

# Internet and the public sphere

Sociology



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Public Sphere and the Internet As an issue to public debate, the trending technologies, alongside globalization, have taken the world to another level. It is now indispensable that human beings cannot do without the technologies and it is perhaps what links public sphere and the internet. Needless to say, it is now possible to practice democracy online. The use of the internet is one of the widely celebrated technologies. Indeed, it cannot be disputed that internet plays a pivotal role in the contemporary society. Businesses transactions, advertisements, social networking and education, among other activities are now facilitated by the internet. Mass media which involve a great deal of technology has become part of what the modern society feeds on daily. Certainly our day today living is greatly impacted by technology. One key question that this paper seeks to respond to pertains to the relationship between public sphere and the internet.

In the words of the phenomenon philosopher Jurgen (1997) public sphere refers to a forum through which public opinion is often shaped. This implies that the public sphere is the space or the vehicle of the public opinion and it puts any given state in touch with society's needs. As widely cited, through an engagement in public policy, different views are well represented and provide room for harnessing a wide range expertise especially in matters dealing with day today activities (Mark, 1997). Although there are many formal mechanisms through which the public participates in government processes, it has been noted that an online public sphere often facilitate regular topic of interest for both the government, and the general public. This clearly implies that the internet has a role to play in enhancing public sphere.

As noted in research the internet along with its surrounding technologies  
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play a significant role as far as the issue of reviving the public sphere is concerned (Mark, 1997). Arguably, there are various aspects that entail new technologies that simultaneously augment and curtail the potential of the public sphere. To start with, it has been noted that the data storage, as well as the retrieval capabilities of the internet-based technologies tend to infuse political discussions with the information that is not as such available.

Likewise, the inequalities in accessing information along with the new media literacy form part of the representativeness of virtual sphere (Jurgen, 1995).

Secondly, the internet-based technologies make it possible for discussions occurring between people who are on the far sides of the world to take place. In doing so, it does frequently fragmentize the political discourse.

Moreover, given the prevailing patterns of the global capitalism, there is increasing possibilities that internet-based technologies can adapt themselves to fit the seemingly current political culture, and not create a somewhat new type. As widely cited the internet alongside the related technologies have contributed towards the formation of a new public space with a characteristic politically oriented conversation (Stephen , 2004).

However, whether such a public space ends up transcending to a public sphere might not be up to such technologies themselves.

In conclusion, the only way in which we can investigate the truth of this argument is to attest to it that modern society is too dependent on technology and working towards impressing the technology that is self promoting would be the way forward.

## References

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