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

Pablo Cortés González
Marcial García López
Alfonso Cortés González

University of 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