Introduction

1. Verb _____

2. Noun _____

3. Noun _____

4. Noun _____

Introduction

Participatory culture is the culture of creating interactive experiences to _____Verb_____ audiences; encouraging the transfer from spectator to participant. The act of audience participation will influence the course of a performance in order to determine the ultimate outcome, or end _____Noun_____ (Jenkins). Participatory culture is relevant and beneficial to both the _____Noun_____ and the end-user as it provides the designer with direction as to what consumers want, and consumers have the ultimate power in deciding what they want, when, and where. As consumers hold the power, it is important that design follow the concept of postdesign, where both the provider and the end user have a say and _____Noun_____ in the design process (Sanders).

The ultimate goal of participatory culture is to create public engagement, however this can be done through multiple facets. For the purposes of my paper I will be looking at different areas and strategies of creating public engagement including the concrete example of getting audiences to physically participate in a promotional event, as well as engaging audiences through their senses and/or thoughts. This can be done by creating an atmosphere in which their senses are stimulated by such things as watching a television show in which a character is suggestively talking directly to the audience

There has been a media shift in popular culture involving technologies and new forms of media. This new landscape is seeing a convergence of different media forms and as well as a convergence of traditional and new medias. Media convergence has become an important form of social interaction, allowing for networking rather than

hierarchies (Sanders). New media has allowed for equal access to creating and consuming media, and subsequently this is causing a shift in consumer attitudes. Media convergence supports participatory culture as it is designed for and encourages public engagement. Additionally, convergence media supports the post design process by allowing user-created content to be shared and distributed. Ultimately in order to support participatory culture, we need to look for new ways to use (communicate using) technology, rather than looking for new technology (Florida & Bradbury).

Participatory culture used and distributed though the convergence media is becoming a new landscape for how we attract and engage consumers in the 21st century. To create participants, designers and promoters need to understand convergence culture, the merging of different communication outlets including visual, oral, and digital to develop new arrangements in order to create an environment for people to engage with and within. My research will identify the success of this emerging trend in the retail/promotion industry.