



The Global Village: Transformations in World Life and Media in the 21st Century (Paperback)

By Marshall McLuhan, Bruce R. Powers

Oxford University Press Inc, United States, 1992. Paperback. Condition: New. Reprint. Language: English . Brand New Book. Marshall McLuhan s posthumous The Global Village, co-authored by Bruce Powers, explores the new laws of media, laws fostering a dramatic collision of viewpoints. The first based on Visual Space - the linear, quantitative mode of perception characteristic of the Western world is preserved by the medium of print. While the second, based on Acoustic Space - the holistic, qualitative reasoning of the East - is being fostered by television, the technologies of the data base, communication satallites, and the globalmedia network. McLuhan and Powers offer the Tetrad as a four part structure of analysis for relieving the outcome of this collision. By focusing on four questions - What does this new medium enhance? What does it render obsolete? What does it retrieve that was long ago pushed aside? And what does it produce or become when extended beyond the limits of its potential? - one can postulate the cultural life of an arifact in advance by showing how a total saturated use would produce a reversal of the original intent. For example, money converted into credit cards: the telephone to the omnipresence...

DOWNLOAD



READ ONLINE

[7.43 MB]

Reviews

A brand new e-book with a new viewpoint. I actually have read and so i am certain that i am going to gonna read again once more later on. I am quickly could get a pleasure of studying a published ebook.

-- **Anastasia Kerluke**

A high quality ebook as well as the typeface employed was exciting to read. It is actually loaded with wisdom and knowledge You wont sense monotony at at any moment of the time (that's what catalogues are for concerning when you request me).

-- **Declan Wiegand**