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Media technology: The ideological formation of digital capitalism

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Abstract

This article aims to interpret and take a significant aspect of media technology in critical theories. This article will employ essences of Marxism, post colonialism, and psychoanalysis of Jacques Lacan to understand media technology. It argues that media technology should avoid being emphasized as a means of communication. Media technology should move from a means of communication deprived of political economic reason to the ideological one that has foreshadowed with political economic reason. Places in the context of digital capitalism, media technology will be pervasively recognized as an ideological formation of the capitalist. Precisely, the priority is to understand media technology not in a rationality of communication but of political economic reason which produces ideological formation of the capitalist. To convince the main argument, this article highlights ideological formation by dividing in three interrelated modes; a mode of production, a mode of social relations, and a mode of accumulation.

Keywords: Media technology, Ideological formation, Digital capitalism