

**Caroline BASSETT**

***Logics of Reconciliation: The Cultural Stakes of '2.0'***

Convergence theorists explore/predict the fusion of a series of previously discrete forms, a process that might be viewed as un-problematically centripetal: This is the long-standing view of the information industry. It produces a particular outcome: There may be local difficulties, but the perceived ontology of information is towards total convergence. Focussing on the socio-cultural diffusion of information cultural theorists have offered a different account of technical convergence where the stress has been on the centrifugal as much as the centripetal: not only what is pushed together through information but what is forced apart. Jameson's 1980s account of schizophrenia as the cultural logic of information capitalism is an example of this – and is written about the same time Negroponte set about founding/defining future media at MIT. Forcing these different types of accounts into relation is productive, revealing *lacunae* not only in technical accounts of convergence but in critical accounts of informational culture. In particular it exposes a naturalized set of alignments: to read the centrifugal moment of convergence as the *technological* moment and as the enlargement of a form of social control, and the centripetal moment as the *cultural* moment and as a form of evasion of control, can be problematic. With this in mind I (i) explore the contemporary relationship between '2.0' (read as essentially industrial account of convergence) and Henry Jenkins' account of convergence culture as post-resistance culture. (ii) Finally, I explore the potential for understanding contemporary convergence processes in terms of an industrial/cultural logic that operates not so much in terms of fragmentation or subsumption, but rather as a form of *reconciliation* which may amount to coerced narration.

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