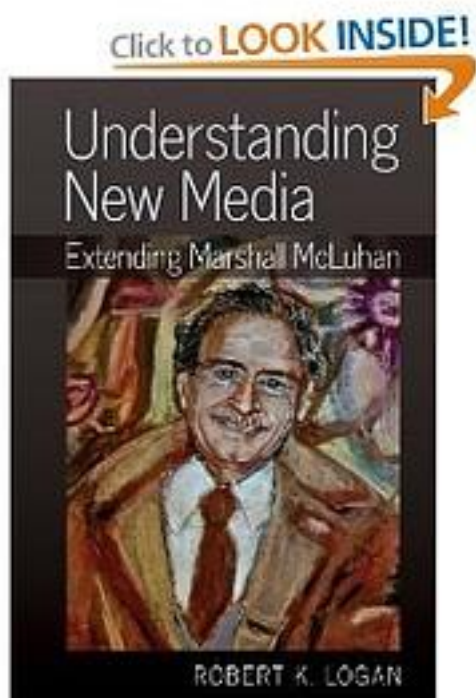


Understanding New Media



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'Understanding New Media' is a necessary and up to date upgrade of Marshall McLuhan's theories in the context of a new digital media ecology. Bob Logan is one of the best interpreters of McLuhan's 360 vision of media, technology and culture, and he has enriched this wide- angle perspective by including categories from biology, complexity and evolution fields. In a historical moment characterized by a hyper-specialization of science - media studies are not the exception - this integrated approach is essential for understanding new media. (Carlos A. Scolari, Professor, Pompeu Fabra University, Barcelona) Marshall McLuhan's ideas on media have stood the test of time remarkably well. In many respects they are more relevant today than in

the time of writing. Thus, an update of his classic work 'Understanding Media' from 1964 makes perfect sense. And I could think of no better candidate for the task than Robert Logan. His first-hand knowledge of McLuhan combined with his straightforward and lucid style of writing makes 'Understanding New Media' extremely useful as a guide to McLuhan's thoughts as well as our present world of 'New Media'. (Mogens Olesen, University of Copenhagen)

作者介绍:

Robert K. Logan is Professor Emeritus of Physics, at the University of Toronto and Chief Scientist of The Strategic Innovation Lab at the Ontario College of Art and Design. He collaborated and published with McLuhan which influenced this publication and his many other books including The Alphabet Effect, The Sixth Language, The Extended Mind, Collaborate to Compete and What is Information? He brings his experiences in politics and the business world to his understanding of media new and old.

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标签

麦克卢汉

传媒

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评论

这本书于我最大的意义就是它详实的资料、缜密的逻辑和批判性论述，可看出作者学术之严谨，甚至为人之诚恳谦和。我认为在学术初期很适合效仿作者的态度。我欣赏极了作者这样的人！真想和ta一起共事。

对于解读McLuhan飘渺的理论很有用，简直就是救星。

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书评

这本书是由麦克卢汉的同事和合作者撰写的，由于麦克卢汉的学术活跃期与计算机新技术有一定时差，因此本书是对麦克卢汉方法论在新新媒介层面的延续。前半部分侧重于解释三大传播时代的媒介特征，以及新旧媒介的区别性特征，后半部分则是作者将媒介定律一一运用于各类新媒介的阐...

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