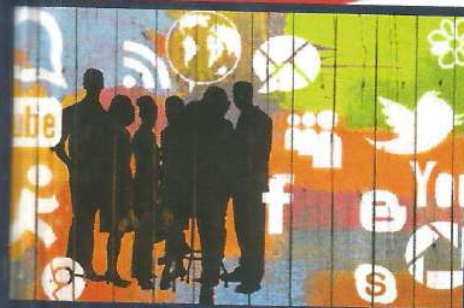


Academic
Deliberations on
**Words,
Visuals
and
Beyond**
**Mediatization of
Narrative Spaces**



Dr. Mini M Abraham
Dr. Gayathri P. J

Academic Deliberations on Words, Visuals and Beyond

Mediatization of Narrative Spaces

Narratives, being a constructive and strategic act in all forms, whether print, digital, visual, or interactive, have been the drivers of human societies in all arenas like the social, political, educational and the personal, to the extent of shaping behaviours and events. The term 'Narrative Space' has now come to include novels, films, video games, online social media and real-life environments. However, media, the major generators of the narrative, is pervading and hijacking the narrative spaces. Mediatization is the process through which core elements of a cultural or social activity like language, politics or religion, assume media form. As a consequence, the activity is largely performed through interaction with a medium, and the structure of the social and cultural activities are influenced by media environments, which they gradually become more dependent upon. It tracks changes in practices, cultures, and institutions in media saturated societies, resulting in the transformation of these societies themselves. In essence, mediatization is about 'media logic', a transformation of society and its culture through media.

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Truth Revealed in *when the Fighting is Over Tumbledown* —A Personal Story

—Sheeji Raphael

Vimala College, Thrissur

The Falklands Islands and the Falkland War which was fought in 1982 between Argentina and UK have come under public consciousness because of media coverage. The media has the ability to capture, hoard, retrieve, 'reconstruct' and reproduce what will be later accepted by people. The Falkland Islands were a relatively unknown group of Islands in the South Atlantic that have no strategic importance in terms of land or wealth. As it is rightly said, the Falkland Islands' misfortune has always been to be wanted more than they are loved. In the course of history, The Islands were claimed by Spaniards, Dutch, French, Britishers and Argentineans. Later, even though the Falkland Islands were made a British colony in 1833, Argentina had never relinquished its claim on the Islands. Few among the Britishers had heard of the Islands or knew where they were prior to war. They were ignorant of the previous history, culture and economy of the Islands. So in 1982, when Argentina invaded Falklands Islands, the British media were able to construct certain readings of the war that now form part of the landscape around which the Falkland are constructed, (re)constructed and remembered. The beauty or the unique wildlife of the Islands are not given primary importance but the focus is on war in the myriad of British and cultural and media products about the Islands. *When the Fighting is over TUMBLEDOWN—A Personal Story* authored by John Lawrence and Robert Lawrence MC has gained nationwide attention as it tells more about the callousness of the British government in treating the war veterans than the actual brutalities of the war.

In the mid-80s the war played an important role in the shaping