

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 lines. On the right side, there are several horizontal, parallel lines that appear to be part of a larger, faint grid or data visualization. The overall effect is a sense of digital connectivity and data flow.

# ***Media Literacy Theory***



***We are our media***

**A society becomes the media it uses.**





# ***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.

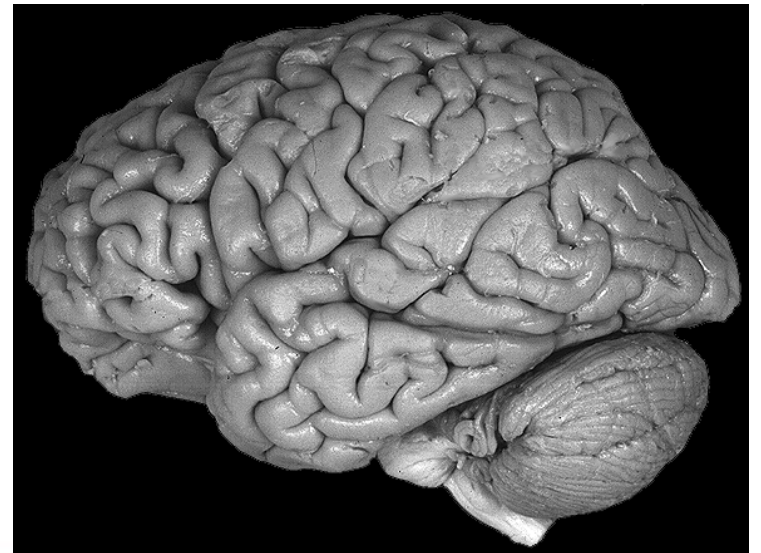






# *Media Amputations*

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