

The Alphabet Effect A Media Ecology Understanding Of The Making Of Western Civilization Hampton Press Communication Series

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Eventually, you will very discover a additional experience and completion by spending more cash. still when? pull off you say you will that you require to get those every needs like having significantly cash? Why dont you try to acquire something basic in the beginning? Thats something that will guide you to understand even more vis--vis the globe, experience, some places, in the manner of history, amusement, and a lot more?

It is your certainly own epoch to acquit yourself reviewing habit. accompanied by guides you could enjoy now is **The Alphabet Effect A Media Ecology Understanding Of The Making Of Western Civilization Hampton Press Communication Series** below.

[Media Ecologies](#) Aug 23 2021 A "dirty materialist" ride through the media cultures of pirate radio, photography, the Internet, media art, cultural evolution, and surveillance.

[Leveraging Technology in Leadership Communication](#) Aug 30 2019 "This book examines the intersection of leadership communication and digital technology, looking at how digital media can elevate or diminish a leader's influence. Using media ecology, this book explores the transitions in technology over the course of human history that resulted in today's digital communication environment. It builds on this understanding to examine the value leadership communication provides to engage employees and drive organizational objectives internally. Beyond examining internal or team communication, it also highlights the value of external stakeholder communication by leaders using tools such as social media or websites to elevate credibility. These chapters provide a framework to guide a leader's selection of digital tools and the application of those tools on communication with stakeholders. It examines various challenges to give a realistic assessment of how leaders can navigate digital communication successfully to thrive personally and professionally. Lastly, the book explores an often-missed dimension to leadership communication:

followers. Using the ethicality of leadership and the role of followers, it concludes by examining guiding values for leadership communication in the digital age as well as forecasting future trends that will shape leader communication. The book is intended as supplementary reading in organizational, leadership, corporate, and internal communication undergraduate and graduate courses. Online instructor resources for this book include a one-sheet overview of how to use the text in a course as well as sample assignments and discussion questions"--

McLuhan in Reverse Mar 30 2022 McLuhan in Reverse proposes two new and startling theses about Marshall McLuhan's body of work. The first argues that despite McLuhan's claim that he did not work from a theory, his body of work in fact constitutes a theory that Robert K. Logan calls his General Theory of Media (GToM). The second thesis is that McLuhan's GToM is characterized by a number of reversals, including his reversals of figure and ground, cause and effect, percepts and concepts; and the medium and its content as described in his famous one-liner "the medium is the message." While McLuhan's famous Laws of Media are part of his GToM, Logan has identified nine other elements of the GToM. They are his use of probes; figure/ground analysis; the idea that the medium is the message; the subliminal nature of ground or environment revealed only by the creation of an anti-environment; the reversal of cause and effect; the importance of percept over concept and hence a focus on the human sensorium and media as extensions of man; the division of communication into the oral, written, and electric ages along with the notions of acoustic and visual space; the notion of the global village; and finally, media as environments and hence media ecology.

Perspectives on Culture, Technology and Communication Jul 02 2022 This book is an introduction to media ecology as a theory group that encompasses a coherent body of canonical literature and perspectives on understanding culture, technology and communication. It examines the various facets of media ecology's development since the turn of the 20th century as an intellectual tradition and how it has evolved into being through an interlocking network of researchers from multidisciplinary backgrounds, such as behavioral sciences; classics, cultural and structural anthropology; information and systems theory; history of technology; media and culture; and so on. Specifically, the volume clearly explains some of media ecology's defining ideas, theories or themes about the interrelationship among culture, technology and communication; the thinkers behind these ideas; the social, political, and intellectual contexts in which these ideas came into being; as well as how the reader may use these ideas in our times.

The Alphabet Effect Sep 04 2022 This book is a study of this evolution of writing systems. It describes the role the phonetic alphabet has played in the development of Western civilization. Drawing a variety of conclusions about how societies advance, the author shows how the advent of mass communication and the use of computers affect how we communicate.

Challenges to Integrating Diversity, Equity, and Inclusion Programs in Organizations Dec 15 2020 Throughout the past several years, diversity, equity, and inclusion initiatives have been a part of a growing phenomenon to address the diverse needs of organizations. However, the act of diversity training and implementation in programs has traditionally been reactive as a result of a scandal rather than proactive. As more industries see the benefits of diversity, equity, and inclusion training, we will continue to see the benefits of a sustainable, healthy working environment for all. Challenges to Integrating Diversity, Equity, and Inclusion Programs in Organizations is an essential reference source that shares the challenges and opportunities faced by diversity, equity, and inclusion officers who are leading their organizations to becoming more diverse, equitable, and inclusive working environments. Featuring research on topics such

as institutional equity, organizational culture, and diverse workplace, this book is ideally designed for administrators, human resource specialists, researchers, business professionals, academicians, and students, as well as organizations looking to make the intentional shifts necessary to develop and foster a more inclusive working and learning environment.

The Sensus Communis, Synesthesia, and the Soul Jun 28 2019 In this essay of extraordinary scope and depth, Eric McLuhan explores faith as a form of knowing. He does so against the backdrop of preliterate man's concrete, bodily submersion in the putting on of poetry and drama (the practice of mimesis) and post-literate man's bodiless submersion in electronic communication, in which sender and receiver are everywhere and nowhere at once. In traversing the Aristotelian and Medieval concept of *sensus communis*, he examines synesthesia as, in effect, its operating system and charts the modern and contemporary mandate to embrace the incarnate. He washes up on the shore of religion as he uncovers a trinity of knowledge, that is, three kinds of *sensus communis* – the five physical senses, the four intellectual senses of Scripture (historical, allegorical, tropological, and anagogical), and the three theological senses (faith, hope, and charity)—each of the three complete in itself yet interacting with one another. A fascinating odyssey that will dazzle the senses.

Media and the Ecological Crisis Jul 22 2021 *Media and the Ecological Crisis* is a collaborative work of interdisciplinary writers engaged in mapping, understanding and addressing the complex contribution of media to the current ecological crisis. The book is informed by a fusion of scholarly, practitioner, and activist interests to inform, educate, and advocate for real, environmentally sound changes in design, policy, industrial, and consumer practices. Aligned with an emerging area of scholarship devoted to identifying and analysing the material physical links of media technologies, cultural production, and environment, it contributes to the project of greening media studies by raising awareness of media technology's concrete environmental effects.

Media Ecology/Archeology Nov 01 2019 *Media Ecology* explores the idea of a life lived in and through immersion in an environment of digital media and technologies, and the life of media and technologies themselves. The increasing convergence on the digital form has been accompanied by a new fluidity between interconnected devices and digital media devices now carry, connect to, communicate with and allow the creation and sharing of hybrid, perpetually remixed content. This proliferation of media forms, cultures and experiences takes us beyond the broadcast-era dominance of a limited number of forms (newspapers, radio, cinema and television) exposing a much more complex 'media ecology'. Hoskins and Merrin argue that the move to the post-broadcast era exposes the limitations of the established academic media histories of the broadcast-era. Their linear histories of the rise and interrelation of the main forms that dominated the 20th century are important but don't help us understand the contemporary digital environment. For this we need to move beyond the privileging of print, radio, film and TV and re-immense within a broader history of technological development and use. What is now needed therefore is a turn to media ecology, to understand how media environments and relationships are formed and transformed; and a turn to media archaeology, to understand how media technologies historically evolve. These approaches allow us to understand the specific evolving ecology and history of our contemporary digital media worlds.

Ecological Understanding Jan 28 2022 This widely anticipated revision of the groundbreaking book, *Ecological Understanding*, updates this crucial sourcebook of contemporary philosophical insights for practicing ecologists and graduate students in ecology and environmental studies. The second edition contains new ecological examples, an expanded array of conceptual diagrams and illustrations, new text boxes summarizing

important points or defining key terms, and new reference to philosophical issues and controversies. Although the first edition was recognized for its clarity, this revision takes the opportunity to make the exposition of complex topics still clearer to readers without a philosophical background. Readers will gain an understanding of the goals of science, the structure of theory, the kinds of theory relevant to ecology, the way that theory changes, what constitutes objectivity in contemporary science, and the role of paradigms and frameworks for synthesis within ecology and in integration with other disciplines. Finally, how theory can inform and anchor the public use of ecological knowledge in civic debates is laid out. This new edition refines the understanding of how the structure and change of theory can improve the growth and application of one of the 21st century's key sciences.

- Explains the philosophical basis of ecology in plain English
- Contains chapter overviews and summaries
- Text boxes highlight key points, examples, or controversies
- Diagrams explain structure and development of theory, and integration
- Evaluates and relates paradigms in ecology
- Illustrates philosophical issues with classic and new ecological research

Understanding Human Ecology Nov 13 2020 This book examines the domain of human agency–environment interaction from a multidimensional point of view. It explores the human–environment interface by analysing its ethical, political and epistemic aspects – the value aspects that humans attribute to their environment, the relations of power in which the actions and their consequences are implicated and the meaning of human actions in relation to the environment. The volume delineates the character of this domain and works out a theoretical framework for the field of human ecology. This book will be a must-read for students, scholars and researchers of environmental studies, human ecology, development studies, environmental history, literature, politics and sociology. It will also be useful to practitioners, government bodies, environmentalists, policy makers and NGOs.

Understanding New Media Jun 01 2022 Marshall McLuhan made many predictions in his seminal 1964 publication, *Understanding Media: Extensions of Man*. Among them were his predictions that the Internet would become a «Global Village», making us more interconnected than television; the closing of the gap between consumers and producers; the elimination of space and time as barriers to communication; and the melting of national borders. He is also famously remembered for coining the expression «the medium is the message». These predictions form the genesis of this new volume by Robert Logan, a friend and colleague who worked with McLuhan. In *Understanding New Media* Logan expertly updates *Understanding Media* to analyze the «new media» McLuhan foreshadowed and yet was never able to analyze or experience. The book is designed to reach a new generation of readers as well as appealing to scholars and students who are familiar with *Understanding Media*. Visit the companion website, understandingnewmedia.org, for the latest updates on this book.

Understanding Media, Today Apr 06 2020

R for Data Science Mar 06 2020 Learn how to use R to turn raw data into insight, knowledge, and understanding. This book introduces you to R, RStudio, and the tidyverse, a collection of R packages designed to work together to make data science fast, fluent, and fun. Suitable for readers with no previous programming experience, *R for Data Science* is designed to get you doing data science as quickly as possible. Authors Hadley Wickham and Garrett Grolemund guide you through the steps of importing, wrangling, exploring, and modeling your data and communicating the results. You'll get a complete, big-picture understanding of the data science cycle, along with basic tools you need to manage the details. Each section of the book is paired with exercises to help you practice what you've learned along the way. You'll learn how to: Wrangle—transform your datasets

into a form convenient for analysis Program—learn powerful R tools for solving data problems with greater clarity and ease Explore—examine your data, generate hypotheses, and quickly test them Model—provide a low-dimensional summary that captures true "signals" in your dataset Communicate—learn R Markdown for integrating prose, code, and results

The Media Ecosystem Feb 26 2022 In *The Media Ecosystem*, Antonio Lopez draws together the seemingly disparate realms of ecology and media studies to present a fresh and provocative interpretation of the current state of the mass media—and its potential future. Lopez explores the connections between media and the environment, arguing that just as the world's powers have seized and exploited the physical territories and natural resources of the earth, so, too, have they colonized the "cultural commons"—the space of ideas that everyone shares. He identifies the root of the problem in the privileging of "mechanistic" thinking over ecological intelligence, which recognizes that people live in a relationship with every other living thing on the planet. In order to create a more sustainable media ecosystem—just like the preservation of organic ecosystems—we must reconnect our daily media activities to their impact on others and the environment. To become "organic media practitioners," we must become aware of the impact of media use on the environment; recognize media's influence on our perception of time, space, and place; understand media's interdependence with the global economy; be conscious of media's interaction with cultural beliefs; and develop an ethical framework in order to act upon these understandings. Above all, Lopez calls for media producers and consumers alike to bring a sense of ritual and collaboration back to the process of communication, utilizing collective intelligence and supporting a new culture of participation. Containing both wide-reaching analysis and practical tips for more conscious media use, *The Media Ecosystem* is designed for all those who seek a more sustainable future. *The Media Ecosystem* is part of the EVOLVER EDITIONS Manifesto Series. From the Trade Paperback edition.

Understanding Social Media Feb 14 2021 The purpose of this book is to understand the nature of social media and its impact on almost all aspects of modern-day existence. We reveal the effects of social media on users and the changing nature of our social interactions. Our approach is based on Marshall McLuhan's methodology of media ecology.

Digital Media Ecologies Jul 10 2020 Our digital world is often described using terms such as immateriality and virtuality. The discourse of cloud computing is the latest in a long line of nebulous, dematerialising tropes which have come to dominate how we think about information and communication technologies. *Digital Media Ecologies* argues that such rhetoric is highly misleading, and that engaging with the key cultural, agential, ethical and political impacts of contemporary media requires that we do not just engage with the surface level of content encountered by the end users of digital media, but that we must additionally consider the affordances of software and hardware. Whilst numerous existing approaches explore content, software and hardware individually, *Digital Media Ecologies* provides a critical intervention by insisting that addressing contemporary technoculture requires a synthetic approach that traverses these three registers. *Digital Media Ecologies* re-envision the methodological approach of media ecology to go beyond the metaphor of a symbolic information environment that exists alongside a material world of tantalum, turtles and tornados. It illustrates the social, cultural, political and environmental impacts of contemporary media assemblages through examples that include mining conflict-sustaining minerals, climate change blogging, iOS jailbreaking, and the ecological footprint of contemporary computing infrastructures. Alongside foregrounding the deleterious social and environmental impacts of digital technologies, the book considers numerous ways that these issues are being tackled by a

heterogeneous array of activists, academics, hackers, scientists and citizens using the same technological assemblages that ostensibly cause these problems.

Millennials and Media Ecology Sep 11 2020 Millennials and Media Ecology explores issues pertaining to millennials and digital media ecology and studies the cultural, pedagogical, and political environments such heterogeneous generation populates. The book questions whether millennials are properly understood as a heterogeneous group, particularly by the institutions and agencies that target them, and whether they are demonstrating the ability to set out a path for themselves and take charge of their own life and future. A diverse team of expert authors review past and current studies with critical assessment of arguments and propositions, and document actual experiences of members of the millennial generation through detailed studies. Engaging with topical subject matter and current research on millennials, the chapters: Question the misunderstanding that digital tools and Internet technologies are making the younger generation 'dumber' and 'disengaging' them from the real world Underscore the legal and economic insights into the commodification of the younger generation as consumers rather than learners Examine the historical trajectory of media technology, and whether new practices are having an empowering effect or one of enslavement to an increasingly irreversible technological and socio-political regime Shed light on issues of critical pedagogy emerging from digital environments in relation to one's mental abilities and degrees of wisdom Discuss the cultural and political implications of millennials' new media trends, the changing relationship between millennials and legacy media, which rely on the younger generation for survival; Offer new insights into the significance of current media trends in relation to issue of credibility and identity. This is an essential book for scholars in the fields of Media and Communications and Popular Culture, and will be vital reading for postgraduate students and specialists in related fields.

Understanding New Media Feb 03 2020 Marshall McLuhan made many predictions in his seminal 1964 publication, *Understanding Media: Extensions of Man*. Among them were his predictions that the Internet would become a «global village,» making us more interconnected than television; the closing of the gap between consumers and producers; the elimination of space and time as barriers to communication; and the melting of national borders. He is also famously remembered for coining the expression «the medium is the message.» These predictions form the genesis of this updated volume by Robert K. Logan, a friend and colleague who worked with McLuhan. In this second edition of *Understanding New Media* Logan expertly updates McLuhan's *Understanding Media* to analyze the «new media» McLuhan foreshadowed and yet was never able to analyze or experience. The book is designed to reach a new generation of readers as well as appealing to scholars and students who are familiar with *Understanding Media*.

Sound, Media, Ecology Jun 08 2020 This volume reads the global urban environment through mediated sonic practices to put a contemporary spin on acoustic ecology's investigations at the intersection of space, cultures, technology, and the senses. Acoustic ecology is an interdisciplinary framework from the 1970s for documenting, analyzing, and transforming sonic environments: an early model of the cross-boundary thinking and multi-modal practices now common across the digital humanities. With the recent emergence of sound studies and the expansion of "ecological" thinking, there is an increased urgency to re-discover and contemporize the acoustic ecology tradition. This book serves as a comprehensive investigation into the ways in which current scholars working with sound are re-inventing acoustic ecology across diverse fields, drawing on acoustic ecology's focus on sensory experience, place, and applied research, as well as attendance to mediatized practices in sounded space. From sounding out the Anthropocene, to rethinking our auditory media landscapes, to exploring citizenship and community, this

volume brings the original acoustic ecology problem set into the contemporary landscape of sound studies.

The Alphabet Effect Aug 03 2022 Describes the evolution of writing, compares the characteristics of Eastern and Western civilizations, and argues that the alphabet led to the development of linear logic

Ecology, Writing Theory, and New Media Apr 18 2021 Moving beyond ecocomposition, this book galvanizes conversations in ecology and writing not with an eye toward homogenization, but with an agenda of firmly establishing the significance of writing research that intersects with ecology. It looks to establish ecological writing studies not just as a legitimate or important form of writing research, but as paramount to the future of writing studies and writing theory. Complex ecologies, writing studies, and new-media/post-media converge to highlight network theories, systems theories, and posthumanist theories as central in the shaping of writing theory, and this study embraces work in these areas as essential to the development of ecological theories of writing. Contributors address ecological theories of writing by way of diverse and promising avenues, united by the underlying commitment to better understand how ecological methodologies might help better inform our understanding of writing and might provoke new theories of writing. *Ecology, Writing Theory, and New Media* fuels future theoretical conversations about ecology and writing and will be of interest to those who are interested in theories of writing and the function of writing.

The Genes of Culture Apr 30 2022 A cross-disciplinary tour-de-force, *The Genes of Culture* integrates insights from philosophy, the physical sciences, social psychology and cultural criticism to pose challenging questions for today's students of media.

Technology, Media Literacy, and the Human Subject Nov 25 2021 Media literacy is often focused on evaluating the message rather than reflecting on the medium. Bringing together postphenomenology, media ecology, posthumanism, and complexity theory, Richard Lewis's book offers a method for such a reflection and shows how our everyday media environments constitute us as (post)human subjects: one that is becoming and constitutes through relations – also with our media technologies. An original interdisciplinary effort – including for example the term 'intrasubjective mediation' – and a must-read book for everyone interested in how we become with and through technologies. Prof Mark Coeckelbergh, University of Vienna *Technology, Media Literacy, and the Human Subject* is a clearly and concisely written book that employs a fruitful transdisciplinary approach. It at once offers an excellent grounding in the literature, whilst simultaneously developing a useful tool for students to reflect deeply and critically upon their own engagement with media. Thoroughly recommended. Alexander Thomas, University of East London What does it mean to be media literate in today's world? How are we transformed by the many media infrastructures around us? We are immersed in a world mediated by information and communication technologies (ICTs). From hardware like smartphones, smartwatches, and home assistants to software like Facebook, Instagram, Twitter, and Snapchat, our lives have become a complex, interconnected network of relations. Scholarship on media literacy has tended to focus on developing the skills to access, analyze, evaluate, and create media messages without considering or weighing the impact of the technological medium—how it enables and constrains both messages and media users. Additionally, there is often little attention paid to the broader context of interrelations which affect our engagement with media technologies. This book addresses these issues by providing a transdisciplinary method that allows for both practical and theoretical analyses of media investigations. Informed by postphenomenology, media ecology, philosophical posthumanism, and complexity theory the author proposes both a framework and a pragmatic instrument for understanding the multiplicity of relations that

all contribute to how we affect—and are affected by—our relations with media technology. The author argues persuasively that the increased awareness provided by this posthuman approach affords us a greater chance for reclaiming some of our agency and provides a sound foundation upon which we can then judge our media relations. This book will be an indispensable tool for educators in media literacy and media studies, as well as academics in philosophy of technology, media and communication studies, and the post-humanities.

Context Blindness Jan 16 2021 This book shows that since we have delegated the ability to read context to contextual technologies (social media, location, and sensors), we have become context blind. Since this is one of the most dominant symptoms of autistic behavior, people with autism may indeed be giving us a peek into our human condition soon.

Taking Up McLuhan's Cause Sep 23 2021 This book brings together a number of prominent scholars to explore a relatively under-studied area of Marshall McLuhan's thought: his idea of formal cause and the role that formal cause plays in the emergence of new technologies and in structuring societal relations. Aiming to open a new way of understanding McLuhan's thought in this area, and to provide methodological grounding for future media ecology research, the book runs the gamut, from contributions that directly support McLuhan's arguments to those that see in them the germs of future developments in emergent dynamics and complexity theory.

Understanding Terrorism in the Age of Global Media Mar 18 2021 We cannot truly understand - let alone counter - terrorism in the 21st century unless we also understand the processes of communication that underpin it. This book challenges what we know about terrorism, showing that current approaches are inadequate and outdated, and develops a new communication model to understand terrorism in the media age.

Media and the Ecological Crisis Oct 25 2021 *Media and the Ecological Crisis* is a collaborative work of interdisciplinary writers engaged in mapping, understanding and addressing the complex contribution of media to the current ecological crisis. The book is informed by a fusion of scholarly, practitioner, and activist interests to inform, educate, and advocate for real, environmentally sound changes in design, policy, industrial, and consumer practices. Aligned with an emerging area of scholarship devoted to identifying and analysing the material physical links of media technologies, cultural production, and environment, it contributes to the project of greening media studies by raising awareness of media technology's concrete environmental effects.

Data Visualization Dec 03 2019 An accessible primer on how to create effective graphics from data This book provides students and researchers a hands-on introduction to the principles and practice of data visualization. It explains what makes some graphs succeed while others fail, how to make high-quality figures from data using powerful and reproducible methods, and how to think about data visualization in an honest and effective way. *Data Visualization* builds the reader's expertise in ggplot2, a versatile visualization library for the R programming language. Through a series of worked examples, this accessible primer then demonstrates how to create plots piece by piece, beginning with summaries of single variables and moving on to more complex graphics. Topics include plotting continuous and categorical variables; layering information on graphics; producing effective "small multiple" plots; grouping, summarizing, and transforming data for plotting; creating maps; working with the output of statistical models; and refining plots to make them more comprehensible. Effective graphics are essential to communicating ideas and a great way to better understand data. This book provides the practical skills students and practitioners need to visualize quantitative data and get the most out of their research findings. Provides hands-on instruction using R and ggplot2 Shows how the "tidyverse" of data analysis tools makes working with R easier and more consistent Includes a library of

data sets, code, and functions

Digital McLuhan Jul 30 2019 Marshall McLuhan died on the last day of 1980, on the doorstep of the personal computer revolution. Yet McLuhan's ideas anticipated a world of media in motion, and its impact on our lives on the dawn of the new millennium. Paul Levinson examines why McLuhan's theories about media are more important to us today than when they were first written, and why the Wired generation is now turning to McLuhan's work to understand the global village in the digital age.

Media Ecology Nov 06 2022 *Media Ecology: An Approach to Understanding the Human Condition* provides a long-awaited and much anticipated introduction to media ecology, a field of inquiry defined as the study of media as environments. Lance Strate presents a clear and concise explanation of an intellectual tradition concerned with much more than understanding media, but rather with understanding the conditions that shape us as human beings, drive human history, and determine the prospects for our survival as a species. Much more than a summary, this book represents a new synthesis that moves the field forward in a manner that is both unique and unprecedented, and simultaneously grounded in an unparalleled grasp of media ecology's intellectual foundations and its relation to other disciplines. Taking as its subject matter "life, the universe, and everything," Strate describes the field as interdisciplinary and communication-centered, provides a detailed explication of McLuhan's famous aphorism, "the medium is the message," and explains that the human condition can only be understood in the context of our biophysical, technological, and symbolic environments. Strate provides an in-depth examination of media ecology's four key terms: medium, which is defined in much broader terms than in other fields; bias, which refers to tendencies inherent in materials and methods; effects, which are best understood via the Aristotelian notion of formal causality and contemporary systems theory; and environment, which includes the distinctions between the oral, chirographic, typographic, and electronic media environments. A chapter on tools serves as a guide to further media ecological research and scholarship. This book is well suited for graduate and undergraduate courses on communication theory and philosophy.

Hybrid Media Activism Oct 13 2020 This book is an extensive investigation of the complexities, ambiguities and shortcomings of contemporary digital activism. The author deconstructs the reductionism of the literature on social movements and communication, proposing a new conceptual vocabulary based on practices, ecologies, imaginaries and algorithms to account for the communicative complexity of protest movements. Drawing on extensive fieldwork on social movements, collectives and political parties in Spain, Italy and Mexico, this book disentangles the hybrid nature of contemporary activism. It shows how activists operate merging the physical and the digital, the human and the non-human, the old and the new, the internal and the external, the corporate and the alternative. The author illustrates the ambivalent character of contemporary digital activism, demonstrating that media imaginaries can be either used to conceal authoritarianism, or to reimagine democracy. The book looks at both side of algorithmic power, shedding light on strategies of repression and propaganda, and scrutinizing manifestations of algorithms as appropriation and resistance. The author analyses the way in which digital activism is not an immediate solution to intricate political problems, and argues that it can only be effective when a set of favourable social, political, and cultural conditions align. Assessing whether digital activism can generate and sustain long-term processes of social and political change, this book will be of interest to students and scholars researching radical politics, social movements, digital activism, political participation and current affairs more generally.

The Environment in the Age of the Internet Oct 01 2019 How do we talk about the

environment? Does this communication reveal and construct meaning? Is the environment expressed and foregrounded in the new landscape of digital media? *The Environment in the Age of the Internet* is an interdisciplinary collection that draws together research and answers from media and communication studies, social sciences, modern history, and folklore studies. Edited by Heike Graf, its focus is on the communicative approaches taken by different groups to ecological issues, shedding light on how these groups tell their distinctive stories of "the environment". This book draws on case studies from around the world and focuses on activists of radically different kinds: protestors against pulp mills in South America, resistance to mining in the Sámi region of Sweden, the struggles of indigenous peoples from the Arctic to the Amazon, gardening bloggers in northern Europe, and neo-Nazi environmentalists in Germany. Each case is examined in relation to its multifaceted media coverage, mainstream and digital, professional and amateur. Stories are told within a context; examining the "what" and "how" of these environmental stories demonstrates how contexts determine communication, and how communication raises and shapes awareness. These issues have never been more urgent, this work never more timely. *The Environment in the Age of the Internet* is essential reading for everyone interested in how humans relate to their environment in the digital age.

Understanding Human Ecology May 08 2020 We are facing hugely complex challenges – from climate change to world poverty, our problems are part of an inter-related web of social and natural systems. Human ecology promises an approach to these complex challenges, a way to understand these problems holistically and to start to manage them more effectively. This book offers a coherent conceptual framework for Human Ecology – a clear approach for understanding the many systems we are part of and for how we frame and understand the problems we face. Blending natural, social and cognitive sciences with dynamical systems theory, the authors offer systems approaches that are accessible to all, from the undergraduate student to policy-makers and practitioners across government, business and community. Road-tested and refined over a decade of teaching and workshops, the authors have built a clear, inspiring and important framework for anyone approaching the management of complex problems and the transition to sustainability.

The Anime Ecology Aug 11 2020 A major work destined to change how scholars and students look at television and animation With the release of author Thomas Lamarre's field-defining study *The Anime Machine*, critics established Lamarre as a leading voice in the field of Japanese animation. He now returns with *The Anime Ecology*, broadening his insights to give a complete account of anime's relationship to television while placing it within important historical and global frameworks. Lamarre takes advantage of the overlaps between television, anime, and new media—from console games and video to iOS games and streaming—to show how animation helps us think through television in the contemporary moment. He offers remarkable close readings of individual anime while demonstrating how infrastructures and platforms have transformed anime into emergent media (such as social media and transmedia) and launched it worldwide. Thoughtful, thorough illustrations plus exhaustive research and an impressive scope make *The Anime Ecology* at once an essential reference book, a valuable resource for scholars, and a foundational textbook for students.

Ecomedia Literacy May 20 2021 This book offers a focused and practical guide to integrating the relationship between media and the environment—ecomedia—into media education. It enables media teachers to "green" their pedagogy by providing essential tools and approaches that can be applied in the classroom. Media are essential features of our planetary ecosystem emergency, contributing to both the problem of and solution to climate chaos, biodiversity loss, ocean acidification, deforestation, water contamination, and so on. Offering a clear theoretical framework and suggested curriculum guide, the

book provides key resources that will enable media educators to apply ecomedia concepts to their curricula. By reconceptualizing media education, this book connects ecology, environmental communication, ecomedia studies, environmental humanities, and ecoliteracy to bridge media literacy and education for sustainability. Ecomedia Literacy is an essential read for educators and scholars in the areas of media literacy, media and communication, media and cultural studies, environmental humanities, and environmental studies.

The Future of the Library Dec 27 2021 "All the chapters of this book were co-authored by Marshall McLuhan and Robert K. Logan with the exception of 2015 Preface, Chapters 6 and 7 and Part 2 of Chapter 13, which were authored by Robert K. Logan in 2015. The original material co-authored by Marshall McLuhan and Robert K. Logan circa 1979 is presented unedited exactly as it was written then. However Robert K. Logan has inserted parenthetical remarks to this material to bring it up to date where necessary or to comment on the 1979 material from a 2015 perspective. These parenthetical remarks are encased in {curly brackets}."

Mapping Media Ecology Oct 05 2022 This single-authored book provides a unified, systematic framework for the study of media ecology.

Understanding Media Jun 20 2021 When first published, Marshall McLuhan's *Understanding Media* made history with its radical view of the effects of electronic communications upon man and life in the twentieth century.

Radicalisation and the Media Jan 04 2020 This book examines the circulation and effects of radical discourse by analysing the role of mass media coverage in promoting or hindering radicalisation and acts of political violence. There is a new environment of conflict in the post-9/11 age, in which there appears to be emerging threats to security and stability in the shape of individuals and groups holding or espousing radical views about religion, ideology, often represented in the media as oppositional to Western values. This book asks what, if anything is new about these radicalising discourses, how and why they relate to political acts of violence and terror, and what the role of the mass media is in promoting or hindering them. This includes exploring how the acts themselves and explanations for them on the web are picked up and represented in mainstream television news media or Big Media, through the journalistic and editorial uses of words, phrases, graphics, images, and videos. It analyses how interpretations of the term 'radicalisation' are shaped by news representations through investigating audience responses, understandings and misunderstandings. Transnational in scope, this book seeks to contribute to an understanding of the connectivity and relationships that make up the new media ecology, especially those that appear to transcend the local and the global, accelerate the dissemination of radicalising discourses, and amplify media/public fears of political violence. This book will be of interest to students of security studies, media studies, terrorism studies, political science and sociology.