



MARSHALL MCLUHAN Y LA VIRTUALIDAD

By HORROCKS, CHRISTOPHER

GEDISA, BARCELONA, 2004. Rústica. Book Condition: Nuevo. Dust Jacket Condition: Nuevo. 01. En la década de 1960, Marshall McLuhan fue considerado el pensador más importante desde Newton, Darwin y . Einstein. Sin embargo, después de su muerte en 1980 sus investigaciones y predicciones sobre el impacto de los . medios de comunicación se juzgaron a menudo como irrelevantes e ingenuas. Sólo en los últimos años el . McLuhanismo parece resucitar. Cuáles son las razones de este revival? Christopher Horrocks sostiene en este libro que las transformaciones radicales en los medios de comunicación y . las tecnologías audiovisuales han dado un nuevo vigor al famoso lema de McLuhan: El medio es el mensaje . En . la actualidad, sus criterios sobre la aldea global y los medios calientes y fríos se han introducido en los . discursos sobre el impacto sensorial, psicológico y social de la realidad virtual y el ciberespacio. Marshall McLuhan y la virtualidad analiza el pensamiento de McLuhan en relación con la revolución de la . información, valora sus incursiones en la cultura auditiva y visual y las conexiones problemáticas de éstas con el . marco global y...



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