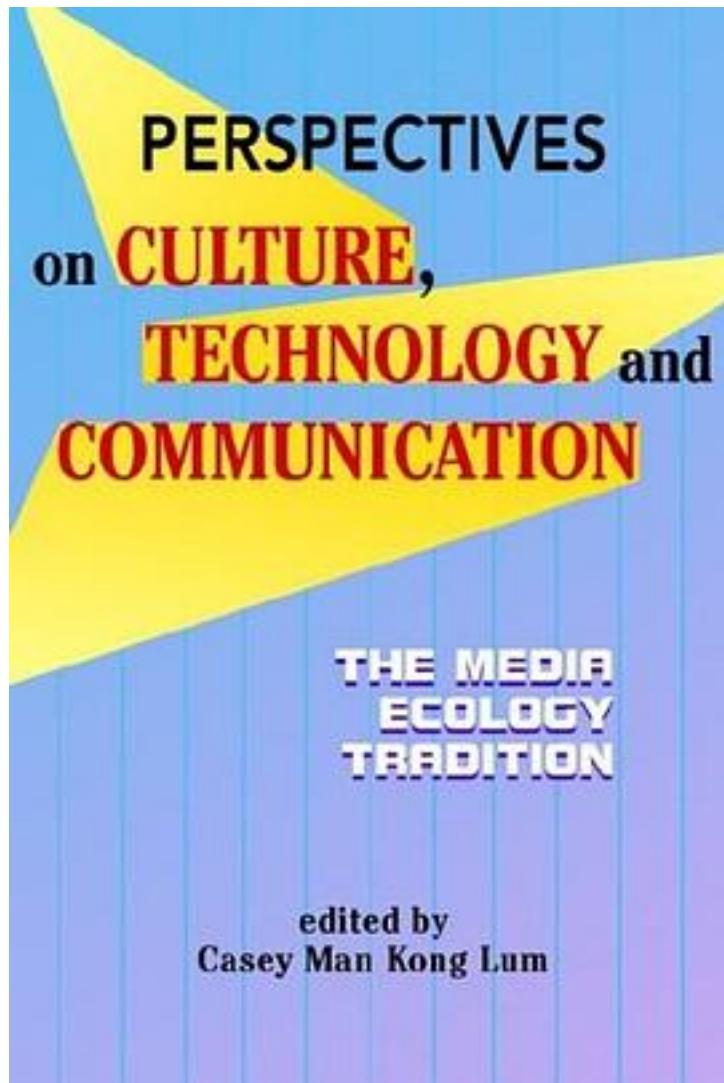


Perspectives on Culture, Technology And Communication



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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.

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