

Abstract

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**Time, mediatization and
epistemological otherness in the
context of 'Information Society'**

Within the context of 'information society', we inquire into the otherness of this broad area of knowledge: Can communication today be considered a specific field of knowledge? Beyond fast answers, we should highlight the circumstances in which this question is being asked. We adopt the context of mediatization, especially as it is expressed through the approach which focuses on communication in its new organizational dimension, now based on the hybridism of communication and information. Through the double-edged situation introduced by the paradox of knowledge society: on the one hand, in the organizational dimension it implements and recognizes this knowledge as decisive for society's functioning, on the other hand, when becoming part of information regimes, particularly high speed flows, communication seems to be swallowed up by informational processes. Initially restricted to the phenomenon of communication itself, consequences of mediatization would invalidate any Otherness of this field of knowledge. Within the new regime of temporality, based on the virtual acceleration of time, the phenomenon of communication points to the limits of its own representation. This change refers to the derealization of time as an instance of conceptual representation. Different of traditional social sciences, where the statute of time as a space of interpretation continues to operate, in communication, the future "happens" technologically on the present, and the latter, through culture of digital images, becomes equivalent to the past.