

The irreducible ambivalence of technospaces. Cultural risks and new possibilities

My speech will address the question of how to develop new sociological knowledge and methodologies to understand transformations. I will address the topic from the perspective of the social aesthetic emerging by mediatisation.

The aesthetic to which I refer is that of *performance*, a concept that is certainly not new in sociology, intrinsically ambivalent and which I will use to grasp the implications of mediatisation. In digitalized space self-expression is always mediated by a technical code. In its merely technical sense, the term digitalization indicates the process by which analogous values are transformed into digital ones. This has crucial implications because digital values can be processed automatically, which allows a massive saving of resources of all kinds, but at the same time, fostering the integration, extension, and penetration of technology, digitalization structures our personal and collective lives.

Producing simultaneity, instantaneousness and ubiquity, the technical macro-system in which we are immersed penetrates our lives by forcing us to be: efficient, fast, mobile, and performative. Performance is, hence, an effect intrinsic to technical systems.

On the other hand, according to a vast literature that includes Mauss, Turner, Conquergood, Butler, Blackman, Bell, Phelan and many others, performance is a concept that is in itself ambivalent. It is not only a systemic effect but also an actors' strategy to resist domination. Performance is not only adaptation but also improvisation. It opens up to something unexpected, it can, above all, be an unrepeatable creative result, a sort of representation without reproduction.

My aim will therefore be to analytically define contemporary space between *aesthetic* and *an-aesthetic* socio-qualities.

See

[2016. 'Realityism' as melancholic storytelling to cope with contemporary risk.](#)

[DOI:10.1080/13698575.2016.1260094. pp.449-466. In HEALTH RISK & SOCIETY - ISSN:1369-8575 vol. 18 \(7-8\)](#)

[2019. Performance as embodied narratives in young Italian muslim women. DOI:10.14658/pupj-ijse-2019-2-6. pp.109-125. In ITALIAN JOURNAL OF SOCIOLOGY OF EDUCATION - ISSN:2035-4983 vol. 11](#)

[Fassari, L. G.; Pompili, G.](#)