

# 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

Individuality or  
Distance between  
Perception and Thought



## Works Cited

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