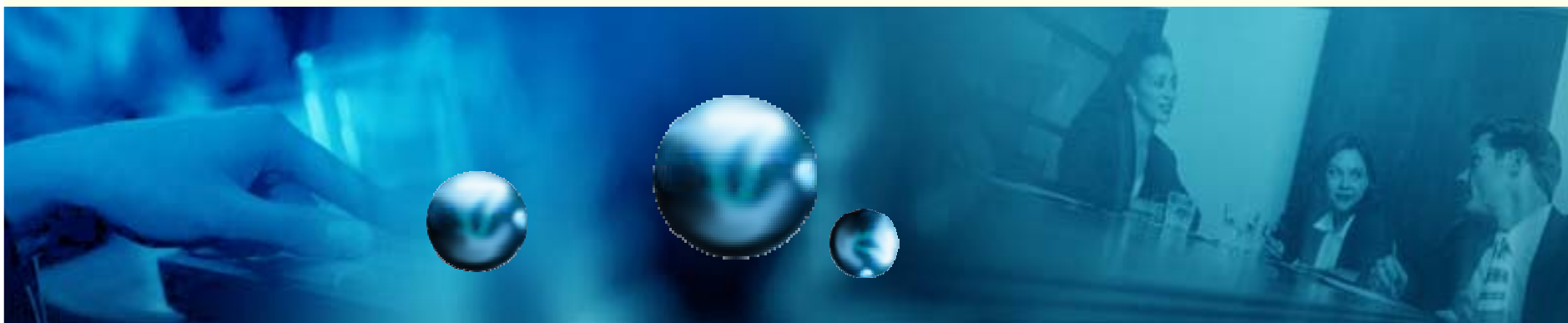


The role of ICT-powered audience-controlled media in fostering a structural democratization of media systems



Rufo Guerreschi
CEO

Giovani Spagnolo
Director

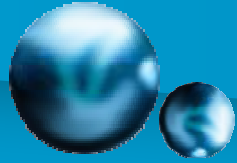
ParTecs

Participatory Technologies

Participatory Technologies



- **Who we are:** International company providing FLOSS software-related services to governmental and political organizations
- **Offices:** Rome: headquarters; Brussels: sales and support; Bangalore, India: research and development
- **Mission:** To promote democratization at all levels by spreading freely-accessible and high-quality software technology to remotely support democratic organizing



Freedom of Expression

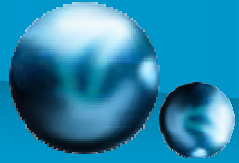
Lack of Freedom of Information

+

Severe Lack of Democratic control over Media
Systems and Organizations

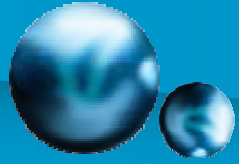
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Reduced Value of Freedom of Expression



Freedom of Expression

What is the use of freedom of expression, if I cannot inform myself on what is and what is not? What is the use of speaking or writing great ideas and important truths if hardly anyone will hear?



Lack of Freedom of Information

Little, distorted or no access to crucial information about critical contemporary global and national issues lead journalists to produce unuseful syntheses or opinions.



Lack of Democratic Control over the Media

Media Control

- Rigid vertical chains of command and control;
- Direct control over main media revenue sources;
- Heavy private subsidizing.

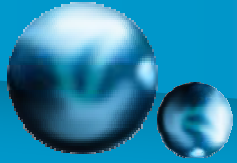
The power over public opinion formation is used to further interests of media power holders.



Are solutions possible?

“It is natural that those who benefit from the organization of state and private power will portray it as inevitable, so that the victims will feel helpless to act.”

-- Noam Chomsky, 1998.

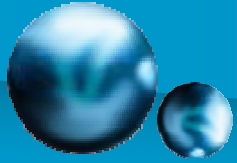


Are such demands really radical ?

One example.

Ralph Nader achieved average 7-9% of preferences in polls preceding US elections in 2000, even with a blacked-out campaign.

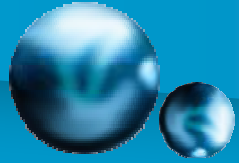
In 2000 and 2004 he proposed “the reversion of some organized time in our publicly owned airwaves to establish audience-controlled radio and TV networks to ensure the diversity of voices and solutions necessary for a really free press and a true civic democracy” .



Solutions: current and future

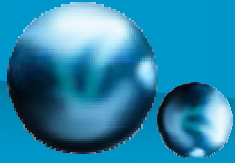
A growing number of NGO's, academics and other organizations are portraying the strong democratization of media systems.

Many groups understood that some of their promoted views or goals were being ignored or attacked by media powers, and started to create their own media, to get the message out to the general public in large scale.



Solutions: current and future

We, among other social software organization, believe in the huge political potential of media democratization when practiced in large-scale networks or organizations and when powered by innovative ICTs.

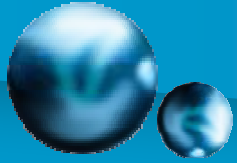


Solutions: current and future

Our technologies solve important outstanding problems,
which are not being tackled by others:

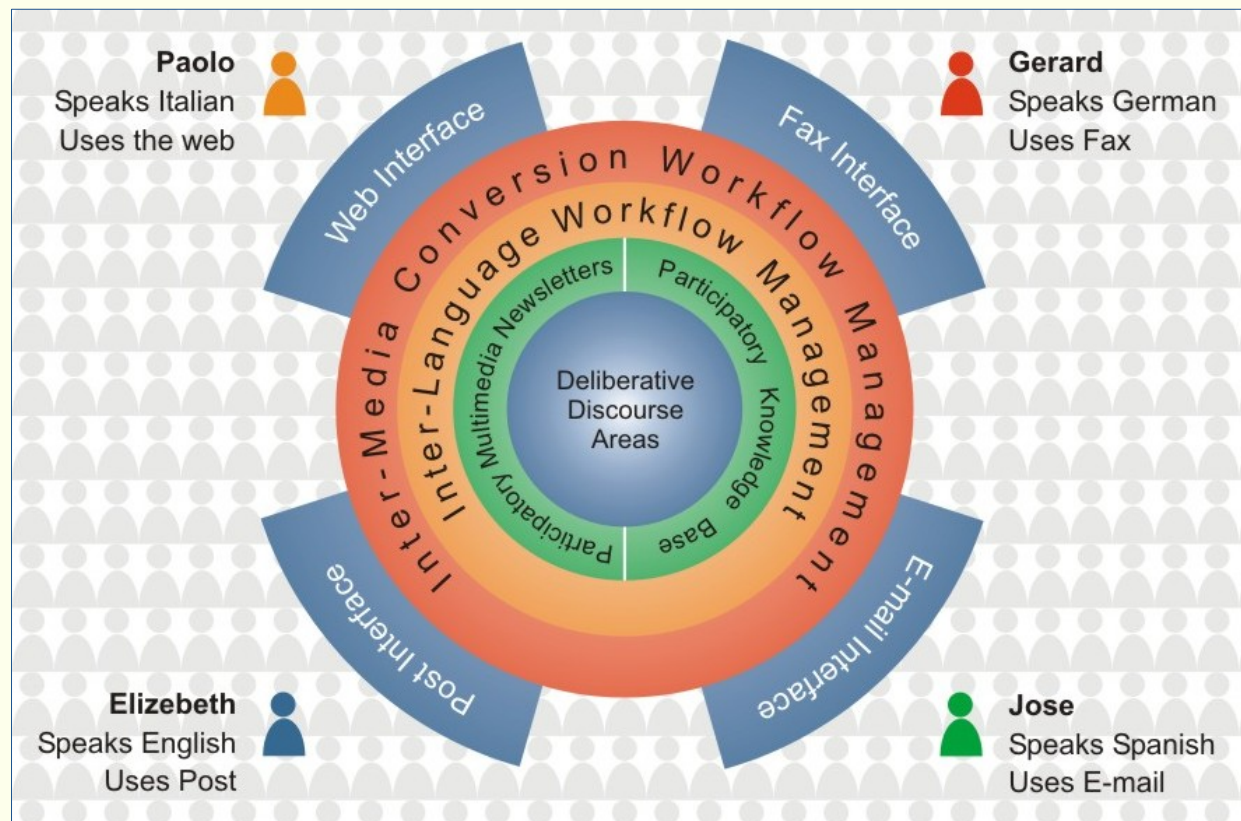
- Allows for a large extent of customization of the democratic process that may be experimented and put in practice.

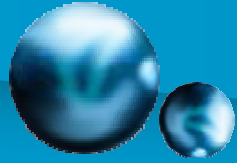
The screenshot displays the ParTecs administrative interface. At the top, there is a navigation bar with links for Home, Email, Briefcase, Groups, Members, Newsletters, Blogs, and Admin. The current page is 'Newsletters Configuration'. The main content area is titled 'Define Pagination' and features a multi-step process with Step 2 selected. Below the steps, there are two design columns for pagination. Design Column 1 has a width of 20% and 1 box. Design Column 2 has a width of 60% and 1 box. The interface also includes a search bar and a user profile section at the top right.



Solutions: current and future

- Allows for equal participation to the system by all alphabetized people through web, e-mail, fax, post or telephone, therefore almost completely bridging the digital divide.



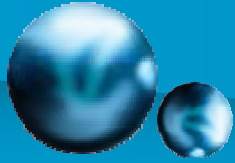


Solutions: current and future

- Allows for people speaking different languages to cheaply participate in the same democratic processes, through semi-automated asynchronous translation workflows.

The screenshot shows the PES.org website interface. At the top, there is a navigation bar with links for "PES.org", "My Settings", "Help", and "Logout". Below this, a welcome message reads "Welcome, David Velieri, Friday, November 18, 2005". A search bar is visible with the text "members" and a search icon. The main navigation menu includes "Home", "Email", "Briefcase", "Groups", "Members", "Newsletters", and "Blogs". The "Groups" menu is currently selected, showing a breadcrumb trail: "Home >> Groups >> Scientific Committee >> Petition for a Software Patent Free Europe >> Slowly of Digital Recovery of Common the Montani".

The main content area displays a "Draft View" of a document. A dropdown menu for "View Translation" is open, showing options: "Professional", "Standard", and "Disable". The document title is "Draft of R... tion for a Software Patent Free Europe". Below the title, there is a section titled "LA CUMBRE ENFO... CLUYE CINCO PUNTOS SOBRE EMPLEO Y DESARROLLO ECONÓMICO". The text is "Automatically Translated in Spanish". The main heading is "Plano de la red desarrollo de los pueblos montano". The author is listed as "David Velieri" and the creation date is "December 11". The "Draft text:" section begins with "Draft text: Contexto y los objetos usted del plan de la innovación Digital (PID) la innovación digital los constituye cierto factor del desarrollo; eso es verdad de la manera particular para ése que el aumento de las tecnologías de la información mira a comunidades locales donde y de la comunicación puede actuar como un conductor estratégico del desarrollo económico y social. La conducta reciente de las experiencias en muchas verdades locales, está al nivel social está al nivel administrativo, demuestra que hay la relación entre la evolución de las tecnologías digitales, ellas y administración del territorio".



Solutions: current and future

- Are distributed under innovative FLOSS licenses that ensure the mandatory free access of even any modified version of the technology within 12 months of anyone's use.

ParTecs Participatory Technologies

Welcome, [David Velieri](#), Friday, November 18, 2005

PES.org | [My Settings](#) | [Home](#) | [Email](#) | [Briefcase](#) | **Groups** | [Members](#) | [Newsletters](#) | [Blogs](#)

members

[Home](#) >> [Groups](#) >> [Scientific Committee](#) >> [In-Person Meeting Decision Item - Phase 1](#)

:: In-Person Meeting Decision Item - Phase 1

Please express your availability or join any other already submitted proposals in the table below

Place	Available Dates		
Berlin	<input type="checkbox"/> Any Date	<input type="checkbox"/> 1-30 October	<input type="checkbox"/> 1-30 September
Paris	<input type="checkbox"/> Any Tuesday	<input type="checkbox"/> 1-30 October	<input type="checkbox"/> 1-30 September
Rome	<input type="checkbox"/> 1-30 October	<input type="checkbox"/> 1-30 September	<input type="checkbox"/> 1-15 September
London	<input type="checkbox"/> Any Tuesday	<input type="checkbox"/> 1-30 October	<input type="checkbox"/> 1-30 September

Low High

OR

Submit your preferred choice

Place:

Preferred Dates: Any Date
 Any saturday/Sunday
 Choose from Calendar

Media Window

[Collapse Comments](#) [Close Window](#)

:: Wi-Fi Aims to Close Digital Divide

Posted by [Giovani](#) on 29-06-2005 13:14



This video file was created from the revision dated [2005-06-28](#) and does not reflect subsequent edits to the article. ([video help](#))

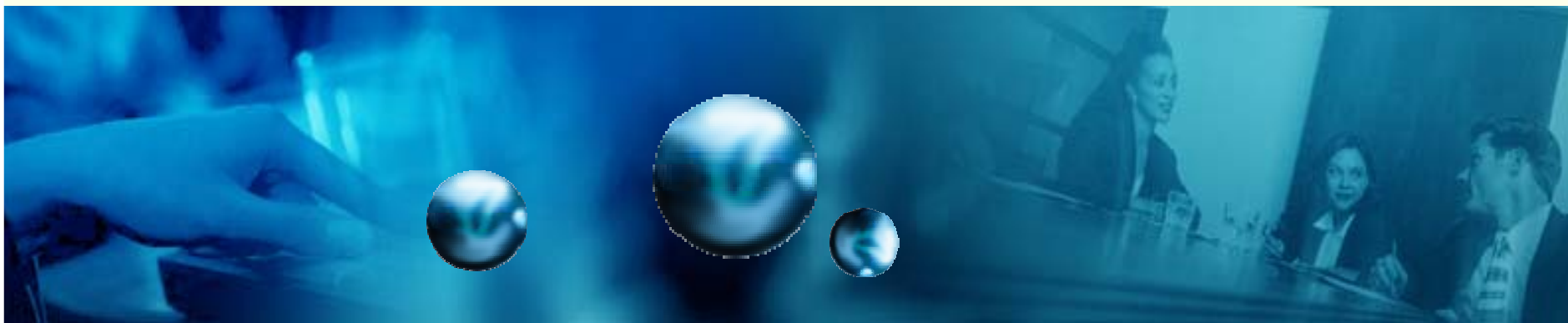
On Digital Innovation

Posted by [Karthick](#) on 08-07-2005 16:18

Plan of Digital Innovation is definately going to revolutionise the way we are going to communicate and also with much greater effectivness

[Reply to this](#)

Thanks for your attention.



ParTecs s.r.l.

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