

The background is a dark blue gradient with several glowing, semi-transparent blue lines. On the left side, there is a grid-like pattern of intersecting curved lines. On the right side, there are several horizontal, parallel glowing lines that create a sense of motion or data flow.

Media Literacy Theory



We are our media

A society becomes the media it uses.





Mark Zuckerberg

Has worked at Facebook Studied Computer Science at Harvard University Lives in Palo Alto, California From Dobbs Ferry, New York Born on May 14, 1984



Send Message Poke

Education and Work

Employers



Facebook
Feb 2004 to present - Palo Alto, California
▪ [FBX Profile](#)

College



Harvard University
Computer Science - Psychology
▪ [CS182. Intelligent Machines](#) with Andrew Bosworth
▪ [CS121. Introduction to Computational Theory](#) with James Wang and Kang-Xing Jin

High School



Ardsley High School



Phillips Exeter Academy
Class of 2002

Philosophy

Favorite Quotes "All children are artists. The problem is how to remain an artist once he grows up."

Wall

Info

Photos (826)

Questions

Family



Karen Zuckerberg
Mother



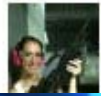
Edward Zuckerberg
Father



Randi Zuckerberg
Sister



Donna Zuckerberg
Sister



Arielle Zuckerberg
Sister

You and Mark



3 Mutual Friends

Sponsored

Create an Ad

Police Auctions
gsaauctions.gov



Like a slick deal? Now you can get up to 90% retail with police seized auctions. Get in on the action.

SF Bucket List

partners.livingsocial.com



Things to do in San Francisco before you die. One huge coupon emailed daily.

Stay close to your team



Check the score and see highlights from the big game with AT&T High Speed Internet for only \$14.95/mo.

Craft Beer Attorney



Need legal assistance with your California craft beer?

All media are extensions of
the senses.

- The phone is an extension of the ear.



Time/Space Obliteration

We are HERE and THERE at the same time.

brain – emotions – imagination

We are connected through media to the actual event.






Media Amputations

The use of any media amputates the function it serves.



Content of one medium
is another medium
comic book to movie to theme park





Mass media are a part
of our value-reminder
system.

Media culture teaches some values
and ignores others.

Traditional Values

- Wisdom
- Stability, tradition
- Age
- Quality
- Beauty
- Maintain, treasure
- Contemplation
- Slow pace
- Simplicity
- Smallness, personal
- Cooperate w/ nature

Media Values

- Cleverness
- New, novelty
- Youth
- Quantity
- Glamour
- Replace, throw away
- Action
- Speed, efficiency
- Technology
- Huge, impersonal
- Conquer nature