

Sustainability and social responsibility in the media, and of the media

What does it mean when a major media corporation with leverage across all continents states it is [becoming] carbon neutral? Does this statement attest to its values, making it sustainable, environmentally friendly or socially responsible?

How do the media across the world, levels of economic development and across the socio-political spectrum report, promote or scrutinise notions of sustainability? Is it consistent, congruent or coherent, and what tensions and clashes may there exist within and between the media organisations of all forms and formats and other stakeholders inclusive of policy-makers, governments, businesses and civil societies?

How do the media organisations of all sizes, forms, formats and degrees of influence themselves act as sustainable and responsible entities, given the highly competitive nature of all of their [sub]sectors, both internally/organisationally and externally/marketwise?

What public interest is involved in the close scrutiny of lives of individuals, however powerful, driven or influential those people may be?

How are social media regulated and monitored, what mechanisms are in place and who scrutinises the scrutineers, given the narratives that conflate freedom of speech with individual and group rights, as well as the interest of the public inclusive of the safety and protection of children and vulnerable adults?

What value lay in values and how are they construed in the public eye through myriad forms of mediation, devices, applications, and approaches?

Is the internet environmentally sustainable given the amounts of energy it consumes, and are advanced, strictly speaking, media technologies such as Blockchain likely to contribute to the economic sustainability of the world, given their present, immense carbon footprint?

What with the advanced forms of digitisation that directly interfere with the human mind, either through the device-software combinations or by means of cognitive influence on our increasingly mediated lives? Also, as the advances in mental imaging reach once fictional proportions, how does this bode for the human right to privacy? This, whereby the digital media are so far scrutinised to a limited degree both on national and international levels, and a new frontier, that of more direct interaction with the human nervous system is being conquered?

Moreover, how do national, supranational/trade-bloc, transnational and other influential policy-making strategic bodies influence, for better or worse, the availability, reliability and sustainability impact of information, responsibly sourced, disseminated and controlled? Are there multiple realities or a grand unified fact?

Last not least, how do levels of economic development across the world influence the spreading of information, its use, impact, reliability etc. – as some state that internet is a human right, and others remind us that humans are the oldest of all media, how does this work with limited access to information, devices and networks, as much of the world still lacks such coverage: is this a problem or a blessing, an opportunity to be opted out akin to the 'right to be forgotten'?

This volume proposes to answer all such questions with further questions and scrutiny.