

DIY Media: The Value of Play

Pantelis Vatikiotis

Kadir Has University

DIY media encompass various discursive moments of the interplay between the social and the technological, the civic and the commercial, the collective and the individual, the public and the private. Through this prism, challenges and questions for DIY media are raised concerning the nature, the realm, the purposes and the very value of their practice.

The paper incorporates these parameters in the theoretical discussion about communication, civic engagement and democracy, highlighting the need for the development of an overall framework that evaluates DIY media practices on the whole - encompassing diverse aspects of civic engagement along both orthodox (public, deliberative, political) and heterodox (private, non-deliberative, social) usages.

The analytic framework of mediation provides a useful tool to probe into the mutually shaping relationship between people's use of communication technology and action, articulated in the field of the lived experience, generating the renegotiation of social configurations, formations and imaginaries.

In the weaving of spaces, interests and activities across DIY media there is a sense of play that produces multiple meanings and ambivalent accounts of social actors' experience. "In play there is something 'at play' which transcends the immediate needs of life and imparts meaning to the action" (Huizinga, 1949). For those engaged in DIY media, the play implies a "free and unimpeded movement from or about a fixed point" (Melucci, 1996).

References:

Huizinga, J. (1949/2002). *Homo ludens*. Oxon: Routledge.

Melucci, A. (1996). *The playing self: person and meaning in the planetary society*. Cambridge: CUP.

Keywords: DIY Media; Mediation; Play.