



Representations and Imaginaries in Digital Communication: Its Impact Politic Campaigns in México and Other American Latin Countries

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This document reflects about digital communication effects that mark present era. We start from the idea that it is not possible to quickly understand phenomenon that are shown in humanity, just like this one in which we are immerse and that for everything requires electronic devices that are handled with a medium digital culture; In other words, a different kind of knowledge for a different kind of world that works with algorithms whose most recent result is virtual reality. We are based in three aspects that allow us an analytic synthesis of the most disturbing studies in contemporary societies:

- I. Some ideas to understand digital dynamics.
- II. Virtual work division: Employers-unemployers in systemic order: War, exploitation and competitiveness.
- III. Detachment of matter in social DNA transformation: Effects on small towns political decisions.

Words and concepts: imaginaries, representations, digital communication, artificial intelligence (AI), automatization, virtual work, global imbalance, exploitation, war, competitiveness, politic communication, social DNA.

I specially want to thank The School of Communication at Atma Jaya Catholic University of Indonesia and the Association of Indonesia Ethic Lectures (HIDESI) this honorable invitation for being with you this evening.

To begin the approach of some topics, I'd like to share what in my perception Indonesia means for the continent where I live. I can tell you with certainty that everything began there, or at least a large part of the most important for the world of Ancestors of America.

Civilizations that contemplate us since the remoteness of time, tell us that we are the same family.

With the ocean in between, our ancestors lived without meeting each other again due to fate. Each one of them had a different story; There were encounters and disagreements, domination, conquers, blood crosses, cultural transformations and finally other identities that provide sense of belonging to million people that are looking forward being solidary between each other and the world, even with current losses of a civilization that suddenly seems auto destructive because it darkens the exits to peace, along with recognition among all races and peoples. This is the utopia that allow us to build together knowledge, just like we are doing at this moment.

Centuries after, we live in an age where being civilized is almost equivalent to being communicated, and that has effects. We have formed the most communicated societies in history, nevertheless, that doesn't mean that they are the fairest. We would have to think about computer ethics, so that the virtual tools that they communicate to us also achieve the most inclusive culture in history.

It would not only talk about those of us who physically coincide in this time, but also of towns that preceded us by several centuries. A vision accompanied by technologies for time traveling, can help us understand the world of the present in a different way. We would see that our differences that were created from the brutal disagreements between cultures of distant and different origin, are truly surmountable with another type of understanding. It could even be now that the wounds that were so painful because

they hurt the deepest part of the human soul, begin to heal. The same science that permits to travel into space, offers to us the possibility to travel to the past.

Notably, this adventure is being accomplished. I would like to make of your knowledge that I am amazed because technologies are tools that can connect us with that that has been extinguished. It is possible to recreate past realities thanks to virtuality, which with we realize that time can be appreciated by a different way.

Experts in digital programming in my country concluded a three-dimensional work that recreated in all its exact magnitude the city of Tenochtitlán, that was the antique capital of Mexica empire, controlled by the aztecas, migrant tribe that dominated for more than two centuries what we call Mesoamerica, which covers almost the entire Mexican territory.

This city was built from an islet that was in the lakes of a huge valley surrounded by volcanoes, at an altitude of about 2,600 meters above sea level. That is why glaciers form on nearby peaks that exceed 6 thousand meters. The best known are Ixtlaticihuatl and the Popocatepetl, active volcano of Neo Volcanic axis, associated with the belt of fire that extends from the Pacific to Oceania, land of volcanoes just like México. (Perhaps that is why we who inhabit these regions of the planet have so much internal fire and sometimes we are unpredictable).

The work shows the rebuilt city until the very last details. It was finished destroying in August 1521, at the hands of the Spanish and their tlaxcaltecas alliens, along with other peoples that raised against their former Aztec masters.

I hope I can come back one day to talk about the outcome of that war; in addition to what happened in the three hundred years of life that the Viceroyalty of New Spain had, until in 1810 began the war for independency.

As of now, I am interested in sharing with you something that must likely has access to all internet users, for you to see it: It was digitally recreated a city that disappeared 500 years ago! Of course, they served as foundation for this job the ruins that have been found in the subsoil of Mexico City; from monoliths to part of the structure of the Templo Mayor of the aztecas. All this, in addition to the expert studies that they interpreted the materials, with which they managed to determine the features that the city had; the squares with gardens and their canals where the inhabitants traveled in different boats according to their uses. It was a huge lake metropolis, perhaps one of the most populated in the world in those years, also impregnable for being basically in the middle of water. All that we can see as if it were real. Every

ancient city can be equally rebuilt with technologies that bring it back to our eyes.

Tenochtitlán is once again recognizable and same thing can happen to Babylon, Rome, Alexandria, Troya, Tebas, Atenas or other metropolises of any era. It is enough if you have enough information to feed the electronic brains who will carry out the process of projecting Three-Dimension images that precisely reproduce those spaces that belong to societies that centuries ago stopped being.

Why am I talking about all this?

We may think that those discoveries and high-tech innovations have become so far advanced that for every task automation is sought, even to think, as we leave robotic machines reveal to us and achieve for us what they decide we want. This also represents a huge danger, a threat that is widely analyzed because it is artificial intelligence (AI) whose power can turn against our species. It sounds fatalistic maybe, something fantastic, but it is not a game or something that can be taken lightly. This is one of the most important debates today, so we should be concerned.

Intelligent machines resolve our lives in practice sense while constituting threats, if they are seen in another way. It happens the very same with what they motivate us to think or not think. They invite us to “romp” somehow entertained in the Web. This equals to say that time accumulated by people who surfaces outperforms anyone who engages in other activities in person. In other words, they remote control us the time that is considered proper but that is it, they also “can” our tastes along with our personality.

As of now, there are products that have more value because they bring them home that the product itself. In some cases, we give almost the same importance to spending on shopping, choosing and buying than what we purchase, dealing with the millions of trinket objects that get left behind because they are not necessary. We were seduced by advertising added to the happiness of obtaining them; We just dial some digits in the mobile phone. Internet purchases already exceed direct purchases in a large part of products and services: From travel reservations to household items, as well as clothes, vehicles, and countless merchandise. Companies like Amazon or Mercado Libre increase their assets every day, in addition to creating new firms being constituted daily to market on the network.

What kind of world is this one that cannot be seen, nor touched, but reproduces like if it was a cosmos? The millions of transactions that are effectuated every minute, without stopping, they cannot be advised but they exist. This phenomenon detaches at the same time it blurs from the material world. It is almost all made in an invisible manner.

Instead of shopping center, as a suitable place for excellence for meeting and consume that worked in recent capitalist societies, now it decides to shop online. We now see those semi empty places, and most likely, even some of them will eventually disappear.

For its part, work division in virtual world has hierarchized millions of users, without counting here the isolated, disconnected, the invisible, among others that make crowds of subjects that are finally out of grammatic that is utilized for driving in the highways of internet. For this unprotected majority, up to the vaccine against COVID19, because they are not at the label of capitalist priorities, it does not exist more than exploitation of its work strength and with certain very visible limits, politics as its one and only exit to its social condition of the poor, which is transmitted for generations. We see in each technological innovation, a factor that leaves unemployed individuals that used to do the job that was replaced by answering machines, “electronic eyes” and countless of robots that perform all kinds of functions. The information that this machines handle, only to make market’s economy work, overpasses any other utilized by humanity throughout all history. Shopping at any part of the world has speed up, for being so easy to perform, nevertheless, user cognitive capacities have not increased, at least there is no indication that can demonstrate it.

In that order of ideas, you are no longer an individual by what is known or by the values, like ethics, but for what it is communicated and can be understood by others. Being that said, the interaction fields where social media built the new communicative paradigm, and soon they will take another technological jump with the bet of the digital giants in the metaverse, operated in 5G. We’ll have then an alternative universe, a parallel world that we’ll be interacting with other avatars that will be like our other self.

Concerning government, power is measured by the capacity of communicating messages, specially if they exceed representation by being shared algorithmically. Speaking of truly virtual battles that are looking forward to convincing what is desired from others to do.

“Representations that are constantly appearing in the massive media such as social media, journals and television, affect training and change of people’s imaginaries, and thanks to that, they are so powerful”. (Girola 2019)

Barak Obama campaign in the United States in 2008, inaugurated the new era in which politicians were looking after to win followers through social media, especially via Facebook.

It is of importance to mention that those same networks

served multitudes of dissatisfied citizens who expressed their disagreement to the point of changing politics and politicians; the movement known as the “Arabian spring”, the “Tunisian autumn” along with other big mobilizations at different continents showed the power of announcement and mass organization that can be achieved by this unsuspected political weapon.

The researcher and professor Manuel Castells has done studies about this movements that propose other imaginary methods that allow people to take power, without resorting to violence. “Movements have extended by contagion in a connected worlds in network through wireless internet and marked by the quick viral diffusion of images and ideas”. From Island to Chile, Egypt to Wall Street. “And from there, the spark ignited in a diverse social landscape devastated by greed and manipulation in all corners of the blue planet”. The lack of justice, equality and democracy, poorness, all social wounds have manifested, nevertheless, not only was that what made an viral outbreak, but the humiliating indifference of the powerful and the elite that controls the financial world. According to Castells, all that transformed the “fear in indignation and indignation in hope for a better humanity”. (Castells 205)

Concerning the imaginaries, it is possible that these have changed the perception of politic as something instrumental that only works to pursue economic purposes, the so-called “prosperity”, which has found a strong endurance from groups that are not seen inside of these expectations. “It may be said that even that the emergency of popular sovereignty has given a new importance to politics, translated in part of recovery of forms and self-ideals of the antique polis and republics, where political activity occupied the highest place in a citizen’s life”. (Taylor, 2006) Brazil and Mexico changed their governments in 2018. The south American country took a turn to the right with the arrival of Jair Bolsonaro – displacing the lulism – as much as the Mexicans pushed the first government of left current in all their history: In both cases, what happened in social media, especially Facebook and WhatsApp, was a determining factor for electoral triumphs. Now is worth asking: Why do citizens ideologically change their political option opposite to that one that they had before? What turns so volatile the taste, the desire, will, even moral beginnings?

Political convictions that were stored by citizens from other times don’t have the same sense in the informative maelstrom that overpasses networks and offers a big plasticity of options that sometimes make politics look like a spectacle than in its conciliatory forms to resolve differences and conflicts that historically maintain intention to homo sapiens.

Social imaginaries are always link to deep roots with which humanity has interpreted or built reality, from its perception of material to the complex forms of the social or that of spiritual nature.

Atmospheres of collective sense had varied in shape and background throughout time. Nevertheless, the imaginaries in which those that are nourished remain latent, from there that we see some duality species concerning to the idea of civilized progress, that is nothing but a dominant imaginary in that at that time that some call pos modern, where it has preponderancy, the social conformism created systematically. "The mental structures of social conformism pretend to build an action and a social reaction as much simplifying of reality as possible" (Roitman, 2010).

Secondly, we look and try discoveries or innovations that increased every second, besides that they served to have supposedly better quality concerning the environments where you live. This idea of comfort that justifies any barbarity and meaningless has created a "self-indulgent collective mood reinforcing by injection of beliefs and values that feed and keep the system alive". (Roitman, 2010)

It is preferable to feel the existence as if we were stroking a cat in the sense of its fur, to feel its skin as soft as possible, so that we appreciate it in a way that pleases us. Nevertheless, when doing it the opposite way, we would feel their bones, scarfs, the rough that we don't like. This happens when checking the paradox that we inhabit a world that has become more hostile, dehumanized and even savage, especially in places where there is more population in economic and social unequal condition, such as the big cities of countries with treble politic and economic problems.

To what reproduces this load of unbalances that finishes in injustices for exploitation of people: what takes to another absence of equitable distributions of political richness and divides societies between the rich and the poor; to the collective cheer up that hides in the imaginary conformist that absorbs all this as if it was "normal", "part of the human destination", "the natural order of things", "this is how democracy works", etcetera, I place it where it can be defined as social DNA. It includes information of the past that accumulates unresolved conflicts and those gravitate in all propellers of culture; seems like they return and but fact, the evils like racial hatred, fascism, abhorrence between one and the other for ethnic reasons, religious nature or for keeping a different conduct or any kind of difference. That with which humanity is enlighten, along with the other that darkens it, form helicoidally our reality.

It seems that something forces deep divisions to persist between the people of our days, even inside the same territory.

It is advice in different mediations that there exist wills that are only looking for appropriation of the last resources that were kept in the background of the experience of each culture or town, as it happens with the hurricanes that remove in the deep of the ocean, where apparently sleep things that suddenly emerge. In this time and civilization, the monsters of ambition, the use of strength from each other to survive, the instincts of domination that make a fragmented world in which the some see themselves superior to the others and because of that they appropriate the right of staying with their goods, have been touched and alerted.

It is very possible that we are living tensions of diplomatic and politic kind much more sharp or terrible than ever known before. I wouldn't like to conclude my intervention in this panel with a sad prediction that refers to military confrontations or something of its kind, I'm just trying to decipher in this synthesis a world in which signals of disagreement peek out, not only for ideological nature like it was half a century ago, but for the hegemony of markets along with strategic routes and sites to control them, like if it was the repetition of the history of the called Punic Wars between Rome and Cartago, on its version of China and The United States. Two dominant powers of financial and commercial world that has every time less point of support that allows them to hold on without reload weight to each other. Hopefully they agree and do not rely on others.

Studying the imaginaries as politics map allows us to see that ideologies and mentalities are different issues that complement a the time of elaborate analysis of social world, that by the way has deeply changed in the last two years due to COVID-19 effects. It is now that the new century begins. According to the Austrian researcher Zigmund Bauman, we metaphorically live in a liquid world in which everything has been dissolved quickly, to begging with, time, but also space; communicate travels at speed of light and we move in almost supersonic speeds, when there's a chance to do it in the big jets. Money moves just as fast; it just takes a few seconds to take from A to B countless millions in monetary value of each nationality and we've already seen virtual money with the arrival of the first bit coin. Ideas that surface for the web are equally a distinctive of another kind of human behavior to which we've given the name of navigation. We are internauts those of us who navigate the web, because it connects us to a reality virtually. This reality grows up exponentially, it increases its physic size at the same time it expands limits of rationality and the imaginary forms with which we give sense to what we call live.

