

CONTENTS

ABOUT THE AUTHOR	7
ACKNOWLEDGMENTS	8
INTRODUCTION	9
1 DIGITAL COMMUNICATION AS A TRANSFORMATION OF MEDIA LOGIC	12
1.1 Communication in the Era of Mass Media: Linearity, Periodicity, and Institutions	12
1.1.1 Asymmetry Between Producers and Recipients	13
1.1.2 Periodicity and Temporal Organization of Media Communication	14
1.1.3 Institutional Authority and Genre Stability	15
1.1.4 The Economic Model of Mass Communication and Its Normative Consequences	17
1.2 The Advent of Digital Media and the Breakdown of Linear Media Logic	18
1.2.1 Disruption of Linear Communication and the Emergence of Network Architecture	19
1.2.2 From Periodicity to Asynchrony: The Transformation of Media Time	20
1.2.3 Erosion of Program Structure and Hybridization of Genres ...	22
1.2.4 Decentralization of Production and Transfer of Control	23
1.3 Media Ecology as a Framework for the Historical Interpretation of Digital Communication	25
1.3.1 Media as Environments: From Tools to Ecological Systems ..	26
1.3.2 Co-Evolution of Technology and Society: Beyond Determinism	28
1.3.3 Sensory, Temporal, and Social Reconfigurations of the Digital Environment	30
1.3.4 The Invisibility of the Environment and Infrastructural Power	33
1.4 Digital Communication as a Process: Openness,	

Changeability, and Reconfiguration	35
1.4.1 Rejecting Finality: Digital Communication as an Open Process	35
1.4.2 Paradoxes of Innovation: When Technological Solutions Create New Tensions	38
1.4.3 Meaning in Motion: From Stability to Processuality	41
1.4.4 Cyclical feedback: Mutual Formation of Users and Technologies	44
2 PLATFORMS AS NEW ORGANIZATIONAL ACTORS IN DIGITAL COMMUNICATION	50
2.1 Platforms as a Structural Framework for Digital Communication	50
2.1.1 From Media to Platforms: A Change in Organizational Logic	51
2.1.2 Platforms as Multilateral Communication Environments	53
2.1.3 Platforms as Architectures of Visibility and Selection	55
2.1.4 Data as the Basic Infrastructure of Platform Power	57
2.2 Platforms as Organizational Actors in Digital Communication	59
2.2.1 Platform as an Organizational Form: Between Media, Market, and Infrastructure	60
2.2.2 Platform power: Between Coordination, Control, and Dependence	61
2.2.3 Normalization of Platform Rules and Internalization of Power	63
2.2.4 Platforms Between Technical Rationality and Normative Power	64
2.3 Algorithmic Mediation and Visibility Transformation	66
2.3.1 Algorithms as New Communication Filters	66
2.3.2 Algorithmic Visibility, Emotionality, and Polarization	68
2.3.3 Normalization of Conflict and Shifting Boundaries of Public Communication	70
2.3.4 Normalization of Conflict and Transformation of Public Rationality	72
2.4 Platforms, Power, and the Normativity of Digital Communication ...	74
2.4.1 Platforms as Private Regulators of Digital Communication ...	75
2.4.2 Limits of Legal Regulation of Digital Platforms	77
2.4.3 Media Literacy and Ecological Awareness as a Complement to Regulation	80
2.4.4 From Regulation to Orientation: A Normative Shift in the Understanding of Digital Communication	81

3	ALGORITHMS, AI, AND THE RECONFIGURATION OF COMMUNICATION AGENCY	84
3.1	From Algorithmic Mediation to Generative Mediation	84
3.1.1	AI as a Communicative Infrastructure	85
3.1.2	Synthetic Agency and the Redistribution of Communicative Action	87
3.1.3	AI-Mediated Communication as a New Layer of Mediation ..	89
3.1.4	Why Generative Systems Are Not Just Another Platform Feature	91
3.2	Epistemic Authority, Trust, and the Problem of AI-Generated Meaning	92
3.2.1	From Source Credibility to Epistemic Authority of Outputs ..	93
3.2.2	The Rhetoric of Plausibility: Fluency, Coherence, and Machine Credibility	94
3.2.3	Verification, Hallucination, and Epistemic Vulnerability	96
3.2.4	Trust After Authorship: Procedural, Interface, and Institutional Trust	97
3.3	Hybrid Authorship, Creativity, and Responsibility under AI Conditions	99
3.3.1	From Author to Assemblage	100
3.3.2	Procedural Creativity and the Changing Status of Originality	101
3.3.3	Accountability Without Singular Authorship	103
3.3.4	Human Agency After Delegation	105
3.4	Public Communication After Generative AI	107
3.4.1	Synthetic Media and the Reconfiguration of Public Discourse	108
3.4.2	Institutional Responses: Disclosure, Transparency, Self-Regulation, Governance	109
3.4.3	Why AI Literacy Is Not Identical with Media Literacy	111
3.4.4	Toward a Reconstructive Framework for Digital Communication in the AI Era	113
	CONCLUSIONS	116
	BIBLIOGRAPHY	119