Communication of Urban Planning in a Mediatized [global] Age yet Centralized [local] Context

Case of Egypt

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WHAT IS THIS PRESENTATION ABOUT?

Externally funded project

Mediation processes in urban planning and changes in the public sphere (MedPlan)

Research Department: Communication and Knowledge Dynamics in the Space | Historical Research Center
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Partner: Leibniz Institute for Spatial Social Research (Coordination) | Technical University Berlin (Prof. Jörg Stollmann)
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RESEARCH CONTEXT: THE LOCAL YET GLOBAL EGYPT
TERMINOLOGY

MEDIATISATION

PLANNING COMUNICATION
RESEARCH QUESTIONS

How media ‘structures’ the way urban planning is communicated in a mediatized age

How far media ‘structures’ the way urban planning is communicated in a centralized planning context

This is to understand how the way planning is communicated via media affects the professional and academic practice of urban planning in a mediatized age versus in a centerlized planning context.
METHODOLOGY

7 INTERVIEWS

5 URBAN PROJECTS
COMMUNICATION OF URBAN PLANNING IN A MEDIATIZED AGE

Urban Planning Paradigm shifts

- Transformative planning tradition 1960s
  - Collaborative planning
- Applied planning tradition 1945-1970s
  - Advocacy planning
  - Political economy planning
  - Entrepreneurial planning
- Physical planning tradition 1890s-1950s
  - Rational comprehensive planning
  - Physical planning started to be recognized as a profession

Major Communication Paradigm shifts

- Pre-verbal and oral era -8000 to 1750
- Writing/Printing Era 1750-1955
- Mass Communication/electric Era 1955-1990
- The Age of Information Revolution 1990-
COMMUNICATION OF URBAN PLANNING IN A MEDIATIZED AGE
FACTS AND FIGURES ABOUT MEDIA AND PLANNING IN EGYPT
COMMUNICATION OF PLANNING IN A CENTRALIZED CONTEXT

Current Practice of Urban planning in Egypt

Versus

The current globalized/mediatized digital age
COMMUNICATION OF PLANNING IN A CENTRALIZED CONTEXT

Urban planning in a mediatized age yet centralized context

Manual sketching
Digital Drafting
Digital Presentation
Digital Coordination
Digital Participation
THE AGENCY OF VISUALIZATIONS
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