

## ABSTRACT

This thesis introduces the collapse of authority in the modern media/market-mediated culture which is brought about by the global dissemination of decentralized electronic media. Internet allows ordinary people who are considered as quiet outsiders in the previous industrial capitalist culture. Ordinary people, hence, are now no longer just outsiders/passive-consumers. They create their own products based on their desire for self-realization, and exhibit it to others online for recognition and peer evaluation. As a consequence of this unleashing of general intellect, producers/knowledge experts who have monopolized authority are losing their legitimacy and authenticity. General intellect is not only expressed online, but also utilize the internet as means to access infinite information which enriches diverse expressions. In short, many “truths” are collectively produced, consumed and rewritten at grass-root level. Consequently authority is being eroded.

In this thesis, I illustrate the abovementioned collapse of authority with specific examples in the case of handmade crafts industry and fashion industry. Then, introduce the attitude of producers/insiders/experts in the face of the collapse of their authority. They are trying to take an advantage of the present condition of information capitalism by incorporating external creativity and originality as crucial in their business for their survival. The attitudes of consumer/outsider toward this producers’ attempt are divided; some affirmatively accept to become part of the production process. Some others prefer to remain being outsiders. In any event, the rise of general consumers associated with the dissemination of decentralized electronic media is an irreversible trend in the postmodern media-/market mediated digital culture.

**Key words:** decentralized electronic media, self-realization, peer evaluation, communal creativity, media-/market-mediated consumer culture