

digital is the new electric

McLuhan's concept of media and how it connects to education in the digital mediality

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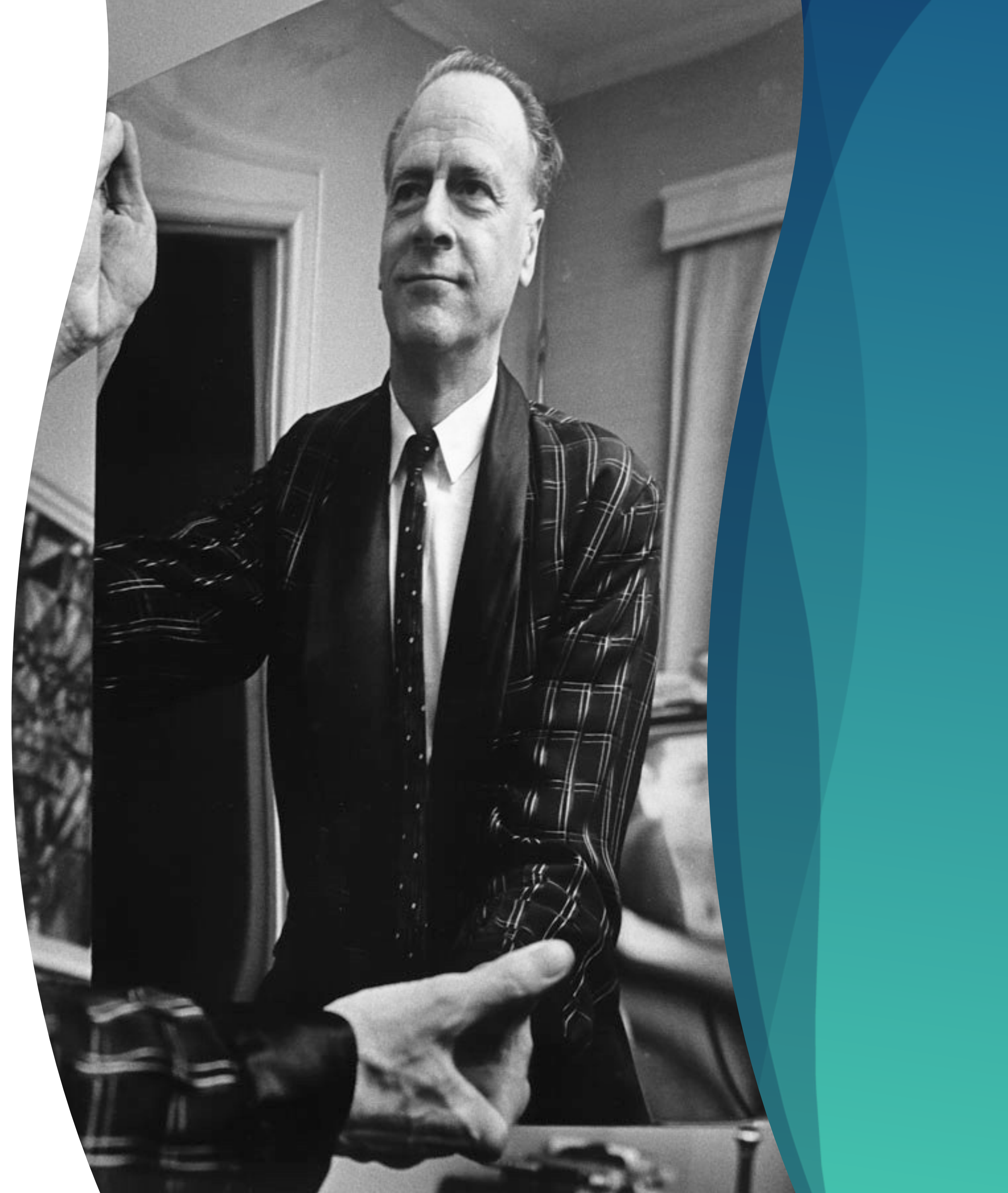
on offer today:

- What are media anyway?
- M.M. key concepts
- digital mediality



herbert marshall mcluhan

July 21, 1911 - December 31, 1980



what are media anyway?

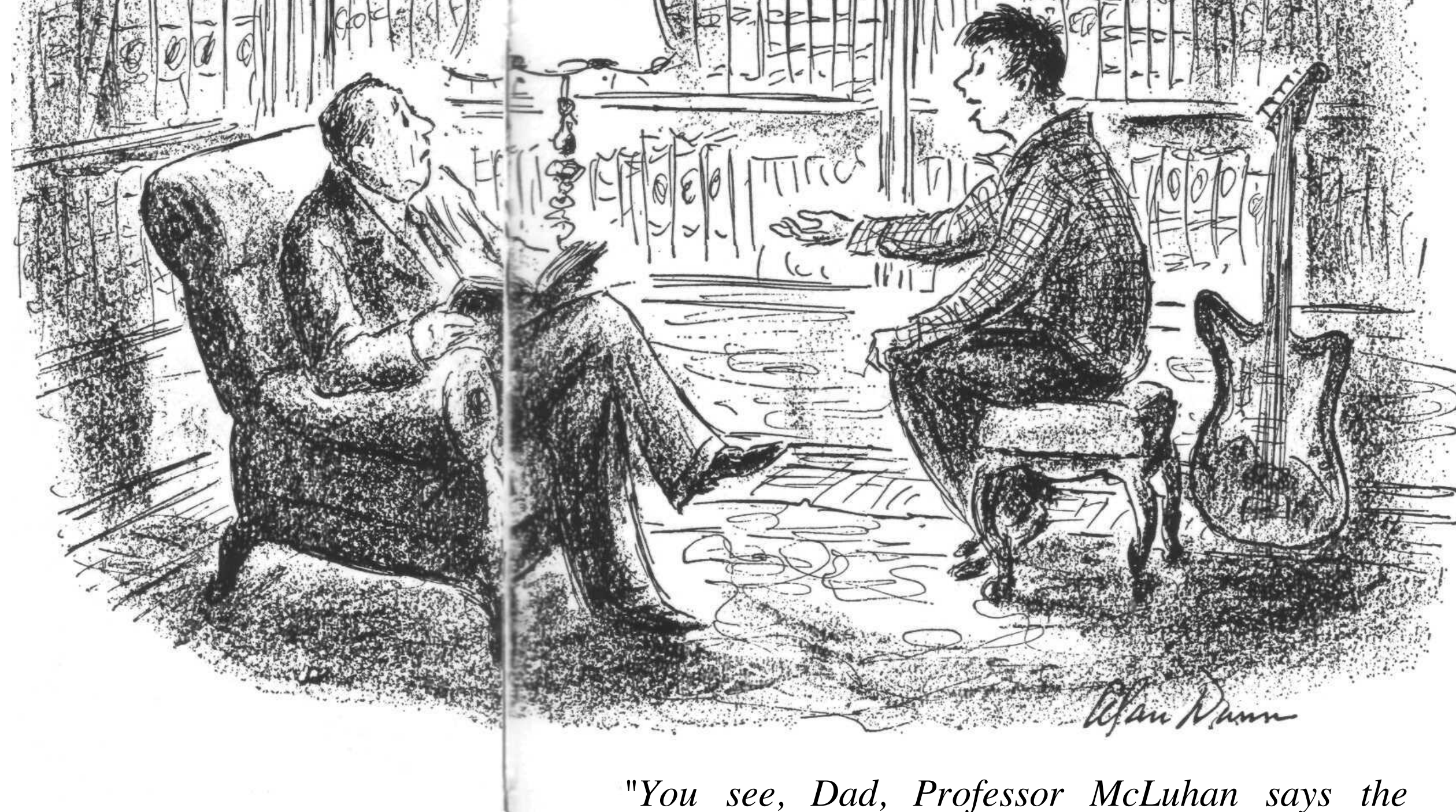
so media are...

- ...technologies, artifacts or tools; hardware & software
- „For him a medium is any extension of ourselves that intermediates our interaction with our environment .“ (Logan 2013, loc. 847)
- they create „service environments“ and are „active metaphors“
- „Since all media are extensions of ourselves, or translations of some part of us into various materials, any study of one medium helps us to understand all others“ (McLuhan 1964 , S. 139).

probes, exploration & teaching

- „A probe for McLuhan was a **hypothesis that he would explore** not because he thought it was correct, but because **he found it interesting** and believed that it **might lead to new insights**. Unlike most academics, **McLuhan was more interested in making new discoveries than in always being correct.**“ (Logan 2013, loc. 609)
- „Anyone Who Tries to Make a Distinction Between Education and Entertainment Doesn't Know the First Thing About Either“ – McLuhan (Logan 2013, loc. 689)

M.M. key concepts



„Program and ,content‘ analysis offer no clues to the magic of these media or to there subliminal charge.“

- McLuhan & Gordon 2003, p. 33

"You see, Dad, Professor McLuhan says the environment that man creates becomes his medium for defining his role in it. The invention of type created linear, or sequential, thought, separating thought from action. Now, with TV and folk singing, thought and action are closer and social involvement is greater. We again live in a village. Get it?"

Drawing by Alan Dunn.; © 1966 The New Yorker Magazine, Inc.

„For the ,message‘ of any medium and technology is the change of scale or pace or pattern that it introduces into human affairs.“

- McLuhan & Gordon 2003, p. 20

the medium is the message



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media as content of media

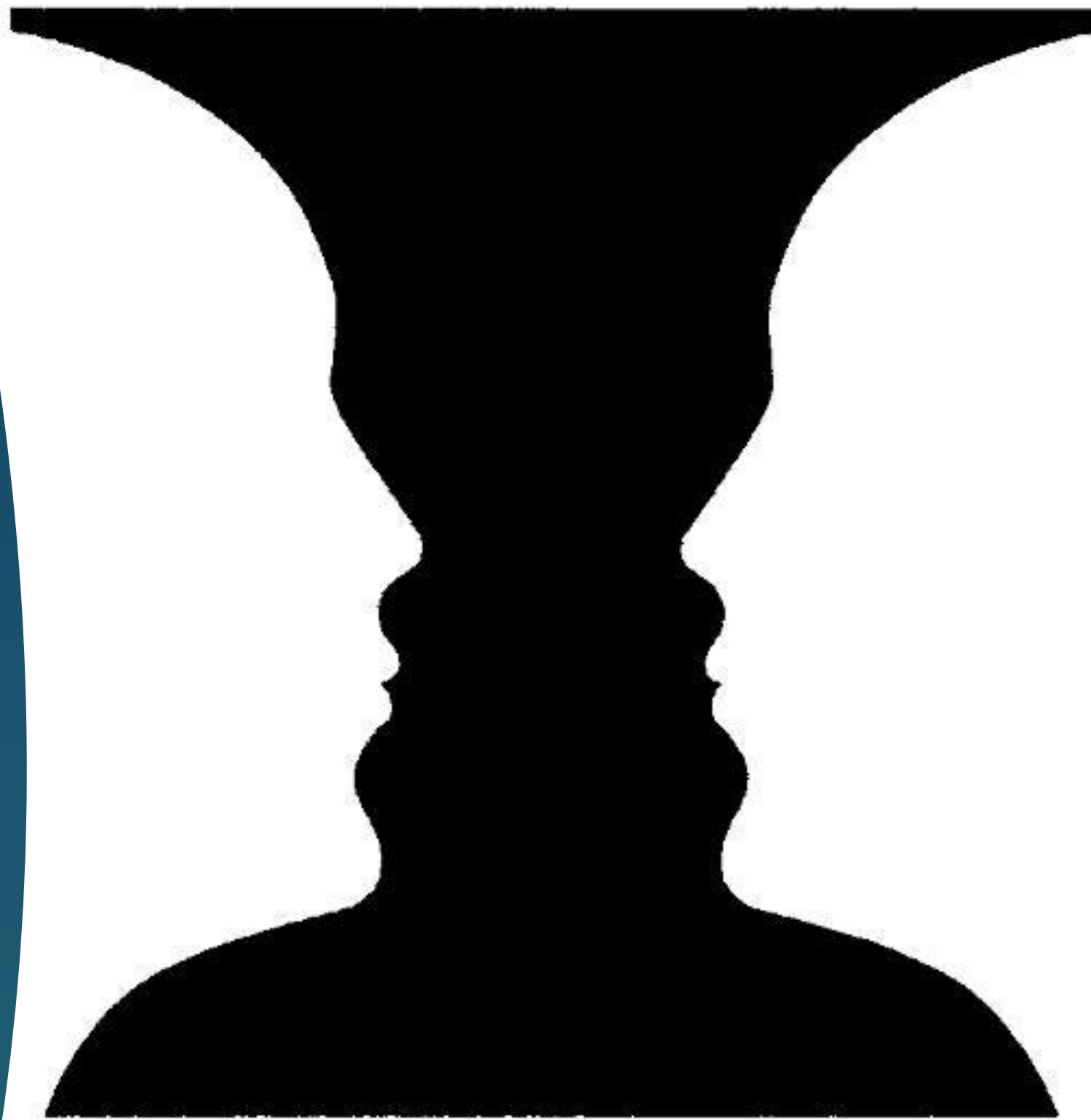
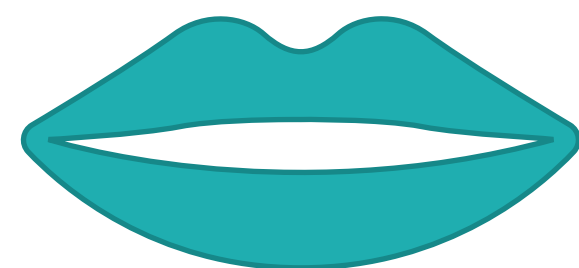
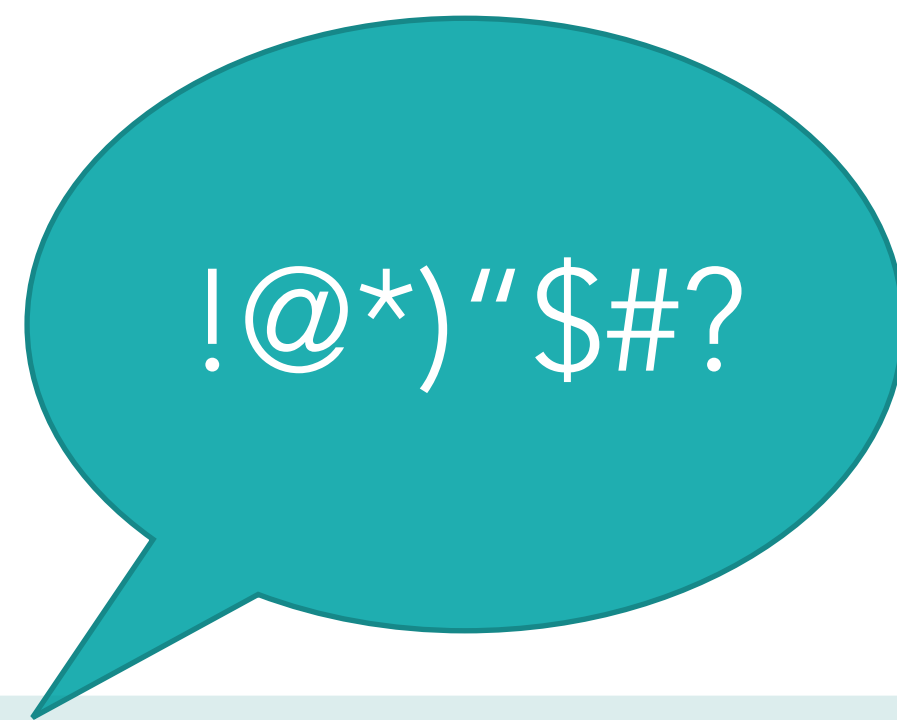


figure and ground

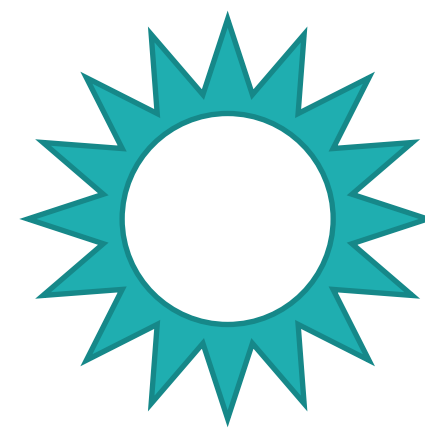
„It is in the interplay between the old and new environments that there is generated an innumerable series of problems and confusions... It is useful to view all the arts and sciences as acting in the role of anti-environments that enable us to perceive the environment“ (McLuhan 1967a).

three ages of communication

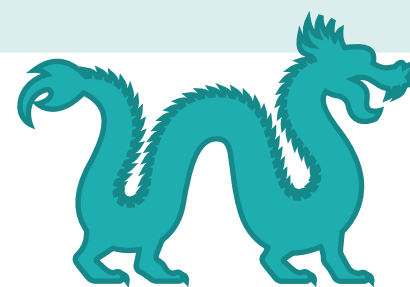
1st era
speech



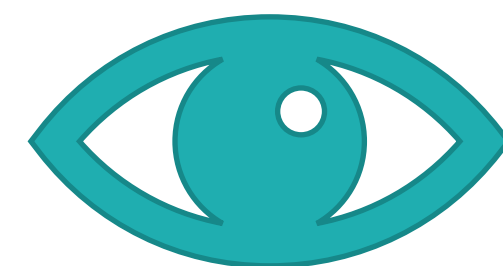
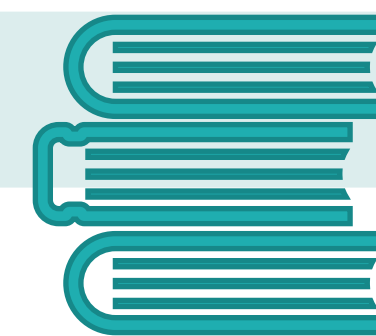
2nd era
writing



symbols
hieroglyphs

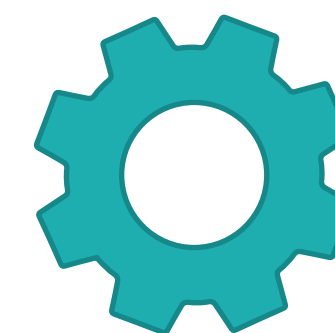


phonetic
alphabet



printing
press

abc



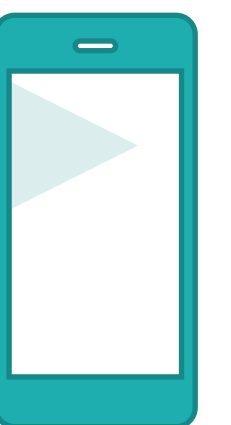
3rd era
electricity



electric age



digital age



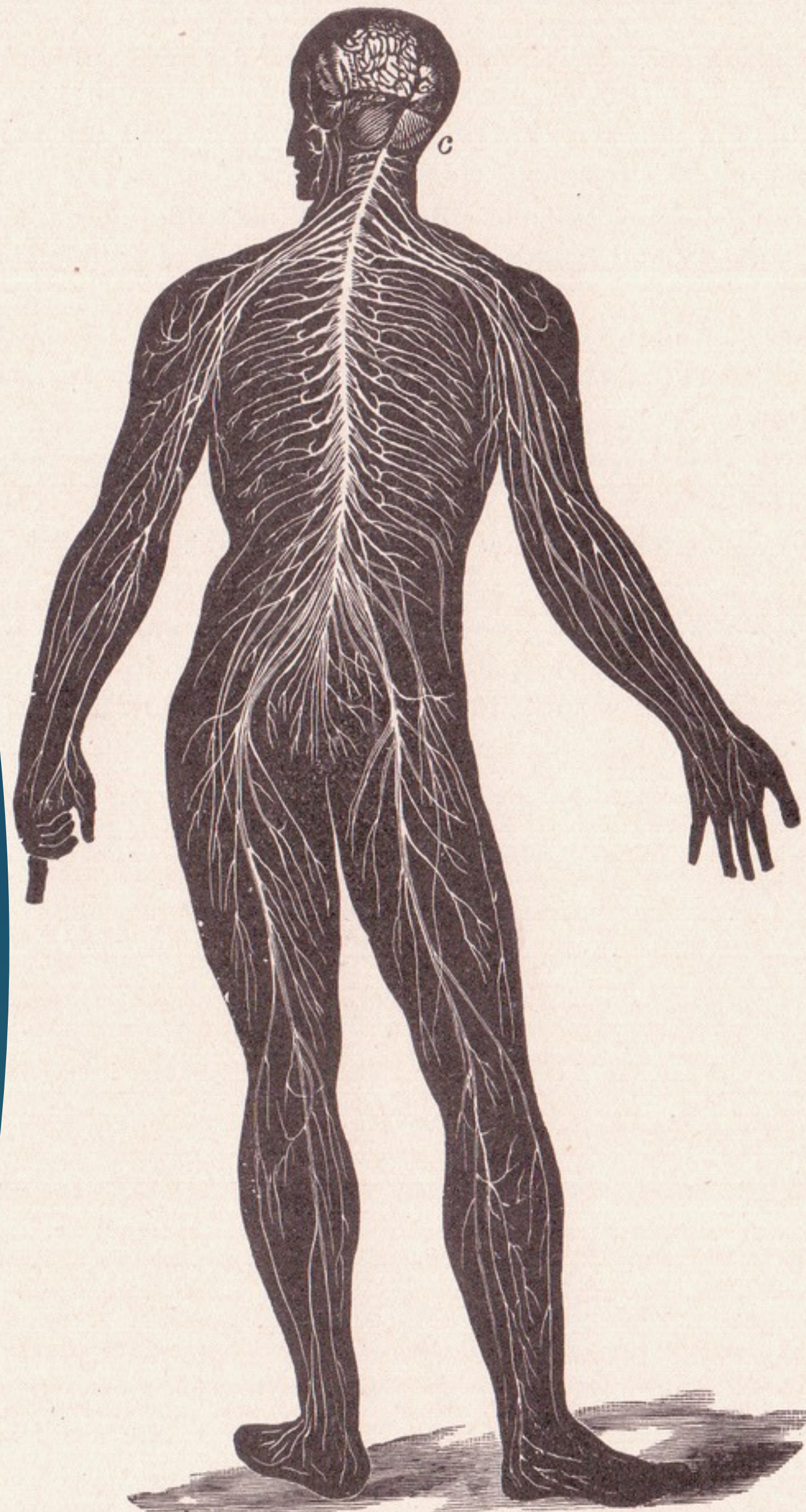
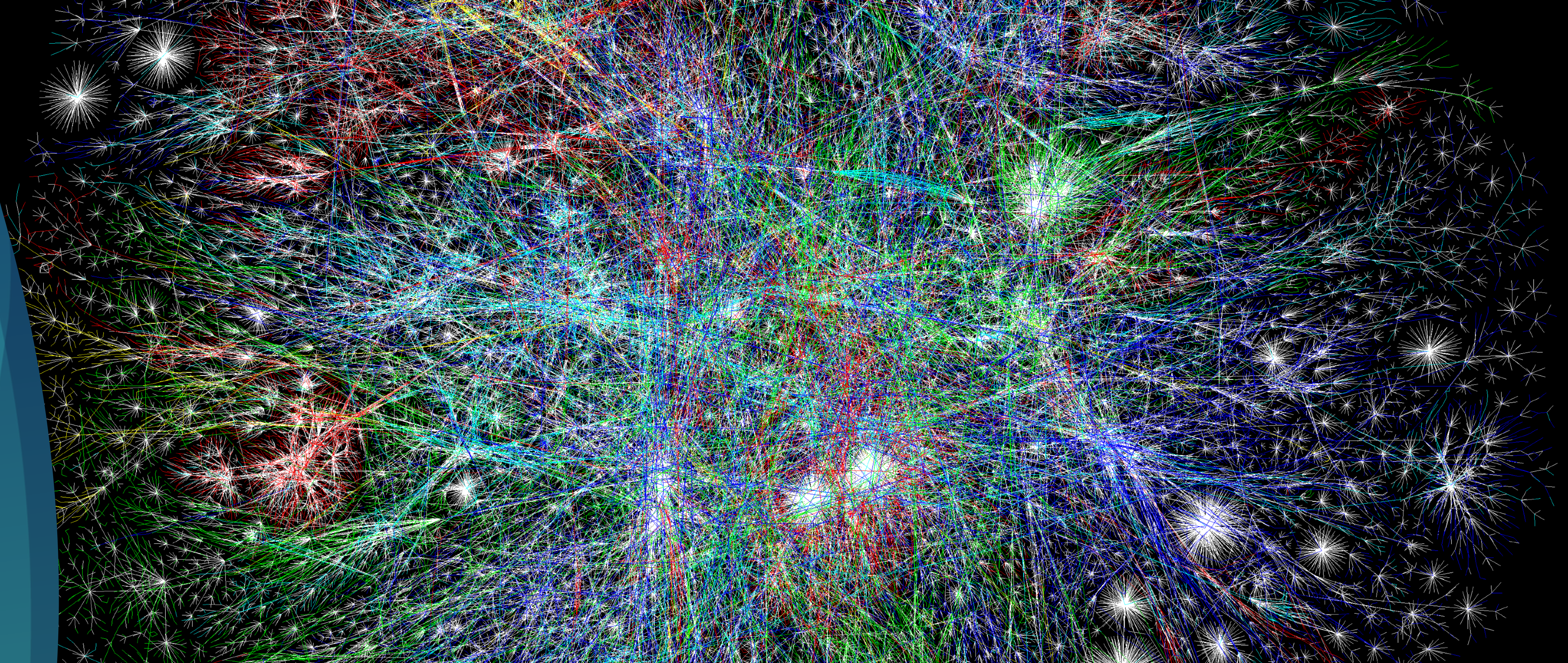


FIG. 142. — The nervous system. c, cerebellum; the large nerve of leg is the sciatic; the white line down the back is the spinal cord.

„the global village“

„Marshall's other cliché, 'the global village,' is a way of paraphrasing the fact that electronic technologies are an extension of the human central nervous system, and that our planet's collective neural wiring would create a single 24-7 blobby, fuzzy, quasi-sentient metacommunity.“ - Coupland 2010, p.13



„The new electronic interdependence recreates
the world in the image of a **global village**“

(McLuhan 1962, S. 31)

digital mediality

or: What the hell does this all mean?

Benjamin
Winfried Maro
Medienbildung
Eine Einführung



Strukturelle Medienbildung*

electric age -> digital mediality

- all media become digitized versions, are we always online?
- **Acoustic Space:** „The acoustic world, which is the world of electric simultaneity, has no continuity, no homogeneity, no connections, and no stasis. Everything is changing.“ (McLuhan 2003, S. 226)
- media as service environment -> complex media architectures !?
- „You don't like my ideas? I've got others..." - M.M.

thank you for your attention!

- Twitter, Instagram (& across the web): [@yodahome](https://twitter.com/yodahome)
- Blog: log.jensholze.de (mostly German, sorry)
- I'm here all week!





von Tim O'Brien CC-BY ●●

questions? suggestions?

sources

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