

Fickers, Andreas, Maastricht University. “Conservative Revolutions? Historicising Processes of Remediation”

Processes of cultural change and technological innovation in the field of media tend to be peppered by rhetoric of the revolutionary and the new. In taking a distanced historical view on the recurring narrative patterns used to describe the “new” and the “old” in these processes of transformation, this paper takes a *longue durée* perspective on the “new media” discourse by discussing the fruitfulness of the remediation concept for a historical perspective. The diachronic comparison of some key moments of emerging media technologies will serve as historical frame for a critical reflection on innovation processes in the field of cultural technologies and industries.

In addition to the “horizontal” or chronological perspective on processes of media change, the paper also aims at problematizing the structural, aesthetic, prosopographic and discursive dimensions of intermedial comparisons at a specific moment of time (vertical perspective). In combining these to analytical axes, this paper aims at critically reflecting the analytical potential of the concept of remediation for an integral media.

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