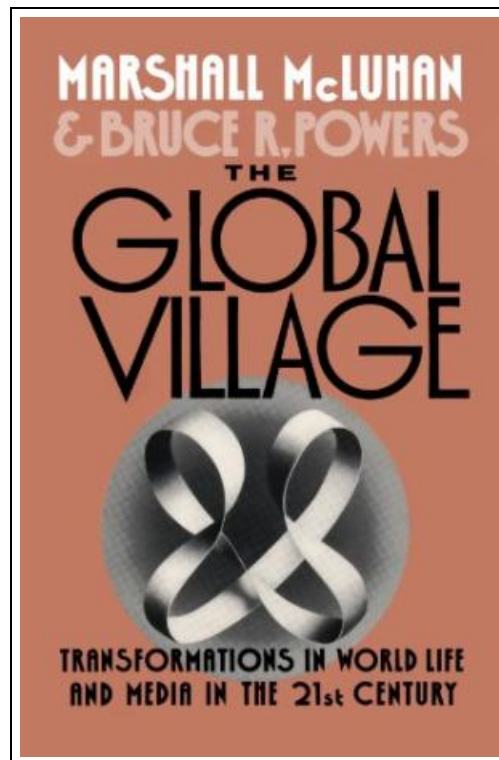


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THE GLOBAL VILLAGE: TRANSFORMATIONS IN WORLD LIFE AND MEDIA IN THE 21ST CENTURY (PAPERBACK)



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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 satellites, 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 artifact 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 of teleconferencing; or the high-rise apartment building: enhancing privacy, rendering community obsolete, retrieving the catacombs, and reversing into a slum. McLuhan s insights, his aphorisms, and his legacy as the man behind the message , make *The Global Village* excellent reading for anyone interested in the shaping power of communication technology.



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