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

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Abstract

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".

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

Introduction

Performance in design not only depends on the amount of knowledge but also the way knowledge would be used; Oxman (2004) call it "thinking skills": "If knowledge is stored and encoded in a way that makes it readily accessible and usable, it is more likely to be used". Cross (2001) in his well-known paper "Designerly Ways Of Knowing: Design Discipline Versus Design Science" points out the three "what to know, how to know and how to find out" items in term of design knowledge. Meta-knowledge in this context is "the knowledge of how to organize what one knows" (Shen, et al., 2009: p.107) and how to develop it.

There is scholarly common sense which almost all design research community believe that knowledge and information are essential through the design (Chokhachian, 2014) ; The core of the historical and current media and communication change emphasize the fact that our present day world itself is increasingly penetrated by media (Hepp, 2013). We live in a mediatized world. But *what does this mean in practice and specifically in the architectural practice?* And *how is it going to change the educational bases of the profession with its progressive mediatization?* The term of "mediatization" as a "meta-concept" (Krotz, 2007) focuses on the communicative socio-symbolic attitude via globalization processes. Peng and Gero (2007) in the paper "Learning first-person knowledge through interactions: Towards effective design tools" by raising the idea of "situated agent" as an agent which "wraps around a design tool and constructs concepts from the interactions between the agent, the design problem and the use of the tool" and in the procedure of "Modelling