

## Manual Castells': Theory of Network Society

### CC- 102 Unit- 5

Castells argued in his three volumes "The Information Age" that the network society had emerged in the late 20<sup>th</sup> century and early 21<sup>st</sup> century. For Castells the network society is both cause and consequence from the shift from an industrial to an informational mode of development.

In the industrial mode of development the main source of productivity lies in the introduction of new energy sources and in ability to decentralize the use of energy through the production and circulation processes, in the new informational mode of development, the source of philosophy lies in the technology of knowledge generation, information processing and symbol communication.

What is specific to the informational mode of development is the action of knowledge upon knowledge itself is the main source of society.

Castells proposed that the rise of the network society had its origin in 5 central elements in this informational mode of development.

1. Information becomes raw material of economic activity, acting as both the input and output of the new technology.
2. New ICT have pervasive effect through all realms of human social activity.
3. The logic of networking applies to all social process and organization form since uncertainty is inevitable and knowledge reside in multiple sources, and therefore needs to be collectively pulled in order to be effectively applied.
4. Process organizational structures and industrial forms need to be flexible, in order that such flexible, in order that such activities and entities can be altered and transformed in the light of uncertainty and unplanned change.
5. The growing convergence of specific technology into a highly integrated system means that all industries adopt the attributes of 'pioneer'. ICT based network enterprises such as Cisco, Apple, which include scalability of pattern ship and relations. Interactivity with suppliers and consumers, management of flexibility, growing customization of product and services.