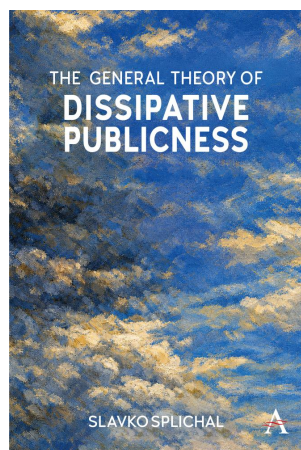




The General Theory of Dissipative Publicness

By Slavko Splichal

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Reconceptualises publicness as a dynamic formation in which discursive energy generates, circulates and dissipates, explaining why contemporary publics emerge, weaken and fail to stabilise under accelerated, data-driven, platform-mediated communication.

The General Theory of Dissipative Publicness examines publicness as a dynamic formation for generating, dissipating and damping discursive energy. Extending and synthesising earlier work on liquefaction, datafication and performativisation of publicness, Slavko Splichal develops a general theoretical framework for understanding the dynamics of publicness and the volatility of publics across historical and contemporary contexts.

Readership

This book is intended for scholars, advanced students and researchers in media and communication studies, sociology, political theory and critical social theory. It will be of particular interest to readers working on publicness and public sphere theory, media transformations, digital platforms, public opinion and democratic processes. The book is also relevant to interdisciplinary audiences concerned with attention, visibility and the changing dynamics of publics in contemporary societies, including scholars in cultural studies, political communication and digital sociology.

About the Author(s) / Editor(s)

Slavko Splichal is Professor of Communication and Public Opinion at the University of Ljubljana's Faculty of Social Sciences.

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