

The Gutenberg Galaxy Making Of Typographic Man Marshall McLuhan

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Typography and Motion Graphics: The 'Reading-Image' Michael Betancourt 2018-11-20 In his latest book, Michael Betancourt explores the nature and role of typography in motion graphics as a way to consider its distinction from static design, using the concept of the 'reading-image' to model the ways that motion typography dramatizes the process of reading and audience recognition of language on-screen. Using both classic and contemporary title sequences—including The Man With the Golden Arm (1955), Alien (1979), Flubber (1998), Six Feet Under (2001), The Number 23 (2007) and Scott Pilgrim vs. The World (2010)—Betancourt develops an argument about what distinguishes motion graphics from graphic design. Moving beyond title sequences, Betancourt also analyzes moving or kinetic typography in logo designs, commercials, film trailers, and information graphics, offering a striking theoretical model for understanding typography in media.

Religious Publishing and Print Culture in Modern China Philip Clart 2014-12-16 Scholarly interest in print culture and in the study of religion in modern China has increased in recent years, propelled by maturing approaches to the study of cultural history and by a growing recognition that both were important elements of China's recent past. The influence of China in the contemporary world continues to expand, and with it has come an urgent need to understand the processes by which its modern history was made. Issues of religious freedom and of religion's influence on the public sphere continue to be contentious but important subjects of scholarly work, and the role of print and textual media has not dimmed with the advent of electronic communication. This book, Religious Publishing and Print Culture in Modern China 1800-2012, speaks to these contemporary and historical issues by bringing to light the important and abiding connections between religious development and modern print culture in China. Bringing together these two subjects has a great deal of potential for producing insights that will appeal to scholars working in a range of fields, from media studies to social historians. Each chapter demonstrates how focusing on the role of publishing among religious groups in modern China generates new insights and raises new questions. They examine how religious actors understood the role of printed texts in religion, dealt with issues of translation and exegesis, produced print media that heralded social and ideological changes, and expressed new self-understandings in their published works. They also address the impact of new technologies, such as mechanized movable type and lithographic presses, in the production and meaning of religious texts. Finally, the chapters identify where religious print culture crossed confessional lines, connecting religious traditions through links of shared textual genres, commercial publishing companies, and the contributions of individual editors and authors. This book thus demonstrates how, in embracing modern print media and building upon their longstanding traditional print cultures, Christian, Buddhist, Daoist, and popular religious groups were developed and defined in modern China. While the chapter authors are specialists in religious traditions, they have made use of recent studies into publishing and print culture, and like many of the subjects of their research, are able to make connections across religious boundaries and link together seemingly discrete traditions.

Shadows' Revolution Orestes Carvalho 2009-05-27 The same way the print medium changed our society in the last 500 years, the digital medium is now transforming our businesses and all aspects of our lives. Read the book at: www.ShadowsRevolution.com

De kracht van typografie / druk 1 Henk Hoeks 2015-05-13 Typografie regeert de wereld, maar in hoeverre vormt de typografische tekst in de digitale en interactieve tijd nog steeds de basis van het openbare leven? In 'De kracht van de typografie' gaan een aantal kenners in op de culturele revolutie die door digitalisering en nieuwe media is veroorzaakt. Met bijdragen van onder anderen Willem Frijhoff, Gerard Hadders, Ellen Lupton, Jack Post, Rick Poynor, José Teunissen en Wouter Weijers.

How Words Get Good Rebecca Lee 2022-03-17 'A masterpiece' - Daily Mail 'A fascinating and funny look at what really goes into the making of a book' Sunday Times 'Inject this straight into my veins!' Lucy Mangan 'Engaging, informative, and fascinating!' David Bellos, author of *Is That a Fish in Your Ear?* Once upon a time, a writer had an idea. They wrote it down. But what happened next? Join Rebecca Lee, professional word-improver, as she embarks on the fascinating journey to find out how a book gets from author's brain to finished copy. She'll learn the dark arts of ghostwriters, uncover the hidden beauty of typesetting and find out which words end up in books (and why). And along the way, her quest will be punctuated by a litany of little-known considerations that make a big impact: ellipses, indexes, hyphens, esoteric grammar and juicy errata slips. Whoops. From foot-and-note disease to the town of Index, Missouri - turn the page to discover how books get made and words get good. Or, at least, better.

The Sound Studies Reader Jonathan Sterne 2012 "The Sound Studies Reader is a groundbreaking anthology blending recent work that self-consciously describes itself as 'sound studies' with earlier and lesser known scholarship on sound. The collection begins with an introduction to welcome novice readers to the field and acquaint them with key themes and concepts in sound studies. Individual section introductions give readers further background on the essays and an extensive up to date bibliography for further reading in 'sound studies' make this an original and accessible guide to the field"--

Diverse mediawerelden 2010 Het boek neemt je mee langs de vier thema's in het onderzoeksdomein van Prof. Saeys, behandelt de wereld van media vanuit diverse invalshoeken en methoden, zowel op macro- als microniveau, en biedt bovendien een overzicht van hedendaags onderzoek rond deze thematiek. De eerste twee delen spitsen zich toe op de studie van de audiovisuele mediastructuren en de mediabeleidsproblemen die daaraan verbonden zijn, zowel in nationaal als internationaal opzicht. In 'Diversiteit en minderheden', het derde deel van het boek, wordt een aantal bijdragen gebundeld die zich focussen op de problematiek rond media en etnische minderheden, een onderzoekstraditie die door Frieda als één van de eersten in Vlaanderen op de onderzoeksagenda werd geplaatst.

A Concise Introduction to Linguistics Bruce M. Rowe 2015-07-22 Provides a linguistic foundation for students of all majors Assisted by numerous pedagogical aids, A Concise Introduction to Linguistics, 4/e explains all concepts in a systematic way making complex linguistic topics as easy to learn as possible. This introductory title covers the core topics of linguistics, providing the information and concepts that will allow students to understand more detailed and advanced treatments of linguistics. This student-friendly and well-balanced overview of the field of introductory linguistics pays special attention to linguistic anthropology and reveals the main contributions of linguistics to the study of human communication and how issues of culture are relevant. Its workbook format contains well-constructed exercises in every chapter that allow students to practice key concepts.

Hoe te praten over boeken die je niet hebt gelezen Pierre Bayard 2013-06-12 Bayard toont in dit speelse, erudiete en hilarische essay aan dat het allerminst noodzakelijk is een boek gelezen te hebben om er toch over te kunnen praten. Sterker nog, hij pleit ervoor het lezen te beperken tot het hoogstnoodzakelijke. Het is onbegonnen werk, meent hij, alles te lezen wat voorhanden is en gelezen zou moeten worden. Daarbij illustreert de schrijver zijn betoog met vermakelijke voorbeelden uit het werk van onder anderen Montaigne, Balzac, Wilde, Valéry, Musil en Eco.

Learning and Teaching Mathematics in The Global Village Marcel Danesi 2016-04-29 This book provides a fundamental reassessment of mathematics education in the digital era. It constitutes a new mindset of how information and knowledge are processed by introducing new interconnective and interactive pedagogical approaches. Math education is catching up on technology, as courses and materials use digital sources and resources more and more. The time has come to evaluate this new dynamic, which transcends all previous use of ancillary devices to supplement classroom math instruction. Interactivity and interconnectivity with the online world of math and math texts (such as television programs and internet sites) can be integrated with our traditional modes for delivery of math instruction. This book looks at how this integration can unfold practically by applying these relevant pedagogical principles to elementary topics such as numeration, arithmetic, algebra, story problems, combinatorics, and basic probability theory. The book further exemplifies how mathematics can be connected to topics in popular culture, information technologies, and other such domains.

The Gutenberg Galaxy

Marshall McLuhan 1962

The Twittering Machine Richard Seymour 2020-09-22 A brilliant probe into the political and psychological effects of our changing relationship with social media Former social media executives tell us that the system is an addiction-machine. We are users, waiting for our next hit as we like, comment and share. We write to the machine as individuals, but it responds by aggregating our fantasies, desires and frailties into data, and returning them to us as a commodity experience. The Twittering Machine is an unflinching view into the calamities of digital life: the circus of online trolling, flourishing alt-right subcultures, pervasive corporate surveillance, and the virtual data mines of Facebook and Google where we spend considerable portions of our free time. In this polemical tour de force, Richard Seymour shows how the digital world is changing the ways we speak, write, and think. Through journalism, psychoanalytic reflection and insights from users, developers, security experts and others, Seymour probes the human side of the machine, asking what we're getting out of it, and what we're getting into. Social media held out the promise that we could make our own history—to what extent did we choose the nightmare that it has become?

Leerarchitectuur Marc J.J. Coenders 2008

Giacometti James Lord 1987 Reconstructie van 18 gesprekken die de auteur voerde tijdens even zovele poseerdagen met de beeldend kunstenaar (1901-1966).

Re-Inventing the Postcolonial (in the) Metropolis Cecile Sandten 2016-10-07 The volume Re-Inventing the Postcolonial (in the) Metropolis offers a wide-ranging collection of interdisciplinary essays by international scholars that address the postcolonial urban imaginary across five continents.

History of Illustration Susan Doyle 2018-05-17 Winner of the 2019 CHOICE Award "The authoritative book on the origins, history, and influence of illustration. Bravo!" David Brinley, University of Delaware, USA History of Illustration covers image-making and print history from around the world, spanning from the ancient to the modern. Hundreds of color images show illustrations within their social, cultural, and technical context, while they are ordered from the past to the present. Readers will be able to analyze images for their displayed techniques, cultural standards, and ideas to appreciate the art form. This essential guide is the first history of illustration written by an international team of illustration historians, practitioners, and educators.

The Gutenberg Galaxy Herbert Marshall McLuhan 1969

Het gevecht met de boeken. De uitgeverstrategieën van de familie Verdussen (1589-1689) Stijn Van Rossem 2014

50 Psychologie klassiekers Tom Butler-Bowdon 2011-02 Samenvattingen van vijftig als klassiek te beschouwen boeken over psychologie, met speciale aandacht voor de spirituele kant van de psychologie of psychiatrie.

Architecture on the web. A critical approach to communication Paolo Schianchi 2014

Digital Modernism Jessica Pressman 2014-01-03 While most critical studies of born-digital literature celebrate it as a postmodern art form with roots in contemporary technologies and social interactions, Digital Modernism provides an alternative genealogy. Grounding her argument in literary history, media studies, and the practice of close-reading, Jessica Pressman pairs modernist works by Ezra Pound, James Joyce, and Bob Brown, with major digital works like William Poundstone's Project for the Tachistoscope {Bottomless Pit}, Young-hae Chang Heavy Industries's Dakota, and Judd Morrissey's The Jew's Daughter to demonstrate how the modernist movement of the 1920s and 1930s laid the groundwork for the innovations of electronic literature. Accordingly, Digital Modernism makes the case for considering these digital creations as "literature" and argues for the value of reading them carefully, closely, and within literary history.

Driverless Urban Futures AnnaLisa Meyboom 2018-12-07 Since the industrial revolution, innovations in transportation technology have continued to re-shape the spatial organization and temporal occupation of the built environment. Today, autonomous vehicles (AVs, also referred to as self-driving cars) represent the next disruptive innovation in mobility, with particularly profound impacts for cities. At a moment of the fast-paced development of AVs by auto-making companies around the world, policymakers, planners, and designers need to anticipate and address the many questions concerning the impacts of this new technology on urbanism and society at large. Conceived as a speculative atlas—a roadmap to unknown territories—this book presents a series of drawings and text that unpack the potential impacts of AVs on scales ranging from the metropolis to the street. The work is both grounded in a study of the history of urban transportation and current trajectories of technological innovation, and informed by an open-ended attitude of future envisioning and design. Through the drawings and essays, Driverless Urban Futures invites readers into a debate of how our future infrastructure could benefit all members of the public and levels of society.

The Gutenberg Galaxy Marshall McLuhan 1967

The New Yale Book of Quotations Fred R. Shapiro 2021-08-31 A revised and updated edition of an essential reference book filled with more than twelve thousand famous quotations

Vervlechting van de papiermarkt Daniel Bellingradt 2022-03-22 Papier wordt sinds de 14e eeuw in bijna elke Europese cultuurvorm gebruikt. Er valt dan ook met recht van een 'papieren tijdperk' te spreken, dat zich tussen het jaar 1400 en 1800 ontvouwde. Naast wat er van dit materiaal zelf behouden is gebleven, valt er echter ook óp papier een spoor van dit materiaal te volgen. Dit papieren tijdperk wordt benaderd via een combinatie van economische geschiedenis, communicatiegeschiedenis en boekwetenschap. Een interdisciplinaire methode die zich primair richt op Amsterdam. Deze stad van drukkers, uitgevers en handelaren vormde in de vroegmoderne tijd een belangrijke spil in het uitgebreide netwerk van de Europese papierhandel. Via productie- en handelsregisters, contracten en verslagen toont Daniel Bellingradt de waarde van een interdisciplinaire benadering voor de geschiedschrijving van papier.

Cultuur Babette Hellemans 2014-04-12 Hoe kan men `cultuur bestuderen als het onderzoeksveld zo groot is dat begrippen uit beeldende kunst, literatuur, geschiedenis, sociale wetenschappen, filosofie, religie en media er allemaal onderdeel vanuit maken? Dit boekje geeft enkele eenvoudige antwoorden op deze complexe vraag. Elementaire Deeltjes is een serie boekjes van AUP die kennis toegankelijk maakt voor een breed publiek. Het is de manier om snel kennis op te doen over onderwerpen die je interesseren. Experts nemen je mee op een ontdekkingsreis waarbij elk thema in de meest beknopte vorm volledig uitgediept wordt. De handige en handzame boekjes geven altijd antwoord op de vraag: 'Hoe zit dat nu eigenlijk?'

This Is Enlightenment Clifford Siskin 2010-06-15 Debates about the nature of the Enlightenment date to the eighteenth century, when Immanuel Kant himself addressed the question, "What is Enlightenment?" The contributors to this ambitious book offer a paradigm-shifting answer to that now-famous query: Enlightenment is an event in the history of mediation. Enlightenment, they argue, needs to be engaged within the newly broad sense of mediation introduced here—not only oral, visual, written, and printed media, but everything that intervenes, enables, supplements, or is simply in between. With essays addressing infrastructure and genres, associational practices and protocols, this volume establishes mediation as the condition of possibility for enlightenment. In so doing, it not only answers Kant's query; it also poses its own broader question: how would foregrounding mediation change the kinds and areas of inquiry in our own epoch? This Is Enlightenment is a landmark volumewith the polemical force and archival depth to start a conversation that extends across the disciplines that the Enlightenment itself first configured.

The Gutenberg Galaxy Marshall McLuhan 2011-07-31 The Gutenberg Galaxy catapulted Marshall McLuhan to fame as a media theorist and, in time, a new media prognosticator. Fifty years after its initial publication, this landmark text is more significant than ever before. Readers will be amazed by McLuhan's prescience, unmatched by anyone since, predicting as he did the dramatic technological innovations that have fundamentally changed how we communicate. The Gutenberg Galaxy foresaw the networked, compressed 'global village' that would emerge in the late-twentieth and twenty-first centuries — despite having been written when black-and-white television was ubiquitous. This new edition of The Gutenberg Galaxy celebrates both the centennial of McLuhan's birth and the fifty-year anniversary of the book's publication. A new interior design updates The Gutenberg Galaxy for twenty-first-century readers, while honouring the innovative, avant-garde spirit of the original. This edition also includes new introductory essays that illuminate McLuhan's lasting effect on a variety of scholarly fields and popular culture. A must-read for those who inhabit today's global village, The Gutenberg Galaxy is an indispensable road map for our evolving communication landscape.

Mediapolis Marc Schuilenburg 2006

Handbook of Research on Knowledge-Intensive Organizations Jemielniak, Dariusz 2009-03-31 Provides an international collection of studies on knowledge-intensive organizations with insight into organizational realities as varied as universities, consulting agencies, corporations, and high-tech start-ups.

Denken over cultuur B.S. Hellemans 2017-07-26 Cultuur vormt het centrum van de geesteswetenschappen. Maar wat is het precies, waarom is het belangrijk en hoe is er over het begrip cultuur in de wetenschap gedacht en geschreven? Dit boek biedt een historisch perspectief op de variëteit van cultuur als veranderend fenomeen, waarin de interactie tussen natuur en cultuur een rode draad vormt. Belangrijke denkers in de geschiedenis, literatuur, beeldende kunst, film, antropologie, sociologie en psychologie komen aan bod. De introductie laat zien hoe wetenschappers vanaf de negentiende eeuw zich internationaal met het begrip 'cultuur' bezighouden. Denken over Cultuur beschrijft het onderzoeksgebied binnen een internationale context en legt het ontstaan van verschillende onderzoekstradities uit. Het is daarmee geschikt voor studenten cultuurgeschiedenis, literatuurwetenschappen, mediastudies, algemene cultuurstudies en communicatiewetenschappen. Zowel benaderingen van beeldcultuur als de functie van taal komen aan bod.

Play Among Books Miro Roman 2021-12-06 How does coding change the way we think about architecture? This question opens up an important research perspective. In this book, Miro Roman and his AI Alice_ch3n81 develop a playful

scenario in which they propose coding as the new literacy of information. They convey knowledge in the form of a project model that links the fields of architecture and information through two interwoven narrative strands in an “infinite flow” of real books. Focusing on the intersection of information technology and architectural formulation, the authors create an evolving intellectual reflection on digital architecture and computer science.

The Gutenberg Galaxy Marshall McLuhan 2011 Presents McLuhan's predictions of dramatic technological innovations that have changed how we communicate.

The Gutenberg Galaxy Marshall McLuhan 1969

The Gutenberg Galaxy Marshall McLuhan (Théoricien de la communication, Canada, Etats-Unis) 1966

Bastard Culture! Mirko Tobi Schäfer 2011-09-11 New online technologies have brought with them a great promise of freedom. The computer and particularly the Internet have been represented as enabling technologies, turning consumers into users and users into producers. Furthermore, lay people and amateurs have been enthusiastically greeted as heroes of the digital era. This thoughtful study casts a fresh light on the shaping of user participation in the context of, among others, popular discourse in and around new media. Schäfers groundbreaking research into hacking, fan communities and Web 2.0 applications demonstrates how the dynamic of innovation, control and interaction have shifted the boundaries of the traditional culture industry into the user domain. The media industry undergoes a shift from creating content to providing platforms for user driven social interactions and user-generated content. In this extended culture industry, participation unfolds not only in the co-creation of media content and software-based products, but also in the development and defense of distinctive media practices that represent a socio-political understanding of new technologies.

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McLuhan's Global Village Today Angela Krewani 2015-10-06 Marshall McLuhan was one of the leading media theorists of the twentieth century. This collection of essays explores the many facets of McLuhan's work from a transatlantic perspective, balancing applied case studies with theoretical discussions.

De stilte voor de storm Gal Beckerman 2022-04-14 Een indringende kijk op de oorsprong van radicale ideeën – en hoe moderne technologie die dwarszit 'Vakkundig beargumenteerd en levendig opgeschreven.' Simon Schama, in The New York Times Wanneer we het hebben over revoluties, denken we al gauw aan chaotische protesten waarbij demonstranten met veel lawaai de straat op gaan om te strijden voor hun overtuigingen. Toch worden de ideeën die aan deze revoluties ten grondslag liggen al van oudsher in stilte achter gesloten deuren gevormd. Van dekolonisatie tot feminisme – de meest wereldveranderende bewegingen werden door een kleine voorhoede in gang gezet en daarna pas op grote schaal verspreid. Maar met de opkomst van Facebook en Twitter heeft de hele wereld plotseling toegang tot deze voorheen zo gesloten netwerken. Grote bewegingen als de Arabische Lente, Occupy Wall Street en Black Lives Matter werden al beïnvloed door de sociale media. In De stilte voor de storm werpt Gal Beckerman zijn licht op de kansen en gebreken van dit nieuwe digitale ecosysteem. Hij neemt ons mee langs de totstandkoming en uitvoering van radicale ideeën, van de heimelijke inspanningen van zeventiende-eeuwse wetenschappers tot het georganiseerde sociale media-activisme van vandaag de dag. Grote politieke en maatschappelijke veranderingen, zo toont Beckerman aan, vallen of staan met de inspanningen van de vooruitstrevende denkers die achter de schermen het heft in eigen hand nemen. De pers over De stilte voor de storm: 'Filmisch, breed uitgemeten en ambitieus. [...] Beckerman neemt ons mee op een magische, historische reis.' The New Yorker 'De stilte voor de storm is een bijzonder en heerlijk boek dat de intellectuele impulsen achter een reeks culturele veranderingen en politieke opstanden verkent. [...] Beckermans historische en diepgaande casestudy's maken dit een uitzonderlijk en lezenswaardig boek.' The Washington Post 'Een meeslepende studie.' The Economist 'Het komt zelden voor dat een boek je een nieuwe kijk geeft op maatschappelijke verandering. Dit boek doet dat wél.' Walter Isaacson, auteur van o.a. Leonardo da Vinci en Steve Jobs 'De stilte voor de storm is een fascinerende verkenning van hoe wereldveranderende ideeën worden gevormd en verspreid.' Steven Pinker, auteur van o.a. Rationaliteit 'Creativiteit zal niet voortkomen uit een nog grotere razernij, maar uit reflectie over waar we zijn en hoe we er zijn gekomen. Gal Beckerman wijst ons de weg.' Timothy Snyder, auteur van o.a. Over tirannie

Holding the Line Clive Bush 2009 This book comprises a selection of interdisciplinary essays in American literature and culture written by Clive Bush over some forty years. They fall into four sections: Classic American Literature; Literary and Cultural Modernism; Literature and Politics; and American Cultural Studies. The topics range from literature to architecture, from the history of linguistics to analyses of the commodity culture, from poetry to film. The essays themselves extend from American linguistics to Beat literature. There is, however, an identifiable series of common themes and perspectives throughout. The first is the question of the relation of discourse itself to the practices of power: personal, social and political. The second is the attention paid to the particular and general historical context in which both texts and quasi-texts are situated. The third is that a European perspective, making use of comparative texts, has been used throughout. The author demonstrates a commitment both to close reading and to the value judgement in the reading of texts.