



DEMOCRACY IN THE KNOWLEDGE SOCIETY

PARTICIPATION AND COMMUNICATION

Lisbon, 19 March 2007

Carlos Zorrinho
National Co-ordinator of
the Lisbon Strategy and
the Technological Plan



1 Inclusive democracy, mediatization and populism

DEMOCRACY IN THE KNOWLEDGE SOCIETY
Participation and Communication

Inclusive democracy, mediatization and populism

- **The information society / energy gave rise to a knowledge economy**
- **The knowledge economy means the return of the individual as the source of value**
- **Networks of individuals created a level, but profoundly asymmetrical, world**
- **The emergence of the market democracy**

Carlos Zorrinho | 19 March 2007

2 Electronic democracy, liberty and equality

DEMOCRACY IN THE KNOWLEDGE SOCIETY
Participation and Communication

Electronic democracy, liberty and equality

- The new concept of liberty and equality**
- The battle for intellectual capital (who owns the means of production)**
- On participation and under-participation**
- The right to education and its rewards**
- A democracy of free men (and the others?)**

Carlos Zorrinho | 19 March 2007

3 Global Networks and territorial representation

DEMOCRACY IN THE KNOWLEDGE SOCIETY
Participation and Communication

Global Networks and territorial representation

- **From Global Minorities to Global Majorities**
- **How new Paradigms are created**
- **Think Globally, Act Globally, Implement Locally (what room for territorial representation?)**
- **Parliamentary “schizophrenia”**

Carlos Zorrinho | 19 March 2007

4 Leadership, narrative, communication and participation

DEMOCRACY IN THE KNOWLEDGE SOCIETY
Participation and Communication

Leadership, narrative, communication and participation

- Ubiquitous leadership
- Coherence as a pillar
- Politics as the mother of citizenship
- To change is to exist

Carlos Zorrinho | 19 March 2007

5 **How to deal with complex issues simply**

How to deal with complex issues simply

Focus on the solution, not the problem

Communicate narratives and results, not processes

Focus on the message, use a variety of media

Vision – action - communication