

PIONEER
MEDIA
THEORIST

MARSHALL MCLUHAN & RAYMOND WILLIAMS

글로벌미디어
20132498 김수연

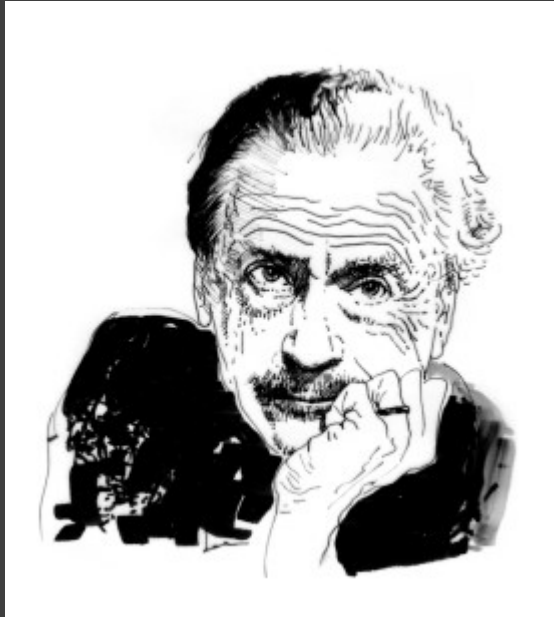
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MARSHALL
MCLUHAN

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RAYMOND
WILLIAMS



MARSHALL MCLUHAN

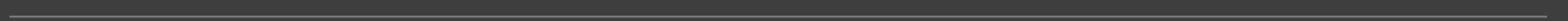
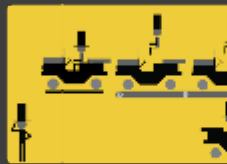
JULY 21, 1911 – DECEMBER 31, 1980

BORN IN CANADA

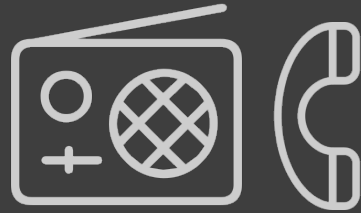
MEDIA THEORIST & CULTURE CRITIC



THE MEDIUM IS MESSAGE.



MEDIA IS EXTENTION OF HUMAN SENSORY



Societies have always been shaped **more by the nature of the media** by which humans communicate **than by the content** of the communication



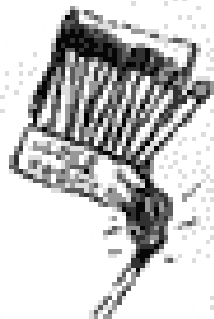


WE SHAPE
OUR TOOLS
AND
THEREAFTER
OUR TOOLS
SHAPE US.

MARSHALL MCLUHAN



HOT



radio

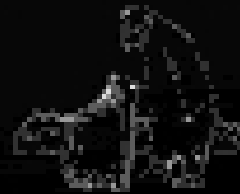
print

photographs

movies

lectures

COOL



telephone

speech

cartoons

television

seminar



HOT

MEDIA

VS

COOL

MEDIA



HOT VS COOL

HOT MEDIA	COOL MEDIA
Abundant information	Low in information
Involves no filling in of information and relies on one or two sensory faculties.	Requires audience to add information to complete the message.
Passive	Active and participatory



RAYMOND WILLIAMS

31 AUGUST, 1921 – 26 JANUARY, 1988

BORN IN ENGLAND

CULTURE THEORIST



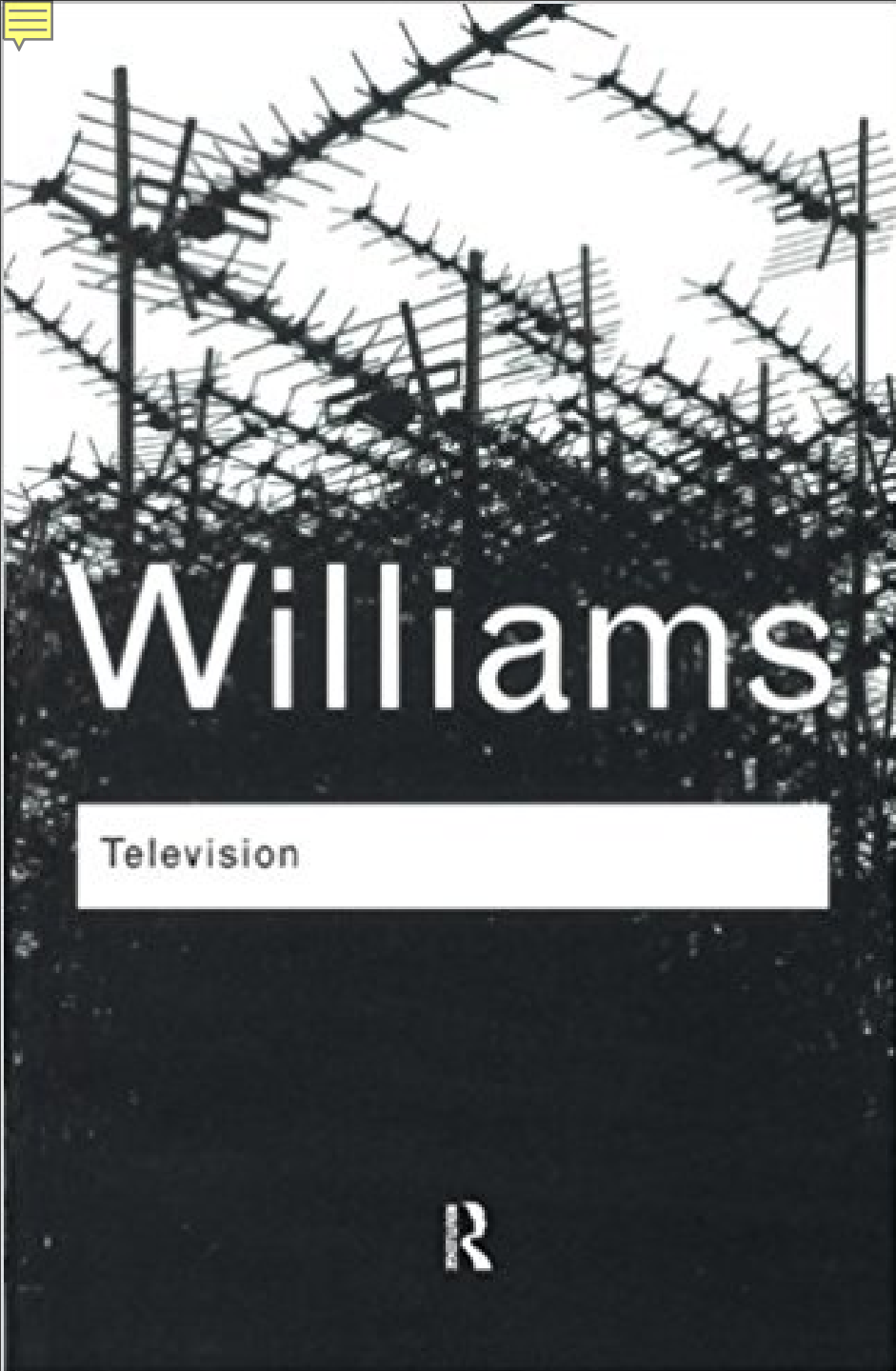
CULTURE

is a description of a particular way of life, which expresses certain meaning and values not only in art and learning but also in institutions and ordinary behavior.





MEDIUM AS REIFICATION OF SOCIAL PROCESSE



Williams

Television

R

TELEVISION:
TECHNOLOGY
AND
CULTURAL
FORM



DOMESTICATION

TELEVISION AND MOBILE PRIVATIZATION

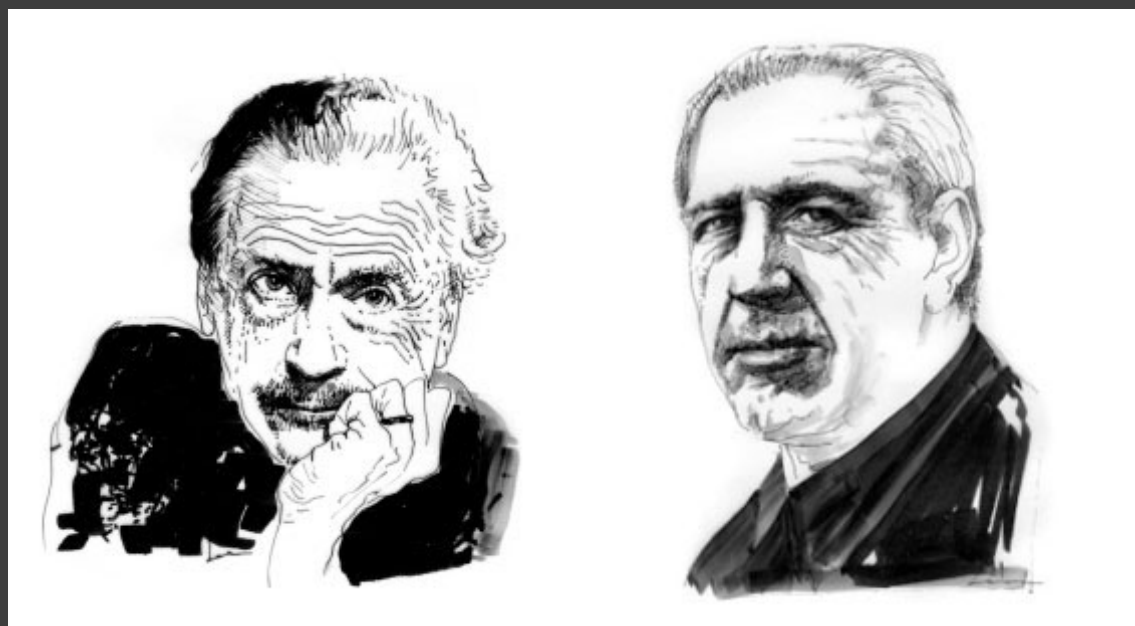


FLOW

the defining characteristic of broadcasting, simultaneously as a technology and as a cultural form



PIONEER MEDIA THEORIST



Q & A



THANK
YOU