

## عنوان مقاله:

The Socio-Organic Movement of Information Age: Architecture Self Educating System in Post Professional Era

## محل انتشار:

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## خلاصه مقاله:

In critical assessments of social change, terms like mediatization, globalization, commercialization and individualization are the pioneer ones; according to Friedrich Krotz, these terms are parallel meta-processes which influence of society, culture and related interactions with long term effects. This parallelogram could possibly generate a mediated globalizational approach , by means of local/global interactive reconsideration. Moreover, communication and information technology is a key factor in the so called consideration. Mediatization generates an environment of high degree of self-selective determination by the aid of social and cultural aspects of globalization. During the mentioned ization-process , the new term of Mcdonaldization represents another contemporary juxtaposition within globalization improvement; the metaphor of Mcdonaldization basically refers to the creation of a compact idea of education. The combination of 5 ization s and their structural relation opens up a new attitude toward the profession of architecture. This article will discuss the consequence of mentioned term (Globalization, Mediatization, Commercialization, Individualization And Mcdonaldization) in the lens of professionalism in architecture generates a valuable platform by means of systematic process and reflects itself on architecture education and practice. Mediated interpersonal communication, beside the interactive communicational facilities provided by internet such as weblogs (blogs) in the societies with barriers of communication has been developing new opportunities for self-determination and self-expression. As a case, this socio-organic movement could be evaluated as strategic approach to Globalization/Mediatization from a local/regional innovative job-oriented group with globalized attitudes. The main aim of this research is to enhance, evaluate and boost this movement based on its communicational advantages and by surveying the Archi-Blog (the terms is used to describe a blog which is about architecture profession and related issues) via the transformation toward multicultural working environments which is open to cultural innovative issues . and proposes a systematic method of Post-Professional Education in Architecture and Urban Studies

## کلمات کلیدی:

Globalization, Mediatization, Commercialization, Individualization, Mcdonaldization, Archi-Blog, multicultural working environments

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