



MASARYKOVA UNIVERZITA

Media Society and Culture



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Technological Determinism

- ❏ Toronto School
- ❏ Harold Innis: The Bias of Communication
- ❏ “Communication technology” being central to all other technologies - the age of Mechanics was ushered in by the *printing press*, the age of electronics by *telegraph*.
- ❏ **Time-biased media**, such as stone and clay, are durable and heavy; They facilitate the development of social hierarchies (SPEECH)
- ❏ **Space-biased media** are light and portable; they can be transported over large distances (PAPER)

Technology and Culture

☒ McLuhan

- ☒ Media Technology - Extension of man (Enlarged the scale of previous human function)
- ☒ As electrically contracted, global village emerged (Media change the globe)
- ☒ Medium is the message: the impact of the medium itself is more significant than the content it carries (Media Determinism)
- ☒ McLuhan's ambivalence: We shape our tools and thereafter our tools shape us
- ☒ Internet? Social Media?

➤ Mumford

- Technics and civilization as a whole are the result of human choice and aptitude
- Technics: Not a single technology but “Underlying force forming various technologies and the machine”
- The Machine is “the technological complex”
- Cultural Preparation: Western civilization has been modified by the machine: but NO sudden change. The machine had been developing steadily for at least 700 years.
- Prerequisite Condition: Reorientations of wishes, habits, ideas, and goals
- The culture that was ready to use technologies can be modified by the machine

➤ Mumford

- Mechanical Clock: Clock changed everyday life? Who needed the clock?
- Abstract Time, Dissociation from the Nature
- Discovery of Perspective
- Time and Capitalism: Time is Money
- Measurability. Quantification. Arbitrary numbers. Calculation
- RATIO - RATIONAL - RATIONALISM
- Capitalism adopting the machine, increased profits
- Another technology - division of labor/elimination of the organic

❖ Discussions

- ❑ Relationships between new media (Satellite, Internet, Mobile) and globalization
- ❑ Relationships between smart phone and mobile life
- ❑ Relationships between television and fragmented family relationships
- ❑ Cultural preparation?
- ❑ Technological determinism?
- ❑ Both?

- ❑ What is the most critical technology in the modern world? Why?
- ❑ How do we define “(post)Modern Culture”? And its relation to mass media?
- ❑ Are we affected by media? Do we shape media? How do we interpret media?