



## Platform [0.2]

### Global labor and the need for its own media culture

In the network capitalism of the 21<sup>st</sup> century, labor and social relations are increasingly being determined by international relations and structures. Within an internationally connected economy a globalized world of labor with multifaceted relationships and interlinkings is being born before our eyes. These interlinkings – along with their fault lines – are increasingly determining our lives and the political reality. Multinational corporations, neo-capitalist think tanks, and an international war and entertainment industry are creating their own "global realities" against this backdrop. However, *global labor* is also part of this new reality, in multiple ways: *Global labor* names the multifaceted reality 1) of global working structures and conditions 2) the qualitatively new formation of a global "proletariat" as a mass of wage earners in various relationships of dependency, and finally 3) the potential that is created in this situation for a new kind of diversified workers' movement that situates itself in a global context.

*Global labor* as the totality of wage earners and as potential agent lacks its own all-embracing cultural spaces as well as a self-determined public sphere, where connections could be actively forged and own perspectives worked out. A collective self-understanding of *global labor* and the development of its own media culture are however inextricably connected. What is required is the development of this self-understanding and an own media culture, in various local as well as international projects – going beyond the organizational dimension to create a lived alternative to the existing culture of competition, exclusion and exploitation.

### The open concept of "globalization"

The concept of "globalization" has established itself as a collective term for various processes that shape the reality of work and life today. These processes are the result of the global expansion and intensification of market relations in conjunction with the new technologies of communication and transport. At the same time, this concept also fundamentally grasps a new level of cultural and social contact and exchange.

Under the conditions of a "free market economy," globalization today means above all the growing competition between countries, regions, employees and wage earners in general. Local industrial, social and cultural disputes function in terms of a multi-leveled "globalization," which provides false (for the most part national) identities, in conjunction with an increased emphasis on competition. This kind of "globalization" serves the purposes of only a few. It produces numerous false oppositions, and sets in motion a worldwide spiral of underbidding, making the conditions more brutal and marginalizing increasing numbers of people in varying ways. This kind of "globalization" intensifies or reorganizes existing inequalities. Not least does it create new inequalities, which also emerge due to the variable access to communications technology and public media.

In the shadows and gaps, however, of this first "globalization," a further, more promising globalization is being carried out. For a thoroughly contradictory expansion and internationalization of capital and industry also means the growth of *global labor*. At the back of a globalized economy, a collective, lived actuality is emerging for more and more wage earners from various countries, regions and contexts. Capitalist globalization always also means the production of shared infrastructures and areas of contact,