

Communication, Education, and Social Movements *online*: New imaginaries, old utopias.

Pablo Cortés González
Marcial García López
Alfonso Cortés González

University of Málaga



UNIVERSIDAD
DE MÁLAGA



Introduction

- Who we are? – *Comsolidar, ProCIE, Comunicación y poder.*
- Due to the Internet arrival, the Social Movements, alternatives and critics, have considered it as a new scene capable to renew the traditional ways of intervention and collective action
- New panorama in Europe, specifically in Spain in relation of the economical crisis.
- New imaginaries = New utopias?



Elements to consider

- We have to pay attention to *the role of the citizenship, as a participant in the political power, could be replaced by a mere contract of enjoyment of goods and services in the Internet worldwide* (Pérez Luño, 2004)
- Political activism vs. Virtual activism
- Where are we going to?

Last comments

- New imaginaries – OLD utopias
- Some examples.
 - PAH
 - 15 M movement
 - Alternative economical models
- What to do in order to create a new social and political panorama?
 - Comunication is the base of the participation
 - Education is the way to learn how to improve, to comunicate, to make the basics of a real social movement.
- In the end, people need solid relationships (it goes further than 'a facebook like' x.e.)

**Questions and
comments?**

**Communication,
Education, and Social
Movements *online*:**

**New imaginaries, old
utopias**

Marcial García López
Pablo Cortés González
Alfonso Cortés González

University of Málaga

pcortes@uma.es
marcial@uma.es
cortes@uma.es