The Global Village

Review

- Media is how we connect to the world and other people
- It is how we tell stories and share information
- Media affects how we act, think, and relate to one another
- Media is an extension of ourselves

Media as Environment - Review

- We experience media as an *environment*
 - Reading a book is very solitary
 - · Watching a movie is like participating in a large group
- Media also creates an environment
 - Writing makes us think in straight lines (linear, cause and effect, individual)
 - Radio brings us closer into small groups families
 - Television and film bring us closer still
 - Computers bring us even closer

Global Village

- "The world is shrinking"
- We travel to places easier and faster than ever before.
- Information travels between people and places faster than before.
- Computers and digital technology allow for instantaneous transfer of information to anywhere on the planet.

Yay, Global Village!

- People become more unified global coexistence
- Issues become global war, poverty, global warming, UN, EU
- Understanding of cultural differences increases
- We feel we can help each other out
- Everyone is tied together by a single marketplace, identity, nation, economy, and belief.

Think about your life

- Social Media
 - Text, send pics, short videos, memes, to ANYONE instantly
 - Do you need help, feel alone? Want to share a laugh?
- Travel
 - Old geographic boundaries no longer stop travel.
 - We can see the mountains, roads, airplanes
 - Do you want to see the oceans? Do you want to travel in a boat? airplanes?
 - Do you need money? You can use Skype/Zoom/Facetime/Discord.
- Goods
 - Do you want something from another country/city? Buy it online.

McLuhan's idea of the Global Village

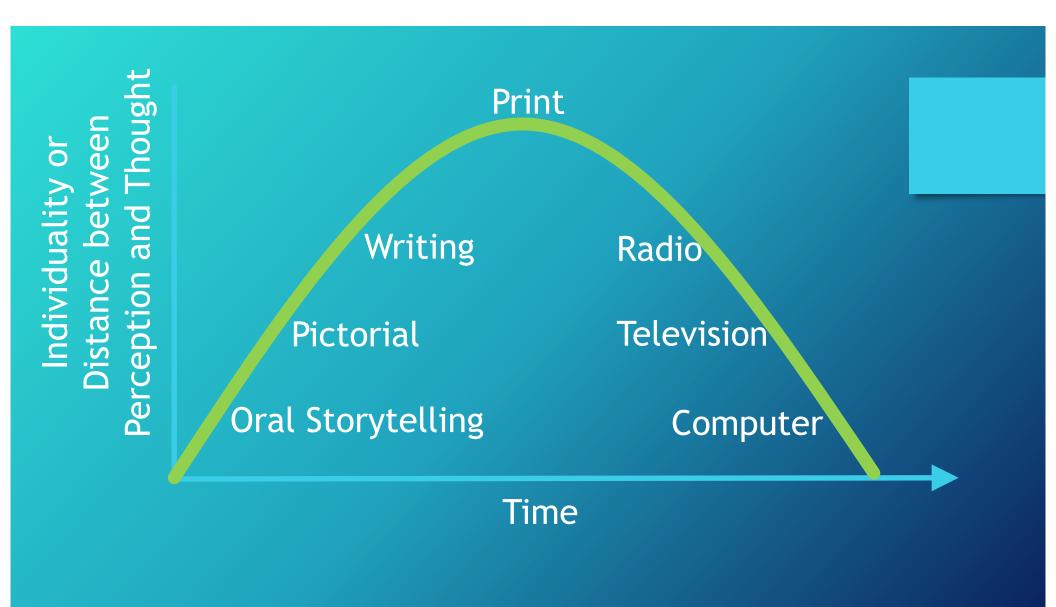
- Marshall McLuhan called the "Primitive Age" or "Tribal Age" what we will call the "Pre-Literate Age"
- People existed in small communities villages
- People would share stories, customs, traditions, religious beliefs, music, and even language in their villages.
- There were millions if not billions of these villages.

The Village

- The concept of the village is a small group of people who generally think and act the same way socially.
- Because there was little change in the environment, and no real media to adapt it, people had simultaneous perception and thinking.
 - There was no difference between what they saw and thought.
 - Instant connection between the world and their mind

Moving Away From the Village

- With each new technology, each new media, we separate our thought from our perception.
 - Oral Storytelling removing our perception because we listen to another person speak their perception
 - Pictures our perception becomes the image
 - Writing our perception becomes the definition of words
 - Printing our perception becomes the book: absolute truth
 - Radio our perception becomes what we hear
 - Television our perception becomes what we see and hear
 - Computer our perception returns to what we think



Works Cited

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