (1992-1994) and of the Chamber of Deputies (1996-2001). After graduating from the classical high school "Domenico Morea" in Conversano, he undertook legal studies, graduating in Law in 1963 at the University of Bari where he was an assistant to Aldo Moro. In 1966 he passed the competition in the magistracy and in 1970 he became a teacher of Criminal Law at the University of Turin. He was investigating judge in Turin until 1977. He became full professor of Institutions of Law and Criminal Procedure at the Faculty of Law of the University of Camerino, concluding his appointment on 30 December 2009. On 30 March 2013, invited from the President of the Republic Giorgio Napolitano, he agreed to part of the working group aimed at presenting programmatic proposals on institutional, economic-social and European matters. He is honorary president of the *Fondazione Italia decide* from 4 February 2019 president of the *Fondazione Leonardo*.

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For the biographies of PAS and PASS Academicians, please see [www.pas.va](http://www.pas.va) and [www.pass.va](http://www.pass.va).







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