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Data: 16/11/2026 17:16:39

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Review of *Contemporary Challenges in Mediatisation Research* edited by Katarzyna Kopecka-Piech and Göran Bolin, Abingdon: Routledge 2023, ISBN 978-1-032-34681-6

"The concept of mediatisation (…) can be tracked back to at least the early 1970s, or even the 1930s, the early 2000s saw an exponential growth of it (…). As the field is now «coming of age», and has been established as an approach in its own right, the question about its limits and challenger arises" (Kopecka-Piech & Bolin, 2023, p. 1). The above quote aptly captures the purpose and subject matter of the book edited by Katarzyna Kopecka-Piech and Göran Bolin, who, together with the Authors of each chapter, take readers on a substantive journey through the different levels of mediatization. The phenomenon of mediatization is presented from different research perspectives and analyzed by people from different cultural backgrounds, which emphasizes the prominence it has gained not only in recent media research. The book includes papers offered by 13 Authors representing various research centers. The research of Bolin in his scientific activity focusses on mediatization, datafication, commodification and consumption in digital markets. Studies of Katarzyna Kopecka-Piech (Maria Curie-Skłodowska University, Poland) are devoted to mediatisation, demediatisation and digital disconnection.

This book, published by Routledge, is divided into four parts: Questions for Established Domains, Advancement of Developing Fields, Evolving Areas and New Conceptualizations, and Conclusions. The entire book is preceded by an Introduction prepared by the Editors, which in a dozen pages introduces the reader to the history and development of mediatisation. There are not many publications on this topic that concisely cover it. That is why the Introduction may be especially useful source of new significant knowledge for the readers. In addition to the historical

Pobrane z czasopisma Mediatizations Studies **http://mediatization.umcs.pl**
Data: 16/11/2026 17:16:39

perspective, the reader becomes acquainted with the critical questions of mediatisation research – the Authors here cite the literature of such scholars as David Deacon and James Stanyer, among others. The introduction to the book takes into account histories of mediatisation and allows for a more thorough understanding of the critical research section. The reader is provided with a collection of the most recent research on mediatisation which, thanks to its critical approach, points to the developments and threats of the field. As we can read in the Introduction: "The book focuses on the key challenges related to conducting research on mediatisation (…). The aim is to further consider the main critical objections formulated against mediatisation studies and to exchange the critical positions (…)" (Kopecka-Piech & Bolin, 2023, pp. 5–6). After reading all chapters, it can be concluded that the Authors have succeeded in achieving this goal. The inclusion of the chapters on demediatisation and directions of development of this field, is an interesting intervention. To a certain extent, these chapters may represent the conclusions and reflections of the critical treatment appearing in other papers belonging to the field. Moreover, they facilitate the systematisation of knowledge and mark a critical points to the study of (de)mediatisation.

The scope of the book covers the following areas: politics and public life, religion, sport and physical activity, business, culture, home and family life, fashion, the military and warfare, the environment, work and labour, and processes of datafication, platformisation and demediatisation. On the one hand, some shortcomings may be the secondary analysis of the same problems that have been a focus of the previous publications related to mediatisation. On the other hand, this is such a dynamically developing field (as the Authors of the texts repeatedly emphasize) that secondary studies of the same areas may yield different results.

Chapter 1, by Line Nybro Petersen, joined a theoretical and empirical research relating to the heterogeneity of mediatization of culture. The Author highlights concept of Williams (1977) as an attempt to return to this structure through the perspective of historical change and draw out patterns of cultural experiences at the turn of the century. He offers the answer on the question of how we might overcome challenges in future research into mediatisation of culture, referring to publications from different periods by authors such as Hall (1973), Williams (1989), Schulz (2004) and Hepp (2013).

The issue addressed in the next article is the impact of datafication and machine learning on the mediatisation of religion. The main purpose of Knut Lundby's discussion is to try to clarify how the terms "mediation" and "mediatisation" should be understood in the field of religion. This part of the book allows to understand the mechanisms involved in the mediatisation of the metaphysical sphere. In Chapter 3, a leading media scholar in the field of sport in media, Kirsten Frandsen raises questions related to the role of sports media in political prospect. The Author attempts to measure the impact of social media and technology on sports. Frandsen's paper also

Pobrane z czasopisma Mediatizations Studies **http://mediatization.umcs.pl**
Data: 16/11/2026 17:16:39

considers mediatised sports in epistemological terms. The readers can understand the fundamental assumptions of media presence in sport and they can make their own assessment of this phenomenon.

The second part of the book begins with the paper of Agnès Rocamora. She introduces the reader to the datafication of fashion and the transformations that are visible every day. They include the compilation of data and algorithms. The author focuses on the idea of a logic of digital media, based on the work of Van Dijk and Poell's (2013). She reflect on the role of data as capital and on algorithms as key players and gatekeepers in the field of fashion.

In the subsequent article, written by Sigrid Kannengießer and Patrick McCurdy, the researchers consider mediatisation and climate change using the perspective of identifying and facing challenges. In their view, the protection of the planet should focus primarily on the problem of energy production. They argue that mediatisation scholars must grapple with the question of energy to acknowledge the effects of mediatisation on climate change.

In Chapter 6, Tilo Grenz emphasizes that the study of mediatisation is nowadays a cornerstone in the research related to the assessment of the digital risk society. This part of book is focused on the field of business. The paper describes relevance of companies and corporate actors to the overall mediatisation process. With this text, the book has been enriched by a discussion of the challenges to the mediatisation approach and its relevance to the contemporary digital risk society. According to his research, the digital risk plays quite a minimal role in more recent mediatisation studies.

Roman Horbyk focuses on mediatisation of war and the military. His text is an attempt to condense the knowledge in this area, rather than an analysis of a specific example. The main research question is devoted to the issue how militaries associated with mediatisation theory grow through the social media. The author uses examples of various wars (e.g. the Gulf War) and cites historical sources relating to, for example, the Peloponnesian Wars or the Crimea Conflict in the 19th century. This paper provides a valuable insight into the role of mediatisation during the Russian aggression in Ukraine.

Deborah Chambers describes the relationship between macro-processes that configure and impose national media forms and meanings. She takes into account media convergences as the sequential integration of technical facilities. This text is also the beginning of the final part of the book devoted to, among others, new conceptualizations of mediatisation. Her research makes possible (using Zoom as an example) to find out a new mode of social discourse production.

Chapter 9 by Rafael Grohmann in an attempt to explore the relationship and the dialogue between mediatisation and labor studies platforms. In this text, the concepts of platformisation, datafication, algorithmisation, and processes related to the field of mediatisation are extensively described. This paper enhances the book's interdisciplinarity with fields related to computer science.

Pobrane z czasopisma Mediatizations Studies **http://mediatization.umcs.pl**
Data: 16/11/2026 17:16:39

Anne Kaun provides the reader with a historical perspective in Chapter 10. Here she emphasizes datafication as a process that greatly influences changes in everyday life. The Author makes an interesting assumption that more and more researchers of mediatisation are becoming researchers of datafication. She proves that in recent years the notion of mediatisation is increasingly being sidelined by the notion of datafication that is focusing on mediatisation process.

After ten chapters concerning mediatisation there is a shift of a perspective when looking on the process of mediatisation. In Chapter 11, Katarzyna Kopecka-Piech describes the perspective of demediatisation, digital disconnection and desaturation of media technologies. The author attempts to conceptualize demediatisation and its accompanying processes. According to her view, demediatisation is discreet, composite, residual and crawling defragmentation of mediation. The paradoxical nature of this phenomenon stems from the fact that that demediatisation is strongly entangled in mediatisation, hence it responds to the logic of moulding forces of medisatisation (Kopecka-Piech & Bolin, 2023, p. 177).

The last chapter in the book consists of conclusions written by the Editors. It presents limitations and new directions for the development of mediatisation research. In addition, the Authors describe the peculiarities of the field, where interdisciplinarity plays the main role. This part of the book summarizes the considerations announced in the introduction and offers the conclusions of the considerations presented in each chapter, situating them in the perspective of further research.

The book by Kopecka-Piech and Bolin allows to set new paths in the study of mediatisation. The wide-ranging subject matter and diverse methodological approaches certainly place this publication among the studies that can be a cornerstone in the literature of mediatisation. However, in order to increase the research perspective, a global view of mediatisation could enrich the conclusions. The Authors represent Europe (Scandinavia predominates) and the US. Given the growing importance of China in technology, it could be valuable to have the optics of someone from this part of the world. The book can bring benefits for mediatisation researchers, academics, practitioners and students tackling with this topic in their studies.

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Pobrane z czasopisma Mediatizations Studies **http://mediatization.umcs.pl**
Data: 16/11/2026 17:16:39

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