

# Mediated Memories in the Digital Age

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*Cultural Memory in the Present*



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José van Dijck

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著者:Jose van Dijck

出版者:Stanford University Press

出版时间:2007-6-29

装帧:Paperback

isbn:9780804756242

Many people deploy photo media tools to document everyday events and rituals. For generations we have stored memories in albums, diaries, and shoeboxes to retrieve at a later moment in life. Autobiographical memory, its tools, and its objects are pressing concerns in most people's everyday lives, and recent digital transformation cause many to reflect on the value and meaning of their own "mediated memories." Digital photo cameras, camcorders, and multimedia computers are rapidly replacing

analogue equipment, inevitably changing our everyday routines and conventional forms of recollection. How will digital photographs, lifelogs, photoblogs, webcams, or playlists change our personal remembrance of things past? And how will they affect our cultural memory? The main focus of this study is the ways in which (old and new) media technologies shape acts of memory and individual remembrances. This book spotlights familiar objects but addresses the larger issues of how technology penetrates our intimate routines and emotive processes, how it affects the relationship between private and public, memory and experience, self and others.

## 作者介绍:

José van Dijck (1960 -) is a professor of Media and Culture; she is currently Dean of Humanities at the University of Amsterdam. Van Dijck's research areas include media and science, (digital) media technologies, popularisation of science and medicine, and television and culture. She is the author of several books, including *Manufacturing Babies* and *Public Consent: Debating the New Reproductive Technologies* (1995) and *ImagEnation: Popular Images of Genetics* (1998). Her latest book is titled *The Transparent Body. A Cultural Analysis of Medical Imaging* (2005).

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## 标签

记忆

文化研究

传播学

新媒体

攝影

身體

死亡

引进

## 评论

在打破个体和集体记忆、mediated和lived experience这种二元对立的基础上，强调记忆既是在脑和身体中产生的、依托于媒介技术来继续生发的、根植于社会文化语境并在时间轴和关系轴上不断被重写（/remediation）的。对作者而言，人脑、技术、media object形成一个distributed agency；最provocative的论点莫过于不是media改变memory的形式，而是memory和media不断互相改变。写在2000年初，感觉内核是对technological determinism的抵触，用mutual transformation这种论点来折中，不至于让人的能动性丢光光。

很多有启发的点。比如从individual scale出发把cultural memory定义成negotiation between individuality and collectivity；指出mediated and lived experience之间的内在联系而非二元对立；提醒读者反过来思考memory如何影响media technology（这一点Wolfgang Ernst讲digital memory的那本书展开谈得更充分）。提出的mediated memories的分析框架也挺实用，讲得很清楚。

比较生动有趣的一本书，虽然自反性的写法有点琢磨不透，但是提出的模型比较有意思。

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## 书评

我們存放在各種媒介的間接記憶（mediated memories）：數碼相片、博客、webcam、podcast等究竟如何改變了我們對過去的認知？科技如何滲透我們的生活日常，親密時刻，以至於影響公共與私密、記憶與經驗、自我與他者的關係？這本書將會對這一連串問題提供答案。

