

HuK-Forum am 11.03.2025 um 18:00 Uhr

Thinking after Brexit: framing psychosocial and media environments in UK politics

gestaltet durch den Cluster Medien und soziale Bewegungen

Ort: RESOWI, SZ 15.22, Bauteil G, 2. Stock, Universitätsstraße 15, 8010 Graz

Vortrag von **Iain MacRury** (University of Stirling, Scotland)

This talk attempts to connect two strands of working and thinking. The session will introduce and recontextualise earlier work on Brexit and polarisation (Yates & MacRury, 2021; 2022) taking up the opportunity afforded by nearly a decade of retrospection and to integrate insights from changes in media ecologies and patterns of media use (MacRury, 2024). It explores an interplay between psychosocial, cultural, and media dynamics in shaping the socio-political communications environments. Drawing on psychoanalytic and psychosocial perspectives, the talk examines how “failures of empathy” (Yates & MacRury, 2021) and the emotional dimensions of shame (Yates & MacRury, 2022) continue to influence political engagement/non-engagement in a media landscape increasingly dominated by misinformation, programmatic advertising, and algorithmic curation. These structural shifts are framed as attacks on our capacity to “think”, echoing conceptions from within the psychoanalytic work of Bion. Such attacks and evasions undermine deliberative-everyday politics and contribute to the persistence of polarisation and a variety of forms of disengagement/retreat. The talk argues for renewed attention to fostering “recognition”, “containment”, and critical media/digital literacy as elements in engagement within an evolving communications environment.

Herzliche Einladung!

Iain MacRury is a Professor of Media and Communications at University of Stirling, Scotland and a researcher specialising in psychosocial approaches to media, culture, and communication ecologies. His interdisciplinary work links psychoanalytic insights and cultural analysis to explore the emotional life of political and promotional communications. He was a co-researcher on a small groups-based qualitative study of political emotions and Brexit, in its immediate aftermath (with Professor Candida Yates). He is currently working on an international study of media governance and has published on a diverse array of topics, including advertising, Doctor Who, the Olympics, comedy, and organisational creativity. His most recent book is [Digital Advertising Evolution](#), Routledge 2025 and edited with Danae Manika.

References:

- MacRury, I., 2024 The Digital Advertising Machine: Programmatic and its vicissitudes. In *Digital Advertising Evolution*, Eds. MacRury and Manika (pp. 162-184). Routledge.
- Yates, C. and I. MacRury (2021). "Empathy an impossible task? Engaging with groups in a troubling Brexit landscape." *Psychoanalysis, Culture & Society* 26(4): 473-496.
- Yates C & MacRury I (2022) Shameful and shameless: projecting triumph and humiliation in the Brexit era; A psychosocial-group methodological approach. In: Gerodimos R (ed.) *Interdisciplinary Applications of Shame/Violence Theory: Breaking the Cycle*. London: Palgrave Macmillan.