

Marshall McLuhan Understanding Media The Extensions Of Man 435926

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mcluhan s view of a media sculpted society of the future

the purpose of this book is to understand the nature of social media and the impact they are having on almost all aspects of modern day existence from family life and social interactions to education and commerce just as fish are unaware of the water they swim in and we humans are unaware of the air that we breathe so it is that the users of social media are unaware of the effects of these media and take their existence as a natural part of their environment we will make use of marshall mcluhan s media ecology approach to understanding media it is our intention to reveal the effects of social media on their users how they are changing the nature of our social interactions and how we through our interaction with social media have become actual extensions of our social media the reverse of mcluhan s notion that media are extensions of mankind we will analyze the major social media apps including facebook instagram snapchat reddit tinder youtube tiktok twitter and blogs we also examine the splinternet and the social media scene in russia china north korea vietnam and the islamic world we study the impacts of social media monopolies the nature of advertising and branding in social media apps and the social media front in cyberwarfare we close our study with an analysis of the social media counter revolution waged by players who actually helped to create social media

marshall mcluhan made many predictions in his seminal 1964 publication understanding media extensions of man among them were his predictions that the internet would become a global village making us more interconnected than television the closing of the gap between consumers and producers the elimination of space and time as barriers to communication and the melting of national borders he is also famously remembered for coining the expression the medium is the message these predictions form the genesis of this updated volume by robert k

logan a friend and colleague who worked with mcluhan in this second edition of understanding new media logan expertly updates mcluhan s understanding media to analyze the new media mcluhan foreshadowed and yet was never able to analyze or experience the book is designed to reach a new generation of readers as well as appealing to scholars and students who are familiar with understanding media

the contributors to re understanding media advance a feminist version of marshall mcluhan s key text understanding media the extensions of man repurposing his insight that the medium is the message for feminist ends they argue that while mcluhan s theory provides a falsely universalizing conception of the technological as a structuring form of power feminist critics can take it up to show how technologies alter and determine the social experience of race gender class and sexuality this volume showcases essays experimental writings and interviews from media studies scholars artists activists and those who work with and create technology among other topics the contributors extend mcluhan s discussion of transportation technology to the attics and cargo boxes that moved black women through the underground railroad apply mcluhan s concept of media as extensions of humans to analyze tupperware as media of containment and take up 3d printing as a feminist and decolonial practice the volume demonstrates how power dynamics are built into technological media and how media can be harnessed for radical purposes contributors nasma ahmed morehshin allahyari sarah banet weiser wendy hui kyong chun brooke erin duffy ganaele langlois sara martel shannon mattern cait mckinney jeremy packer craig robertson sarah sharma ladan siad rianka singh nicholas taylor armond r towns and jennifer wemigwans

this is a collection of new essays by european and british scholars on the intersections between fiction and economy

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