



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

Marshall McLuhan, Bruce R. Powers

[Download now](#)

[Read Online](#) 

[Click here](#) if your download doesn't start automatically

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

Marshall McLuhan, Bruce R. Powers

The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society) Marshall McLuhan, Bruce R. Powers

Extending the visionary early work of the late Marshall McLuhan, *The Global Village*, one of his last collaborative efforts, applies that vision to today's worldwide, integrated electronic network.

When McLuhan's groundbreaking *Understanding Media* was published in 1964, the media as we know it today did not exist. But McLuhan's argument, that the technological extensions of human consciousness were racing ahead of our ability to understand their consequences, has never been more compelling. And if the medium *is* the message, as McLuhan maintained, then the message is becoming almost impossible to decipher.

In *The Global Village*, McLuhan and co-author Bruce R. Powers propose a detailed conceptual framework in terms of which the technological advances of the past two decades may be understood. At the heart of their theory is the argument that today's users of technology are caught between two very different ways of perceiving the world. On the one hand there is what they refer to as Visual Space--the linear, quantitative mode of perception that is characteristic of the Western world; on the other hand there is Acoustic Space--the holistic, qualitative reasoning of the East. The medium of print, the authors argue, fosters and preserves the perception of Visual Space; but, like television, the technologies of the data base, the communications satellite, and the global media network are pushing their users towards the more dynamic, "many-centered" orientation of Acoustic Space.

The authors warn, however, that this movement towards Acoustic Space may not go smoothly. Indeed, McLuhan and Powers argue that with the advent of the global village--the result of worldwide communications--these two worldviews "are slamming into each other at the speed of light," asserting that "the key to peace is to understand both these systems simultaneously."

Employing McLuhan's concept of the Tetrad--a device for predicting the changes wrought by new technologies--the authors analyze this collision of viewpoints. Taking no sides, they seek to do today what McLuhan did so successfully twenty-five years ago--to look around the corner of the coming world, and to help us all be prepared for what we will find there.

 [Download The Global Village: Transformations in World Life and M ...pdf](#)

 [Read Online The Global Village: Transformations in World Life and ...pdf](#)

Download and Read Free Online The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society) Marshall McLuhan, Bruce R. Powers

Download and Read Free Online The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society) Marshall McLuhan, Bruce R. Powers

From reader reviews:

George Degregorio:

Often the book *The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society)* will bring you to the new experience of reading any book. The author style to elucidate the idea is very unique. When you try to find new book to learn, this book very ideal to you. The book *The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society)* is much recommended to you to read. You can also get the e-book from your official web site, so you can more readily to read the book.

Myrta Bundy:

The book untitled *The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society)* is the reserve that recommended to you you just read. You can see the quality of the publication content that will be shown to a person. The language that article author use to explained their ideas are easily to understand. The article writer was did a lot of study when write the book, so the information that they share to you personally is absolutely accurate. You also might get the e-book of *The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society)* from the publisher to make you far more enjoy free time.

Constance Argueta:

The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society) can be one of your nice books that are good idea. We all recommend that straight away because this book has good vocabulary that can increase your knowledge in vocab, easy to understand, bit entertaining but nonetheless delivering the information. The article author giving his/her effort that will put every word into joy arrangement in writing *The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society)* nevertheless doesn't forget the main place, giving the reader the hottest as well as based confirm resource data that maybe you can be certainly one of it. This great information may drawn you into new stage of crucial considering.

Maria Simmons:

Do you really one of the book lovers? If yes, do you ever feeling doubt if you find yourself in the book store? Try and pick one book that you never know the inside because don't determine book by its include may doesn't work at this point is difficult job because you are frightened that the inside maybe not seeing that fantastic as in the outside seem likes. Maybe you answer may be *The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society)* why because the amazing cover that make you consider about the content will not disappoint an individual. The inside or content will be fantastic as the outside as well as cover. Your reading sixth sense will directly direct you to pick up this book.

Download and Read Online The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society) Marshall McLuhan, Bruce R. Powers #MPIKUE7OB2Y

Read The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society) by Marshall McLuhan, Bruce R. Powers for online ebook

The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society) by Marshall McLuhan, Bruce R. Powers Free PDF download, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society) by Marshall McLuhan, Bruce R. Powers books to read online.

Online The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society) by Marshall McLuhan, Bruce R. Powers ebook PDF download

The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society) by Marshall McLuhan, Bruce R. Powers Doc

The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society) by Marshall McLuhan, Bruce R. Powers Mobipocket

The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society) by Marshall McLuhan, Bruce R. Powers EPub

The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society) by Marshall McLuhan, Bruce R. Powers Ebook online

The Global Village: Transformations in World Life and Media in the 21st Century (Communication and Society) by Marshall McLuhan, Bruce R. Powers Ebook PDF