

M. McLuhan and the age of digital culture

The printing press and television changed how we conceptualize reality, hence “THE MEDIUM IS THE MESSAGE” McLuhan showed how the printing press led to the Industrial Revolution and predicted “electric” medias would lead to a tribal, angry, terrified world.

Media frames how we see the world, not as it is, but rather in new ways, in ways others control. In the 1700’s the printing press created what we call nationalism today, what in effect was a public. Mere manuscripts could not create unified consistent publics.

The response “how we use a tool is what counts” is the stance of the technological idiot. For the 'content' is the meat used by the burglar to distract the watchdog of the mind.

The digital “public” has surrendered to a centralizing brain that monitors and adapts to the audience. Our senses are now outside of us, unaware of this dynamic, the continuous monitoring and modulation of streams of data becomes like the unity of the tribal drums. Our total dependence on instantaneous, tailor-made, digital data is unprecedented.

The human psyche was forever changed by print culture. It was the end of oral and patriarchal traditions and the beginning of freedom and breaking old styles of thought control from authoritarian doctrines.

We are no more prepared to accept the consequences of the digital age, a place where everything quickly affects everything else all the time and a new kind of contrived state of terror results from all thoughts and feeling being controlled outside of the self.