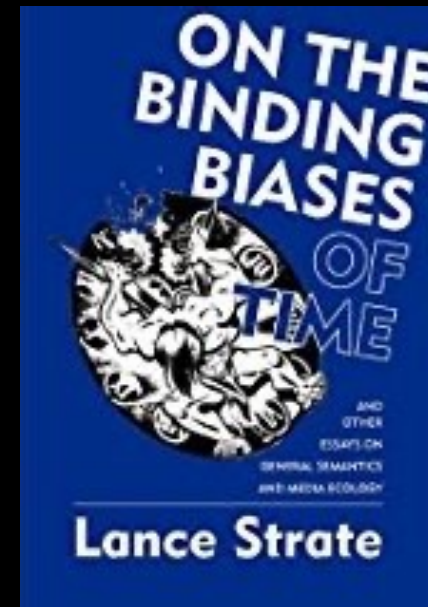
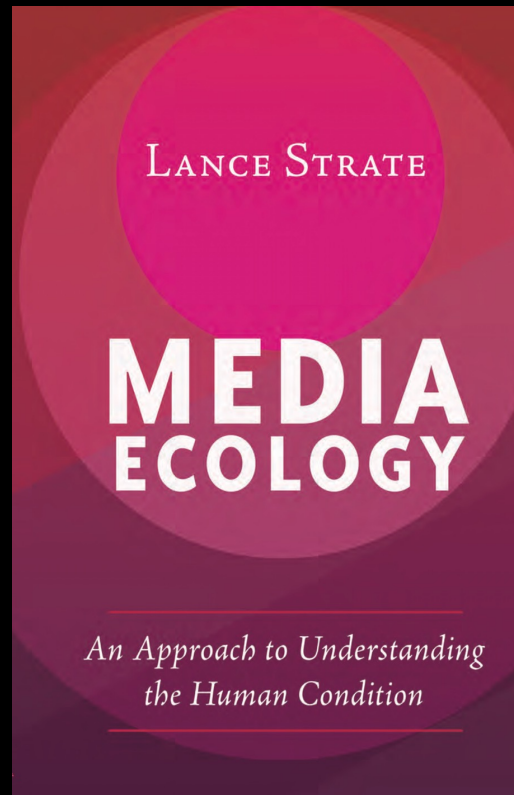
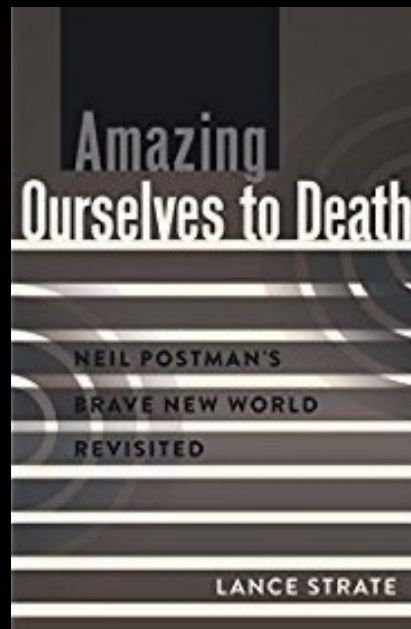


# Schools of Thought in Communication Studies

## Media Ecology

### Lance Strate



Gregory Bateson

Differences

that make a

Difference

# Susanne Langer

“If we look back on the slow formation and accumulation of doctrines..., we may see certain *groupings* of ideas within, it, not by subject-matter, but by a subtler common factor.”

# Susanne Langer

“[their] **mode** of handling problems, rather than what they are about.”

# Susanne Langer

“[the] treatment, of a problem begins with its first expression as a **question**. The way a **question** is asked limits and disposes the ways in which any answer to it—right or wrong—may be given.”

# Susanne Langer

“A **question** is really an ambiguous proposition; the answer is its determination. There can be only a certain number of alternatives that will complete its sense. In this way the intellectual treatment of any datum, any experience, any subject, is determined by the nature of our **questions**, and only carried out in the answers.”

# Susanne Langer

“In philosophy this disposition of problems is the most important thing that a school, a movement, or an age contributes. This is the “genius” of a great philosophy; in its light, systems arise and rule and die.”

# Susanne Langer

“Therefore a philosophy is characterized more by the *formulation* of its problems than by its solution of them. Its answers establish an edifice of facts; but its *questions* make the *frame* in which its picture of facts is plotted. They make more than the *frame*; they give the angle of *perspective*, the palette, the *style* in which the picture is drawn—everything except the subject.”



# Susanne Langer

“In our **questions** lie our *principles of analysis*, and our answers may express whatever those principles are able to yield.”

# Aldous Huxley

“The ends cannot justify the **means**,  
for the simple and obvious reason  
that the **means** employed determine  
the nature of the ends produced.”

Ashley Montagu

“In teaching  
it is the **method**  
and not the content  
that is the message”

Marshall McLuhan

“The medium  
is the  
message”

Hannah Arendt

“there are no  
dangerous thoughts;  
thinking itself is  
dangerous”



# Media Ecology

The

**WAY**

that we do things has much to do with

what we end up doing



# Media Ecology

The

**WAY**

that we do things has much to do with

what we end up doing

what we end up with when we do the things we do



# Media Ecology

The

**WAY**

that we do things has much to do with

what we end up doing

what we end up with when we do the things we do

who we become by doing the things we do





# Media Ecology

Our

**WAYS**

of

knowing and doing

acting and interacting

relating and communicating

# Media Ecology

**HOW?**

Neil Postman

introduced the term

“media ecology”

1968

Neil Postman

“media ecology”

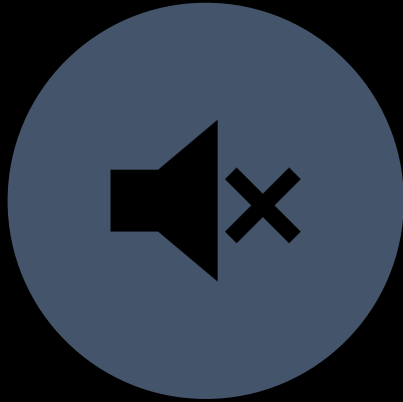


Neil Postman

“media ecology”

“the study of media  
as environments”

# Communication Studies



**SPEAKER**

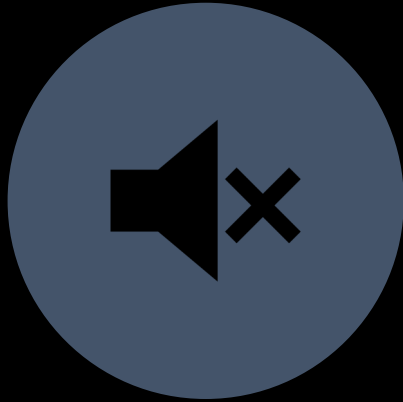


**SPEECH**



**AUDIENCE**

# Literary Studies



AUTHOR

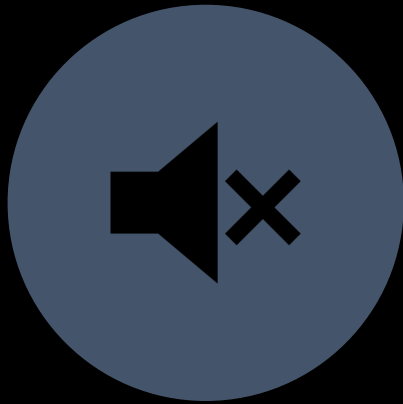


TEXT



READER

# Communication Studies



SENDER



MESSAGE



RECEIVER



Mass Communication

Media of Mass Communication



Mass Media



Mass Communication Messages

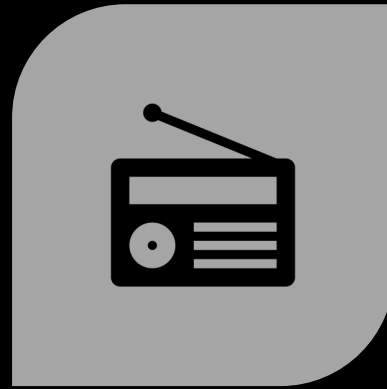


Content Analysis

# Mass Communication vs. Interpersonal Communication



NEWSPAPERS



RADIO

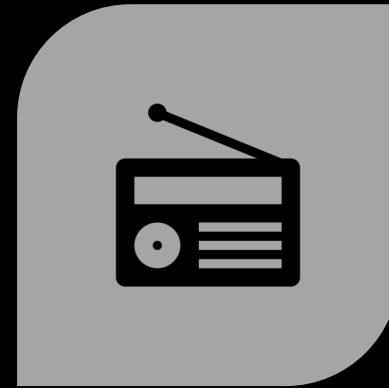


TELEPHONE

# Print Media vs. Acoustic & Electronic Media



NEWSPAPERS

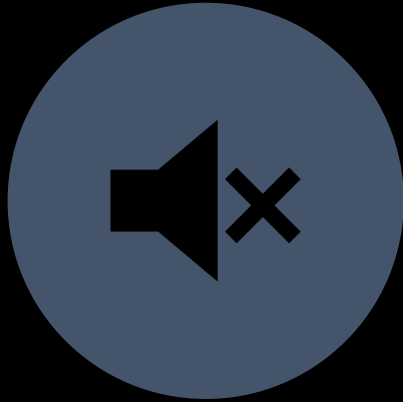


RADIO



TELEPHONE

# Communication Studies



SENDER



MESSAGE



RECEIVER

Harold Lasswell

Who?

Says What?

In Which Channel?

To Whom?

With What Effect?

Harold Lasswell

Who?

Says What?

In Which Channel????

To Whom?

With What Effect?

# Media Ecology

**HOW?**

Harold Lasswell

Who?

Says What?

To Whom?

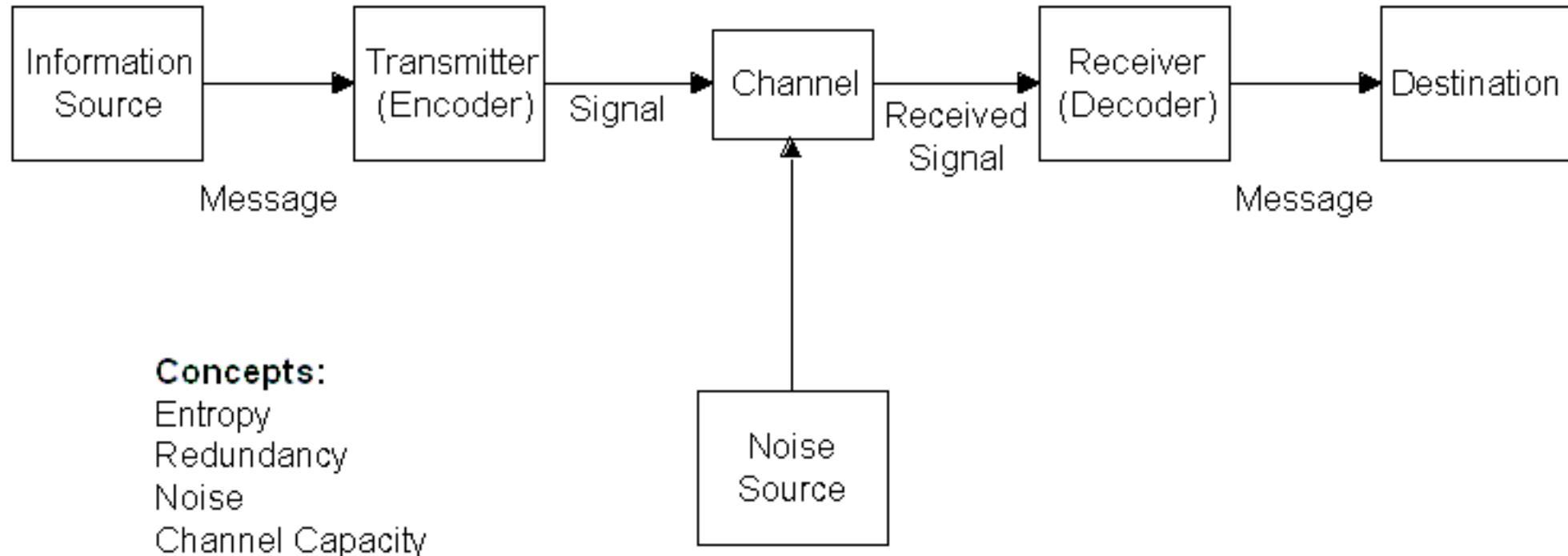
How?

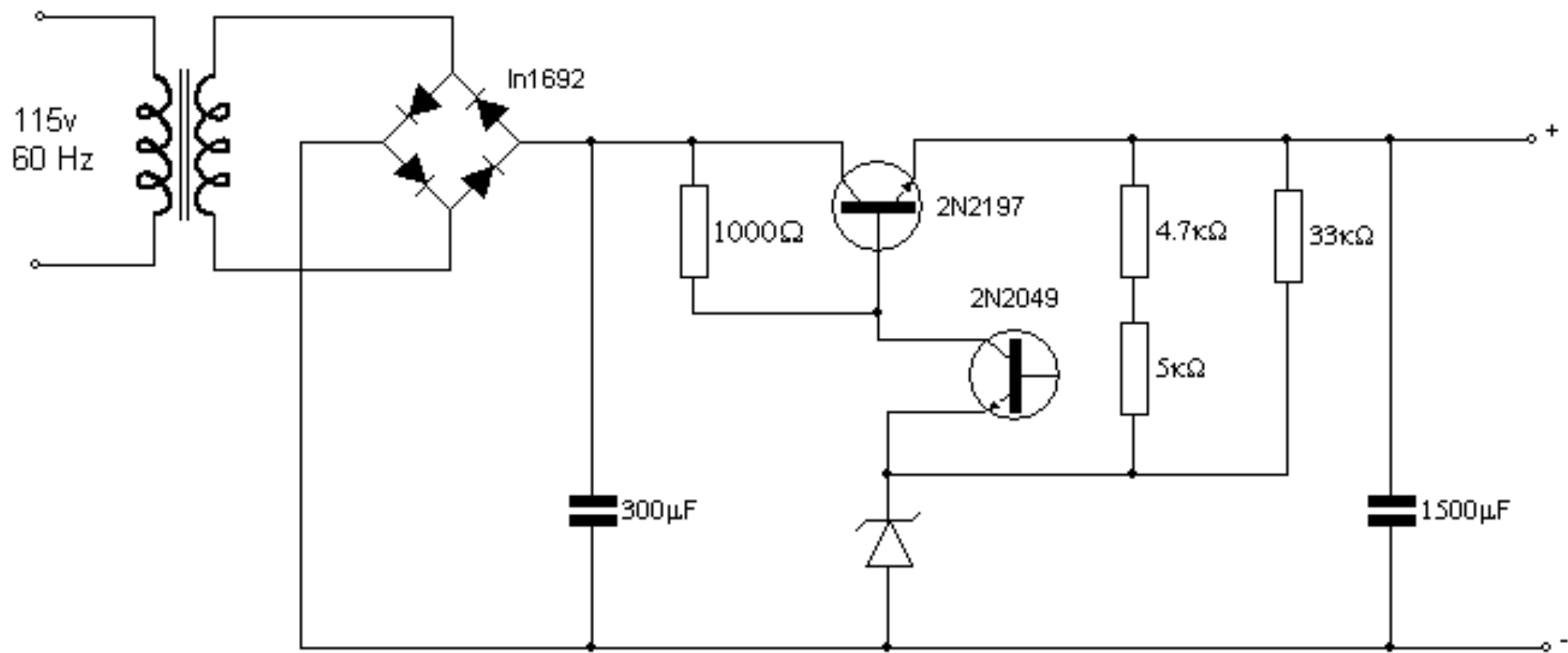
With What Effect?



# Claude Shannon and Warren Weaver

## The Shannon-Weaver Mathematical Model, 1949





Complete 40V 500mA regulated power supply

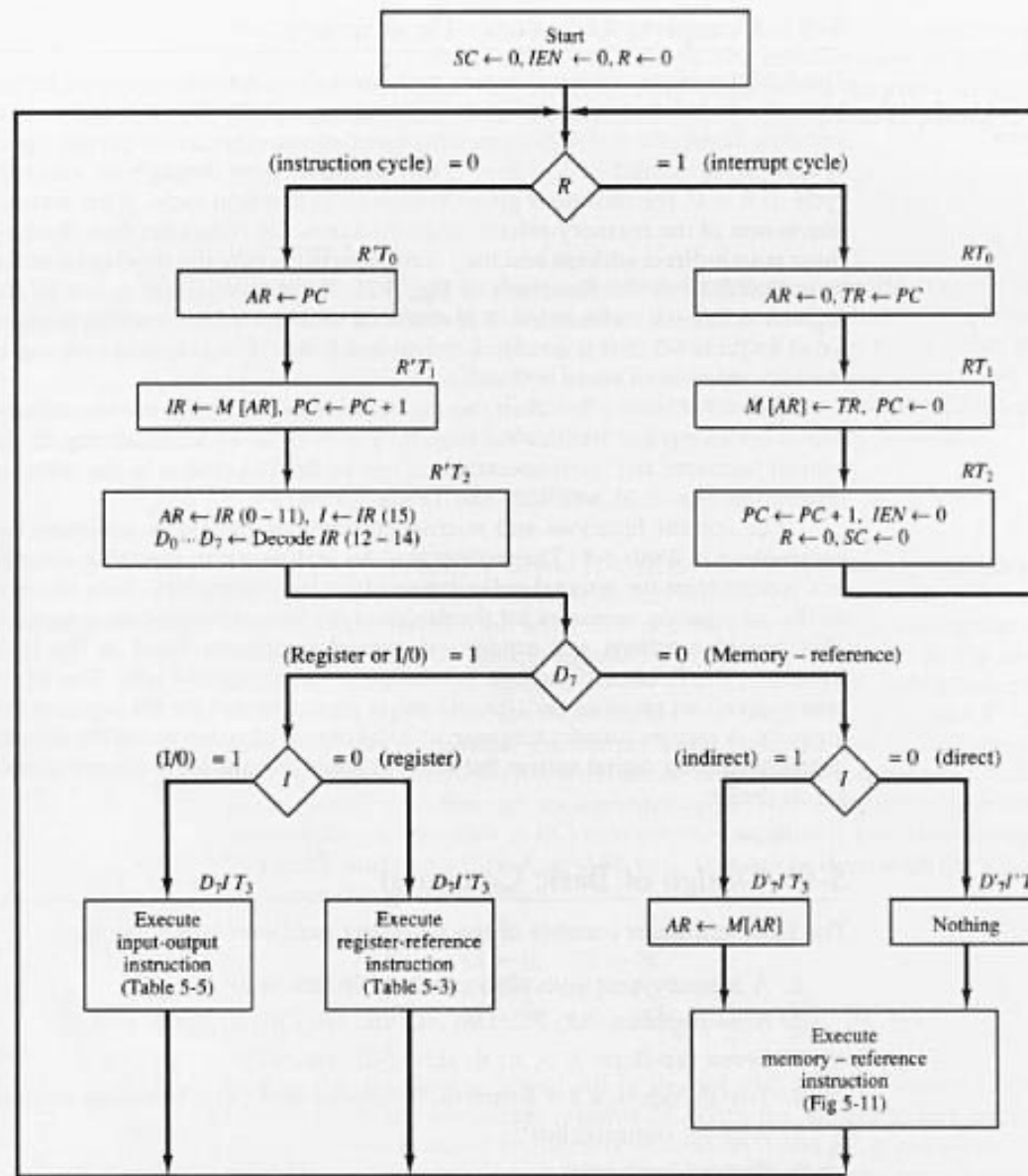
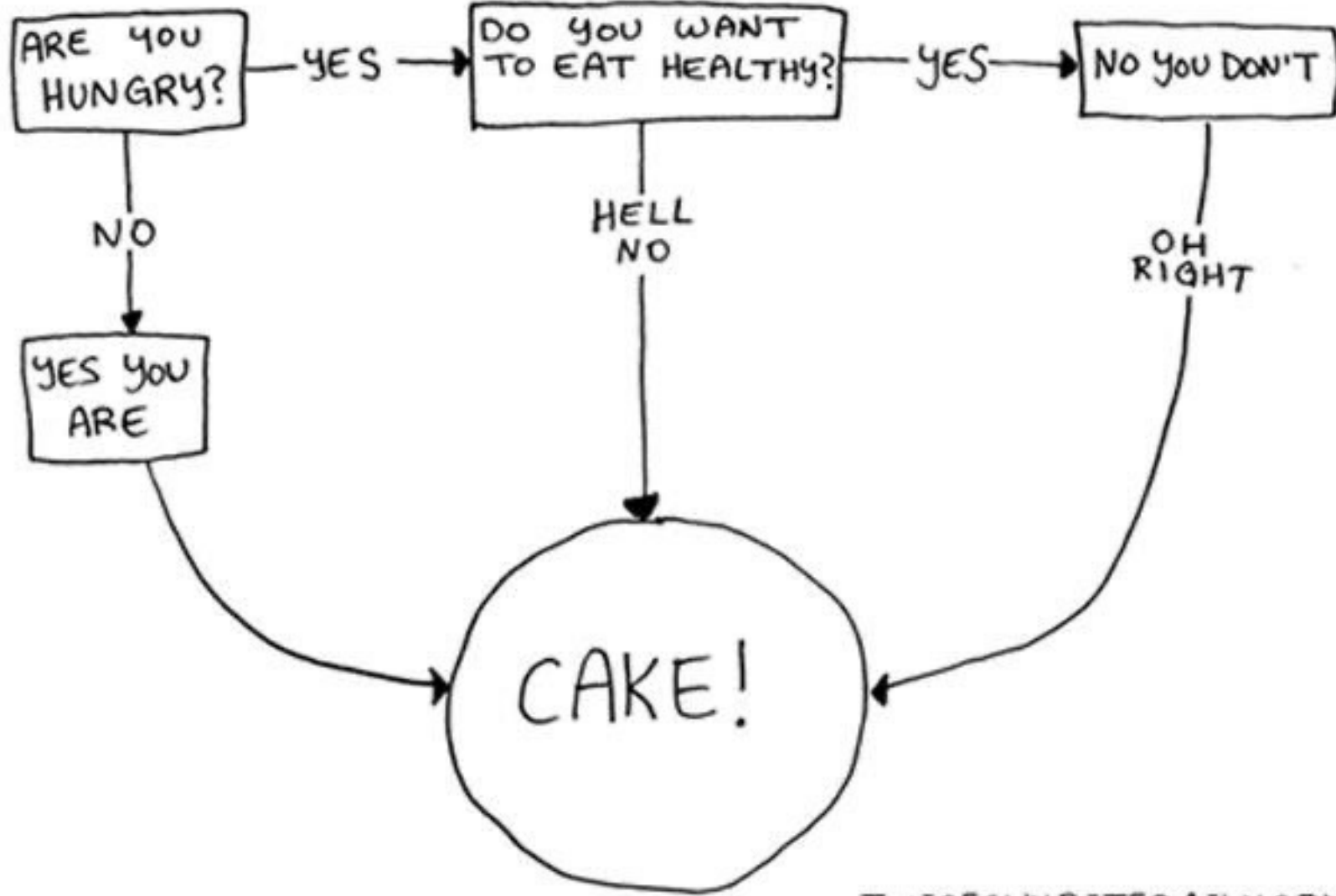
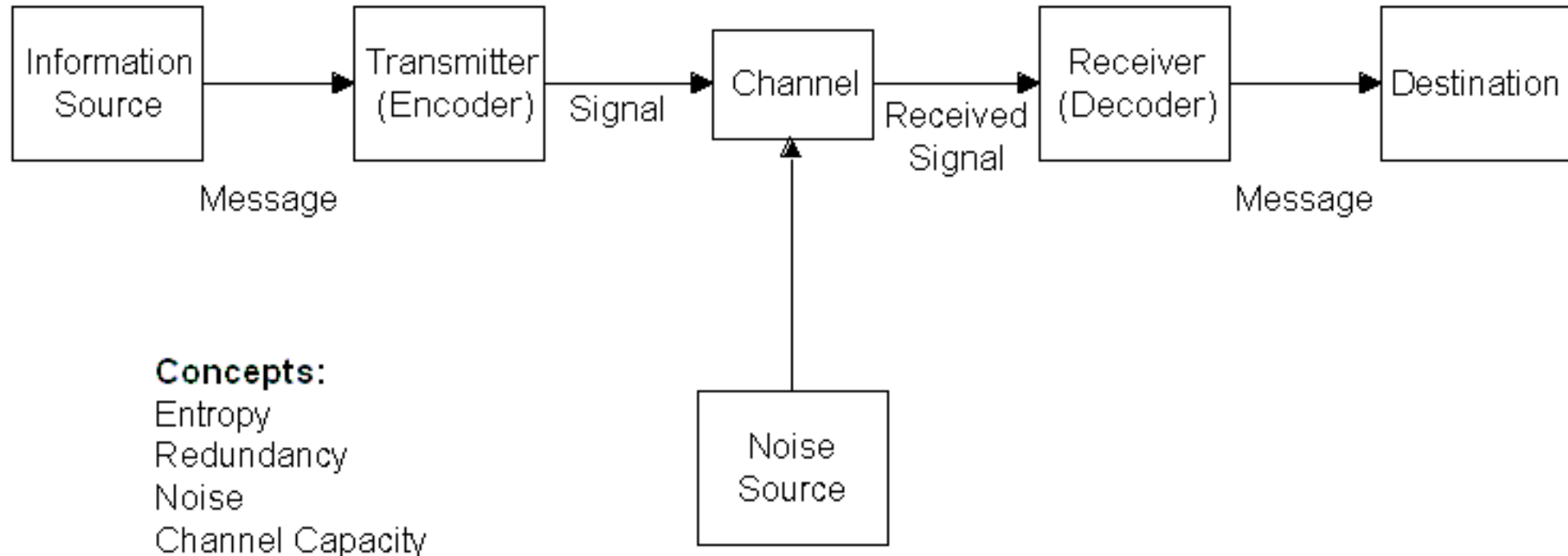


Figure 5-15 Flowchart for computer operation.

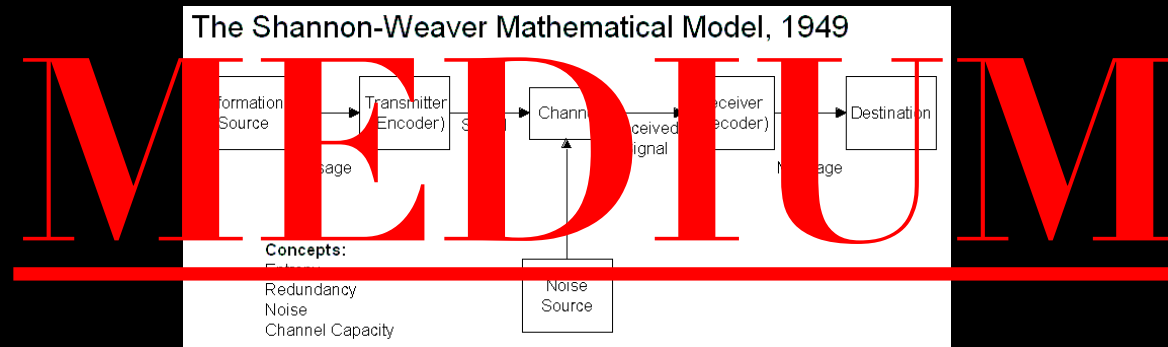


# Claude Shannon and Warren Weaver

## The Shannon-Weaver Mathematical Model, 1949



# Friedrich Kittler



# Communication Studies

Who?

Says What?

In Which Channel?

To Whom?

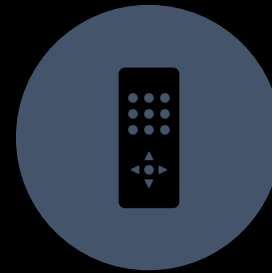
# Communication Studies



SENDER



MESSAGE



MEDIUM



RECEIVER



# The Medium is the Message

we tend to focus on  
the message  
and ignore  
the medium  
but the medium has  
the greater impact

The Medium is the Message

the **medium**

that we use

influences the **message**

that we send

Walter Benjamin

# AURA



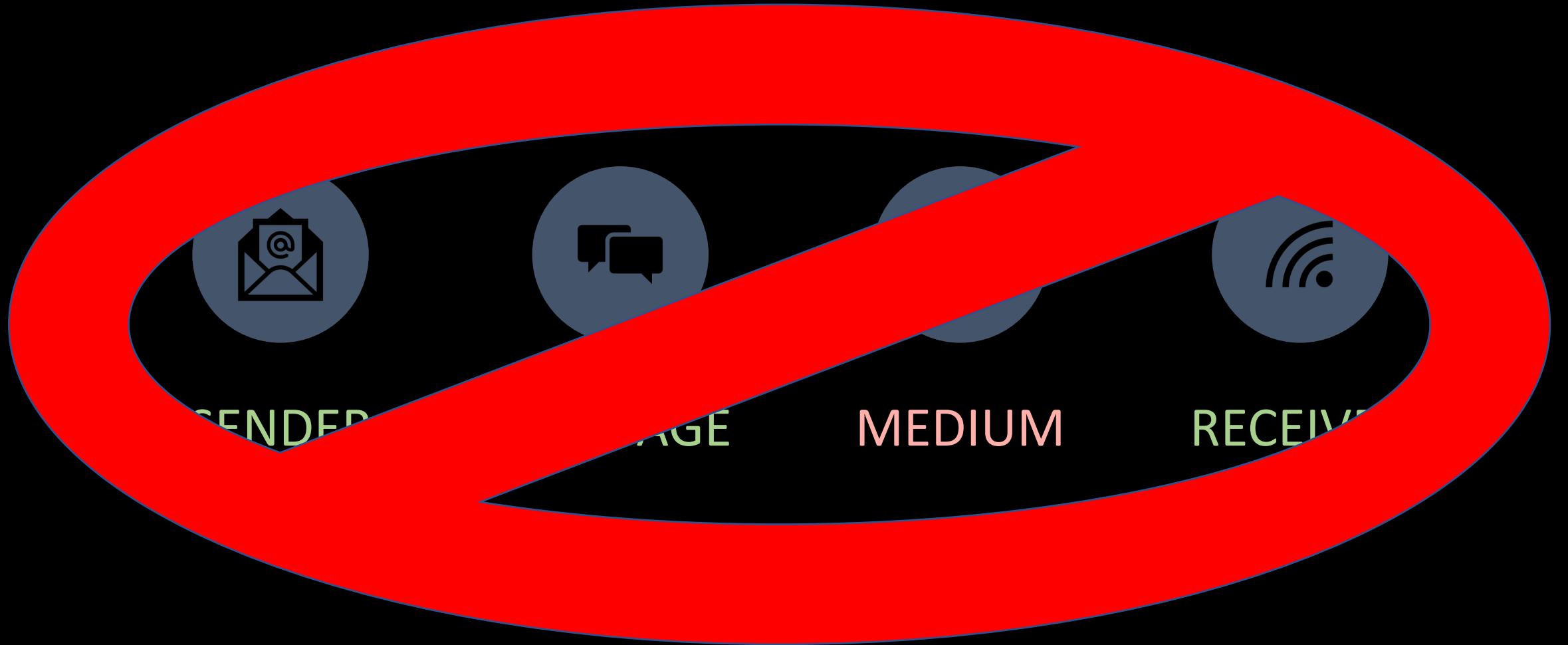
The Medium is the Message

differences

that make a

difference

# The Medium is the Message



The Medium is the Message

the medium

comes first

not the message

The Medium is the Message

there is

no message

without a medium

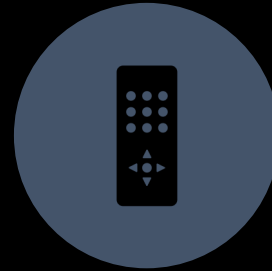
# Communication Studies



SENDER



MESSAGE



MEDIUM



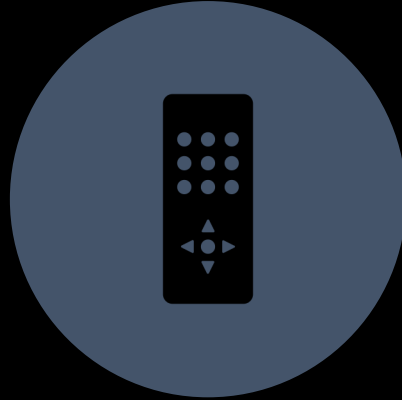
RECEIVER



# Media Ecology



SENDER/MEANING



MEDIUM

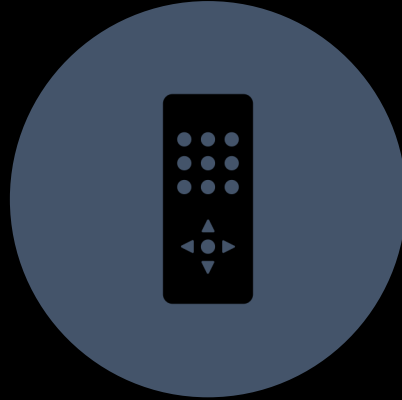


RECEIVER/MEANING

# Media Ecology



SENDER/MESSAGE



MEDIUM



RECEIVER/MESSAGE

Communication

Transportation

Transmission

Pipeline

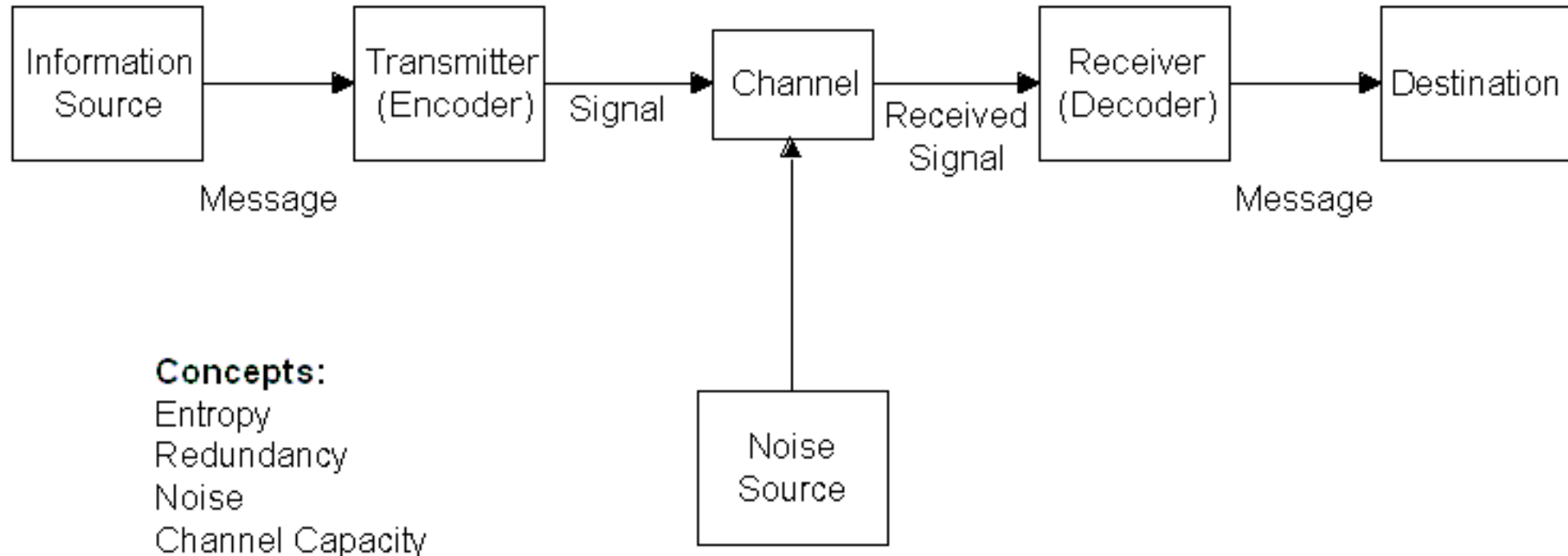
Metaphor

Marshall McLuhan  
Walter Ong  
Tony Schwartz  
James W. Carey  
Raymond Williams

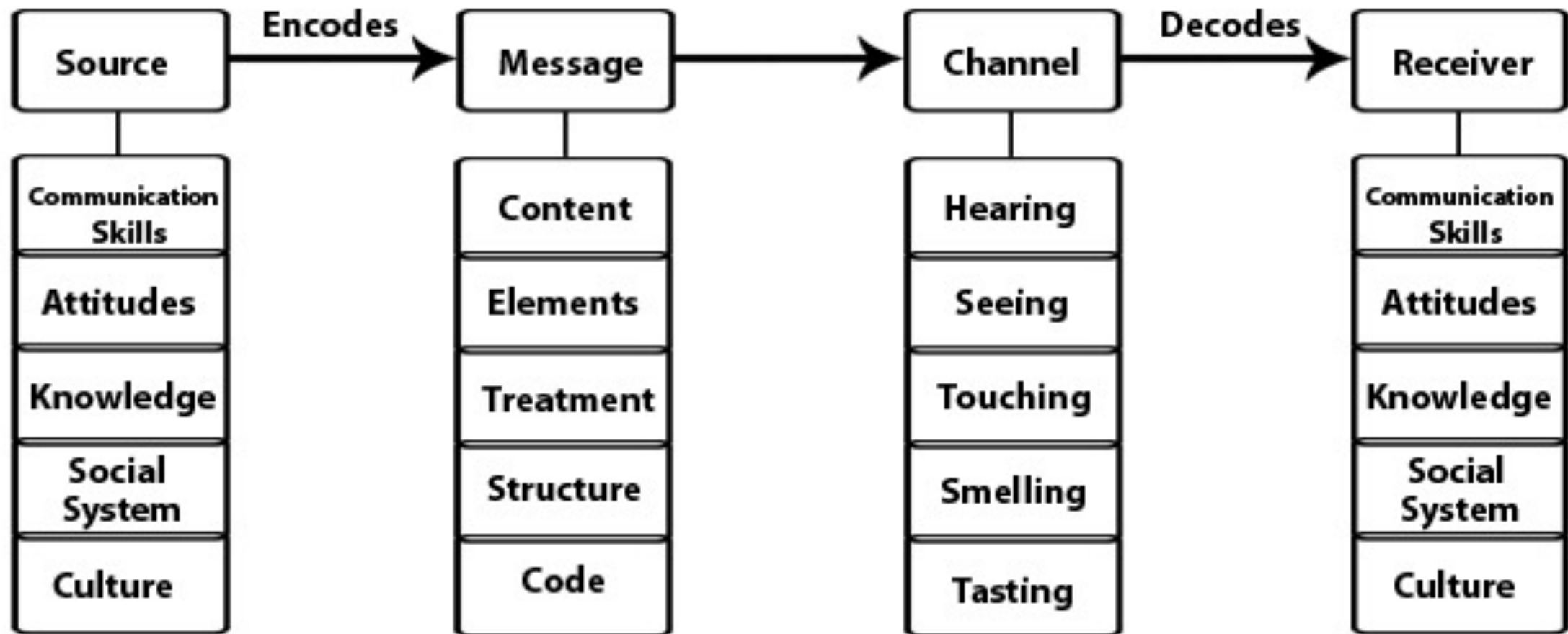


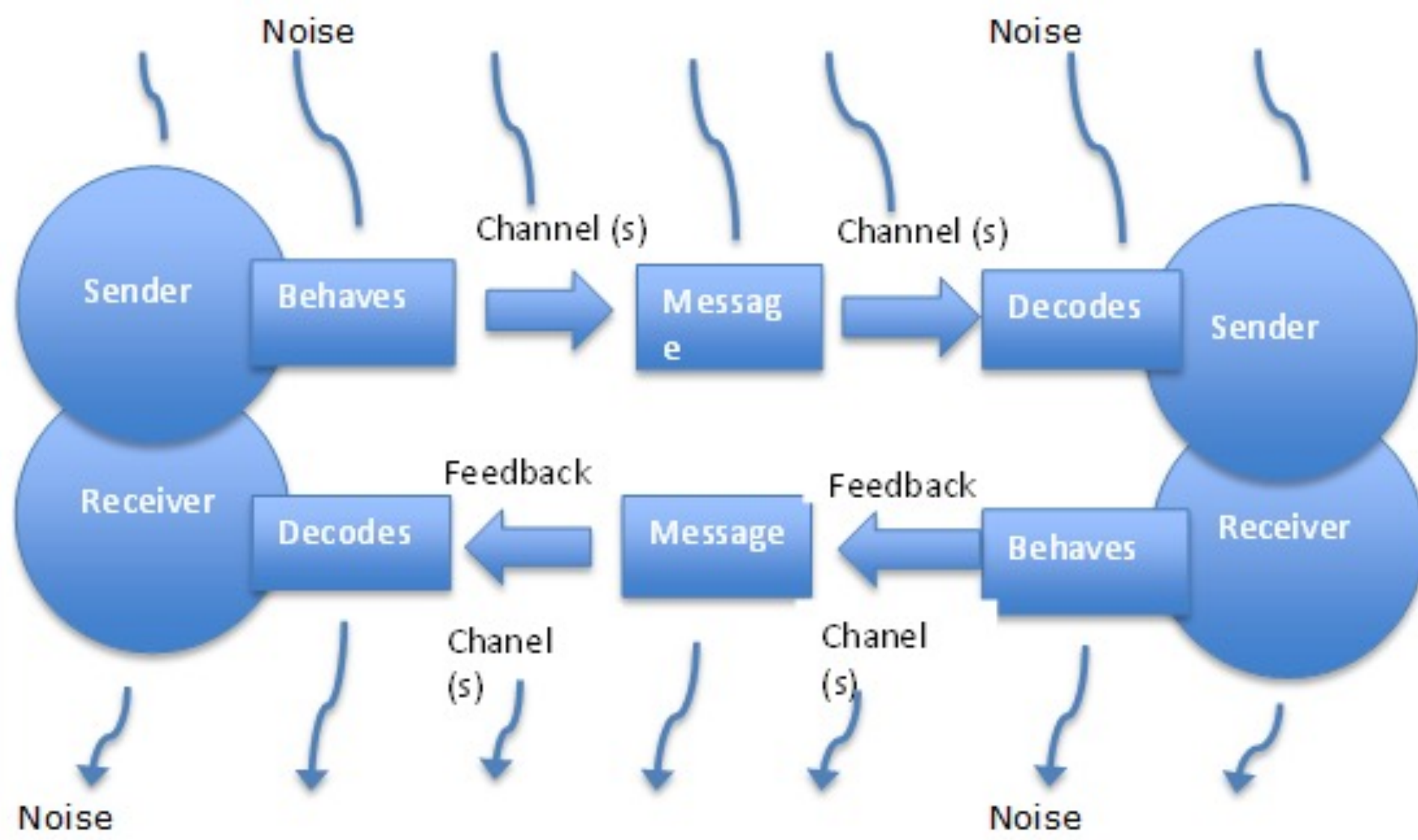
# Claude Shannon and Warren Weaver

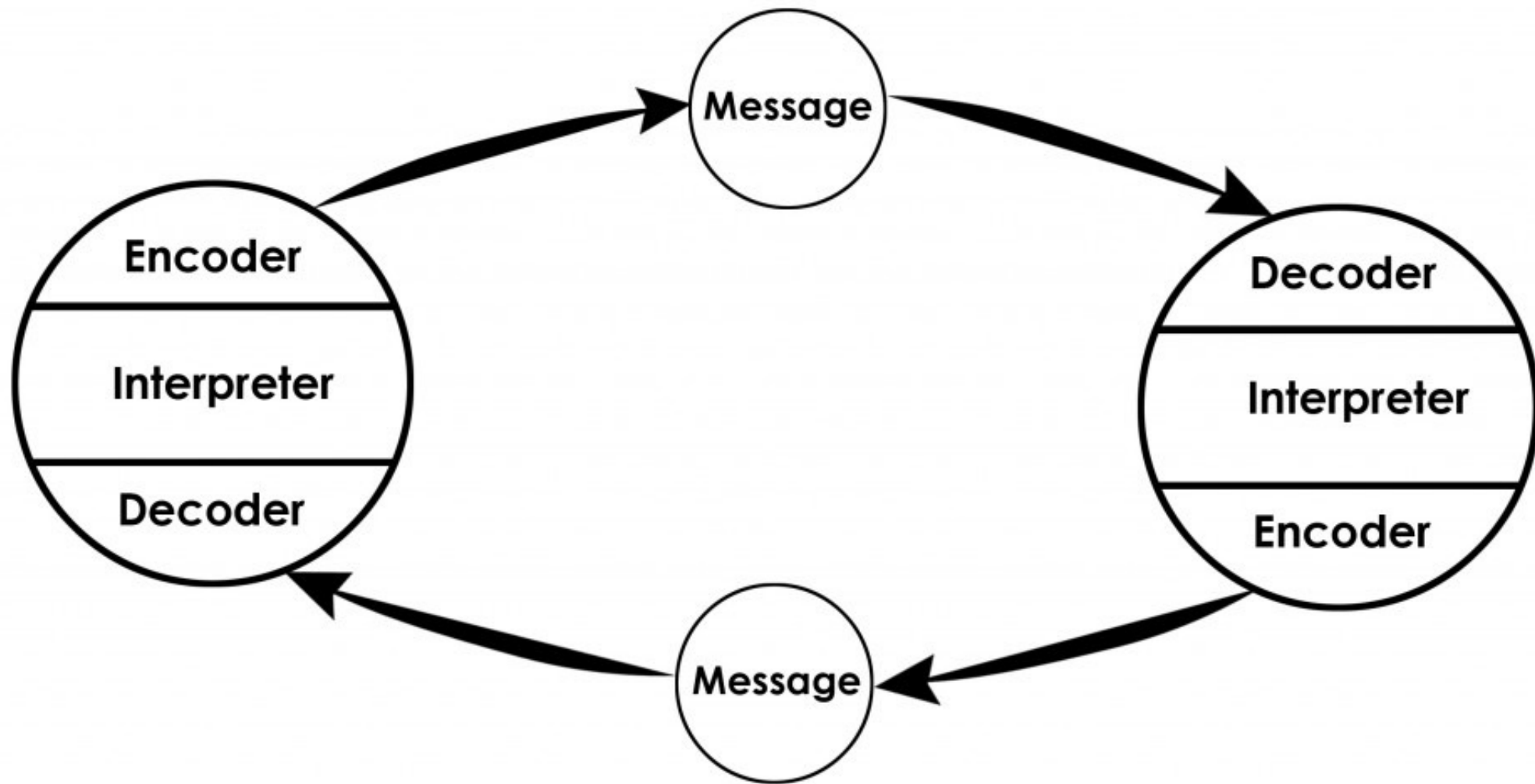
## The Shannon-Weaver Mathematical Model, 1949



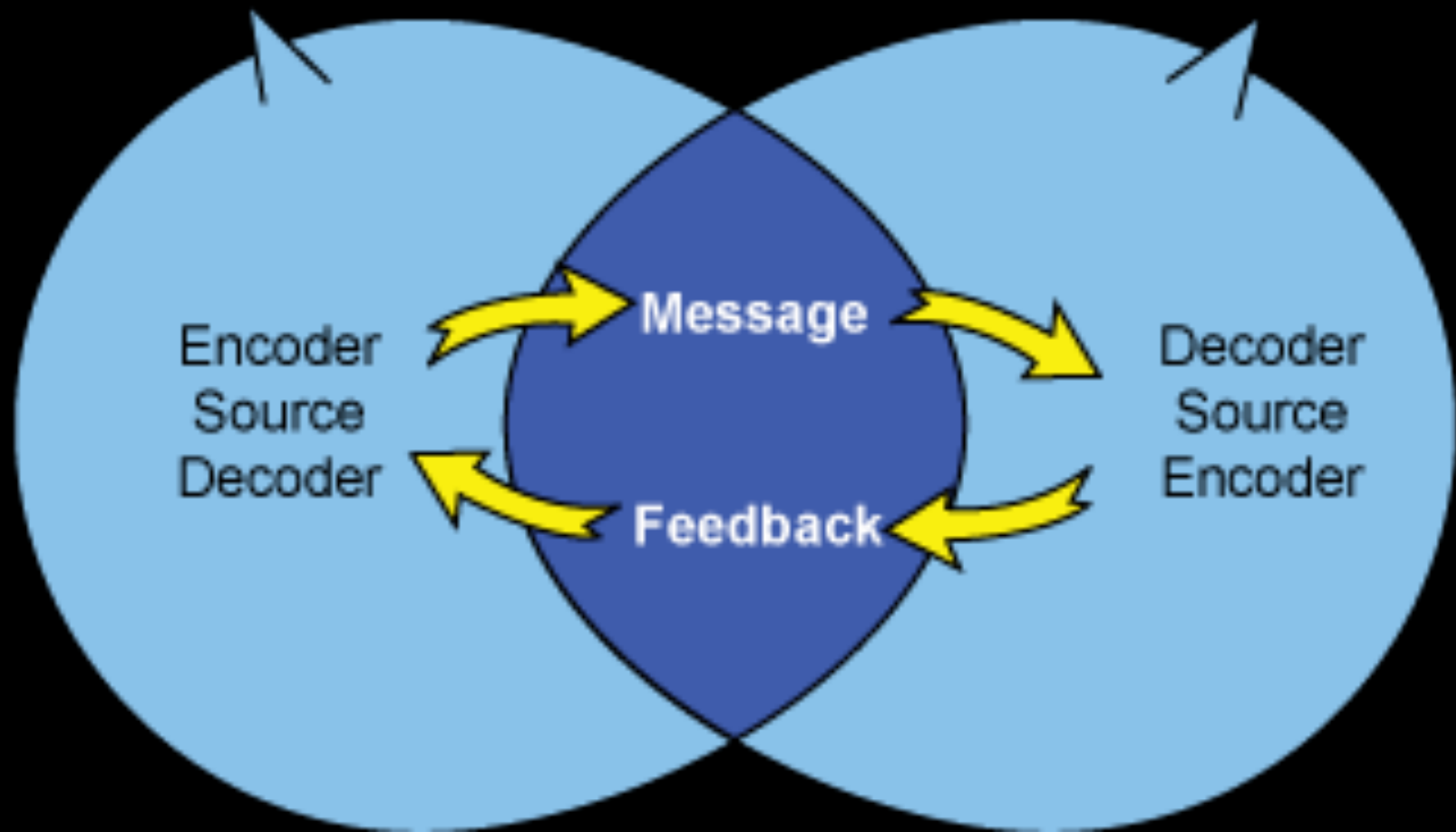
# Berlos's SMCR Model of communication

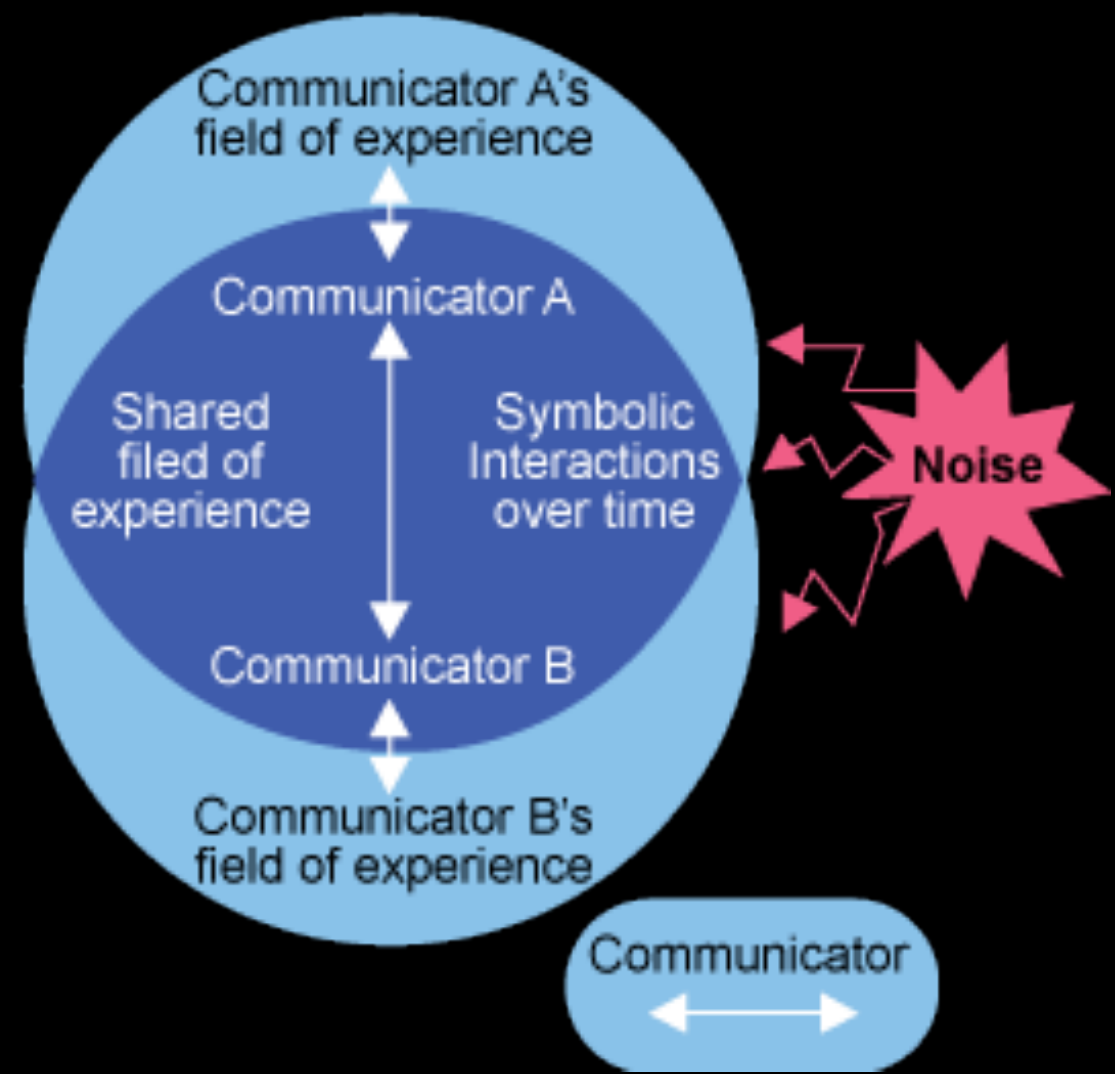




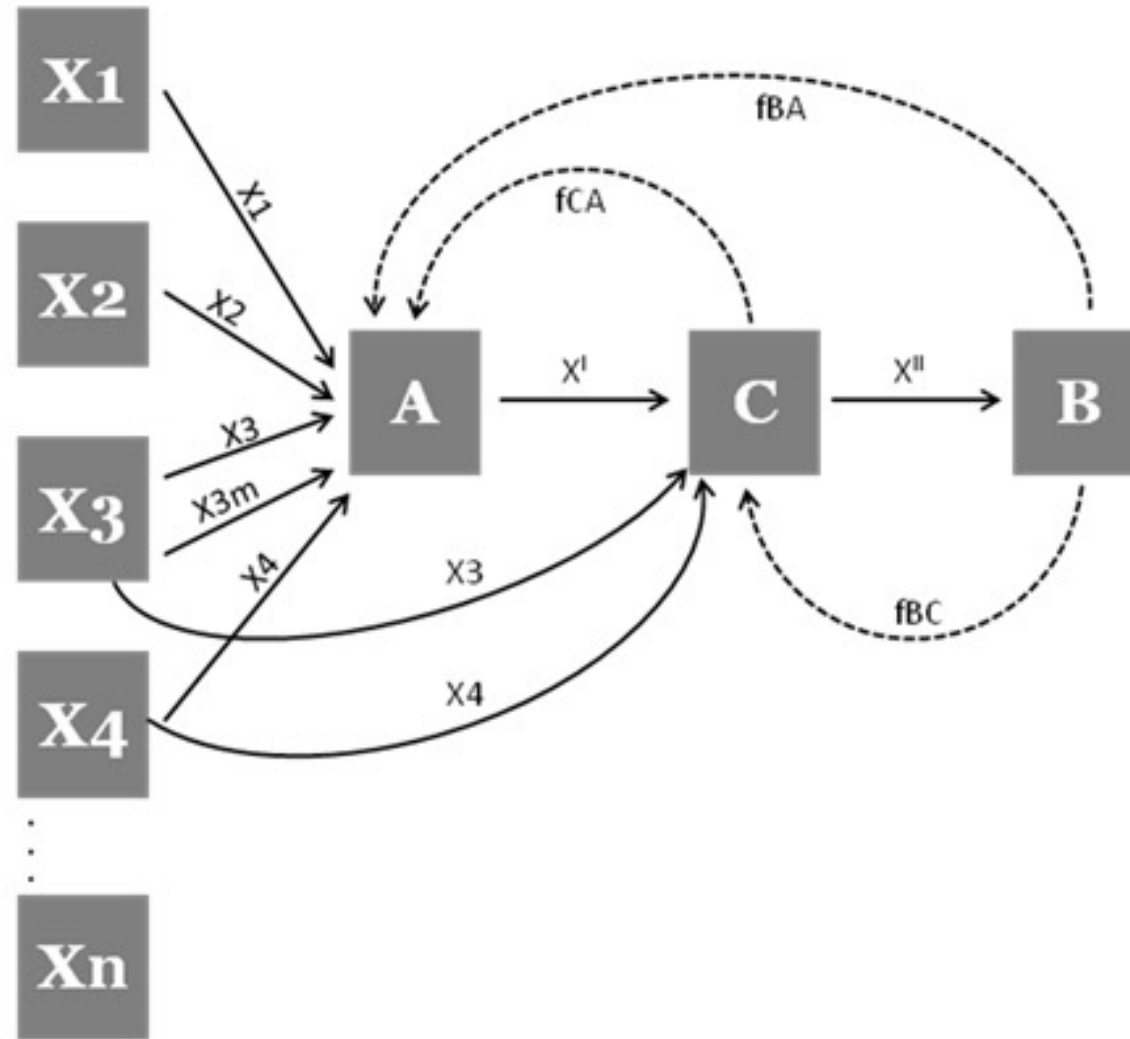


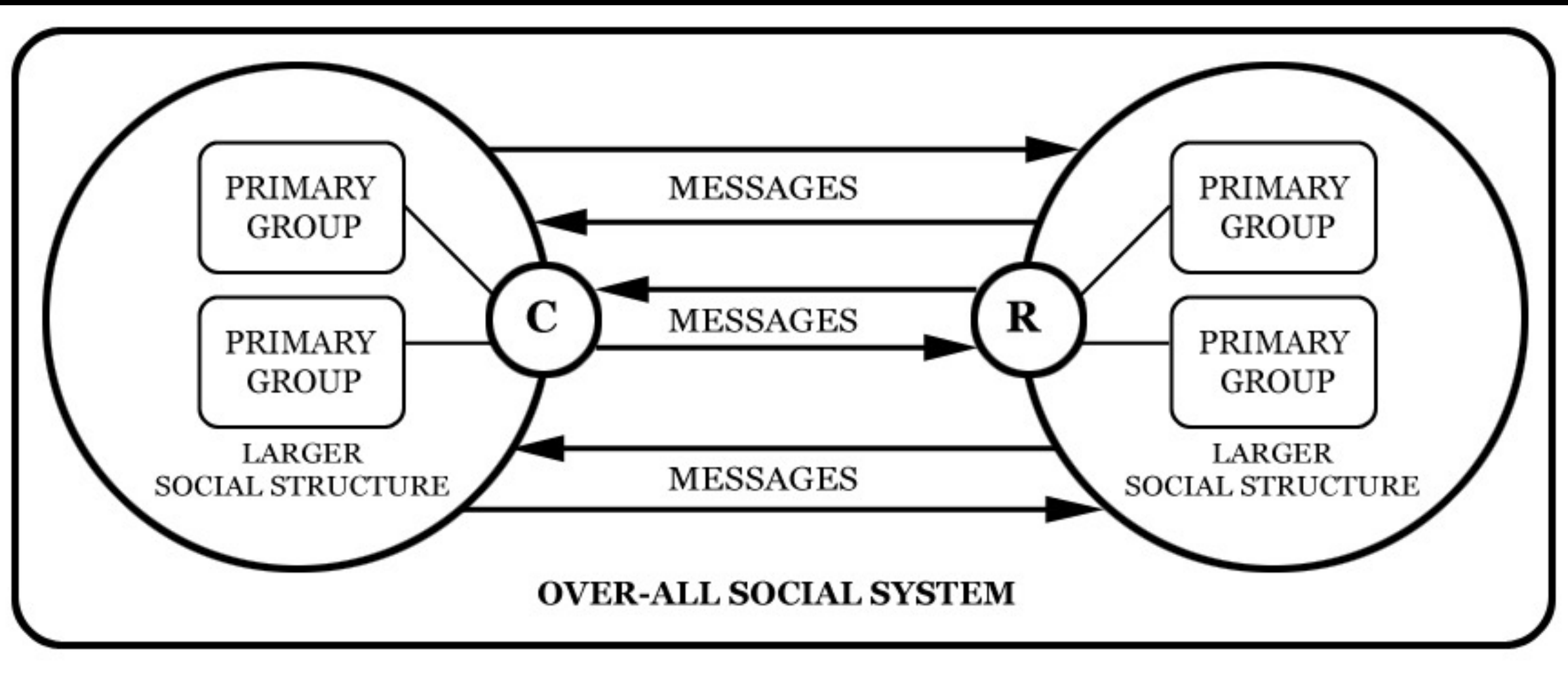




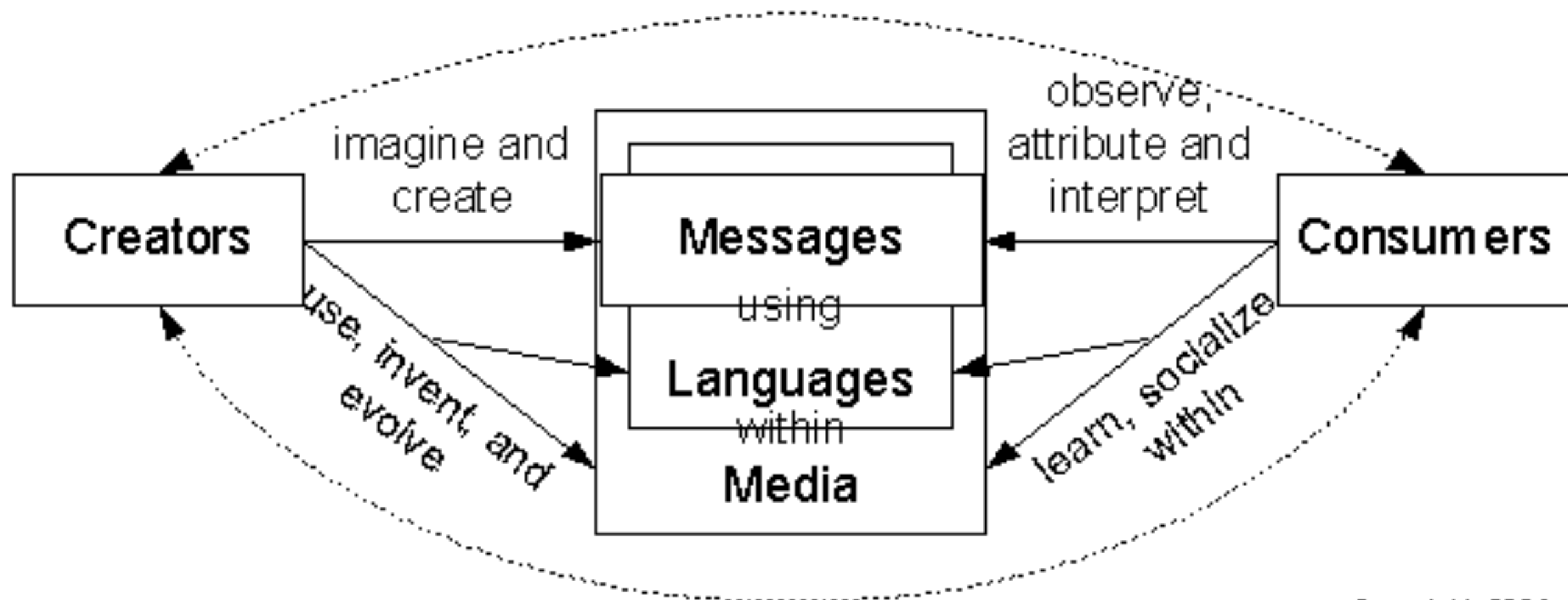


## Westley and MacLean's Model of Communication





become creators when they reply or provide feedback



have perspectives of and relationships with

Copyright, 2004,  
Davis Foulger

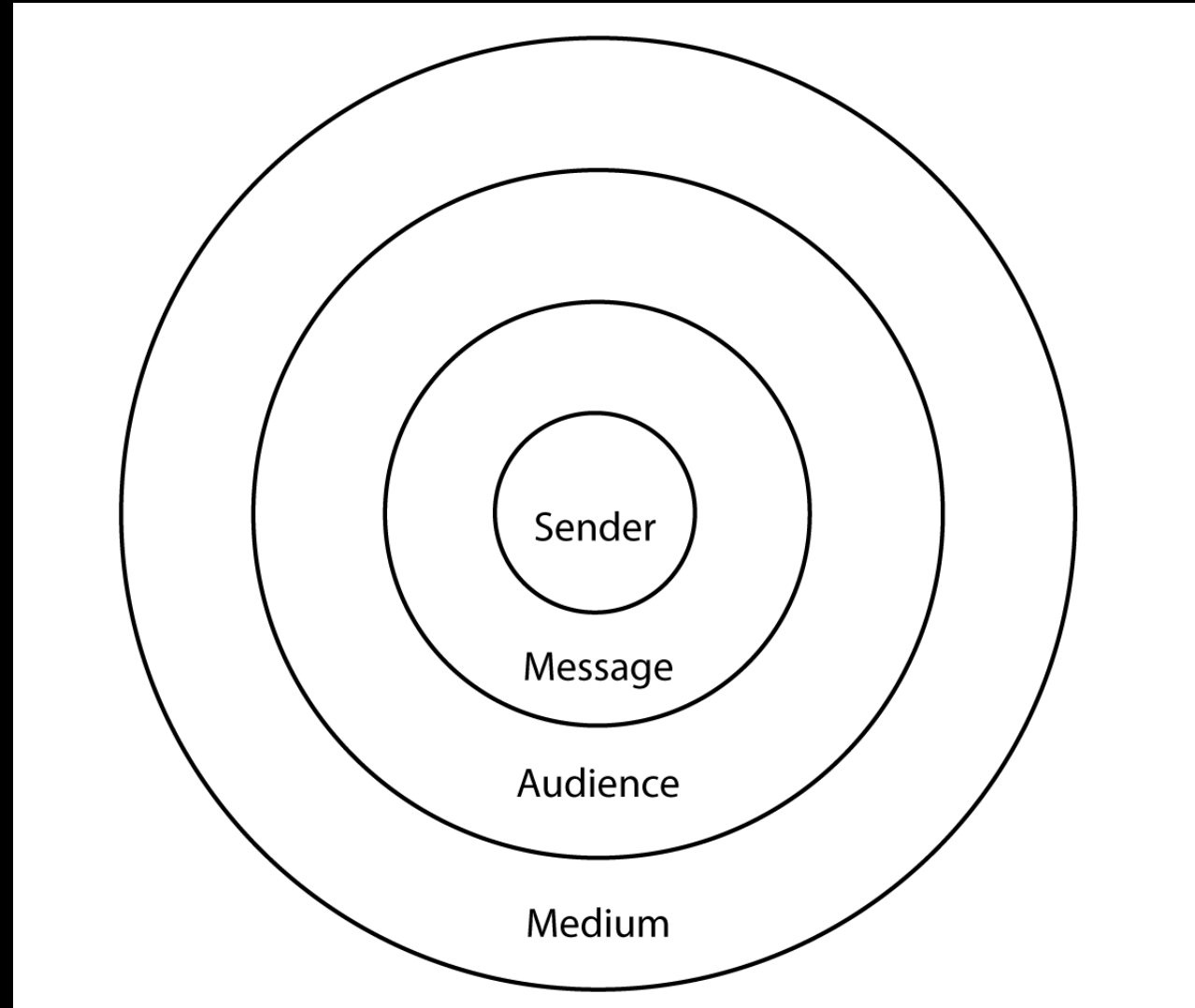
Media  
and  
Formal  
Cause

Marshall  
McLuhan

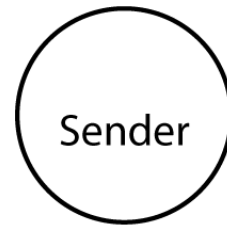
Eric  
McLuhan

ΕΠΙΣΤΗΜΗ ΚΑΙ ΤΕΧΝΗ  
ΤΗΣ ΑΡΧΑΙΑΣ ΚΑΙ ΤΗΣ  
ΝΕΩΤΕΡΗΣ ΕΛΛΗΝΙΚΗΣ  
ΚΑΙ ΤΗΣ ΚΑΤΑΡΤΙΣ  
ΤΗΣ ΕΛΛΗΝΙΚΗΣ  
ΕΚΠΑΙΔΕΥΣΕΩΣ

# Communication

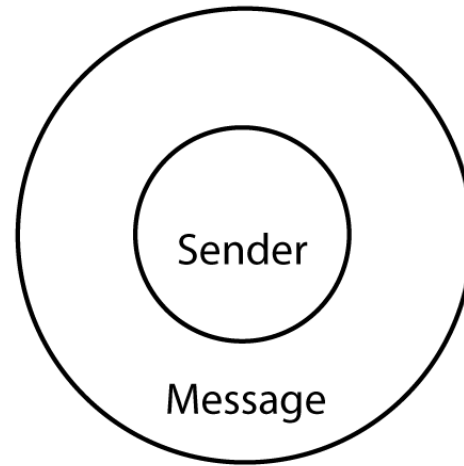


# Communication

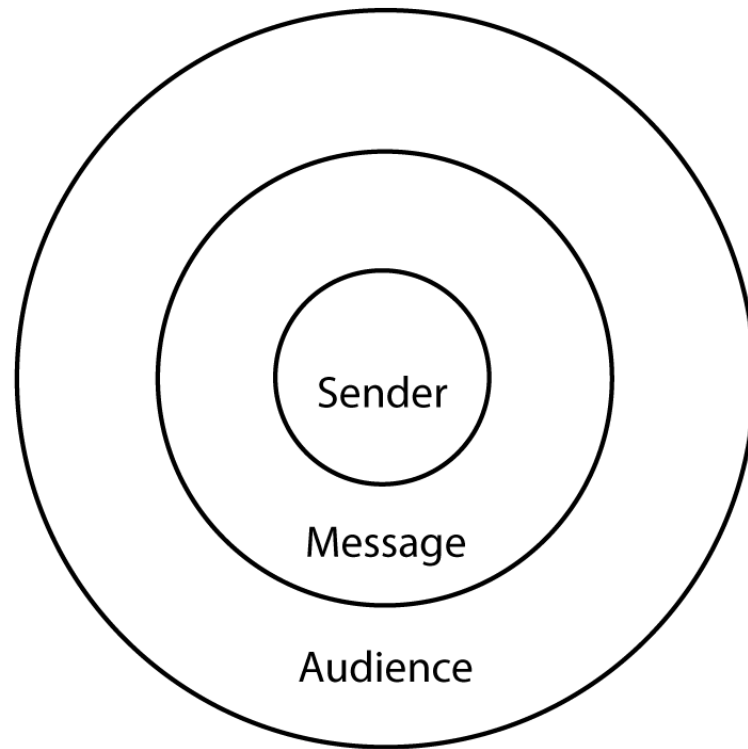




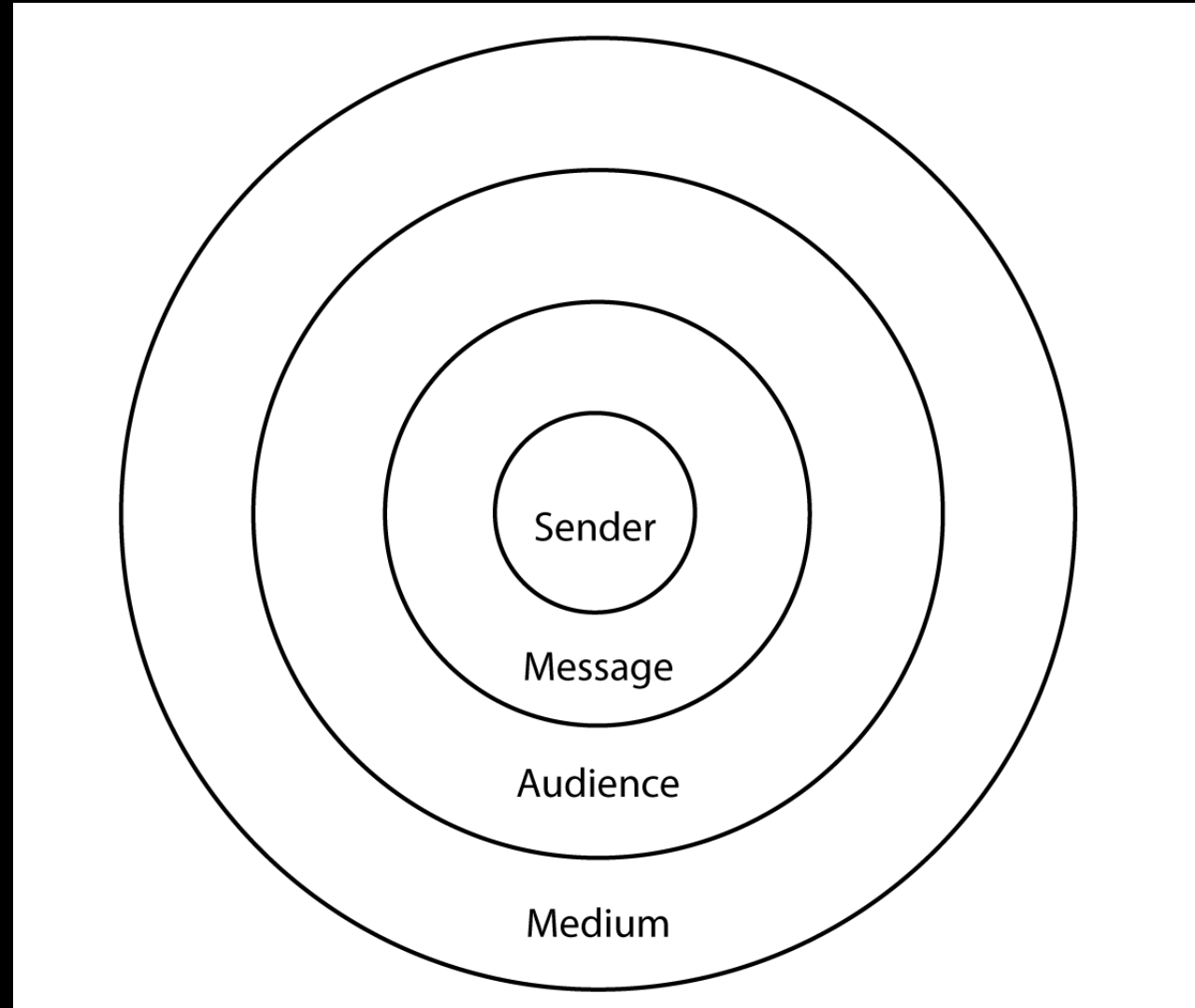
# Communication



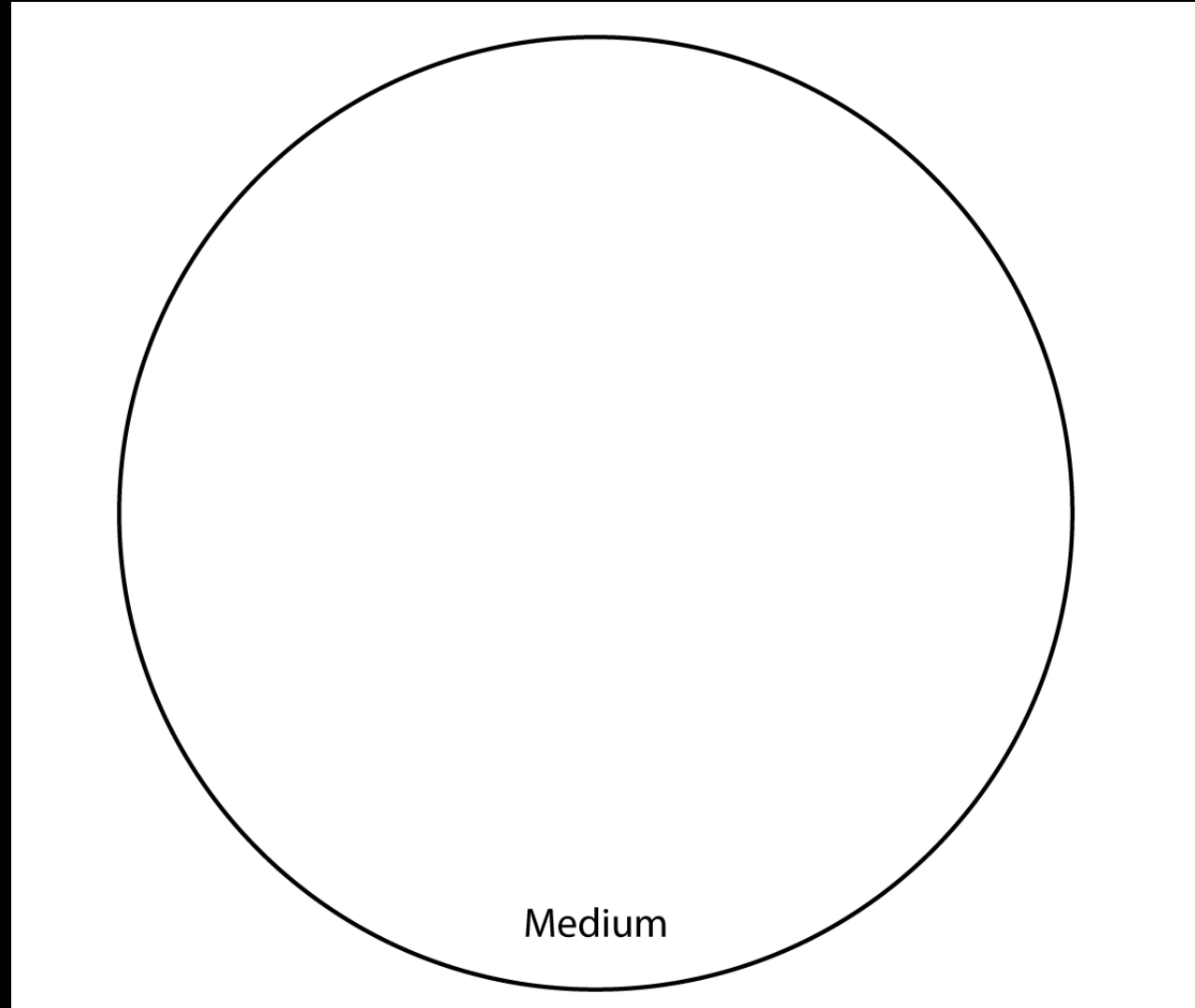
# Communication



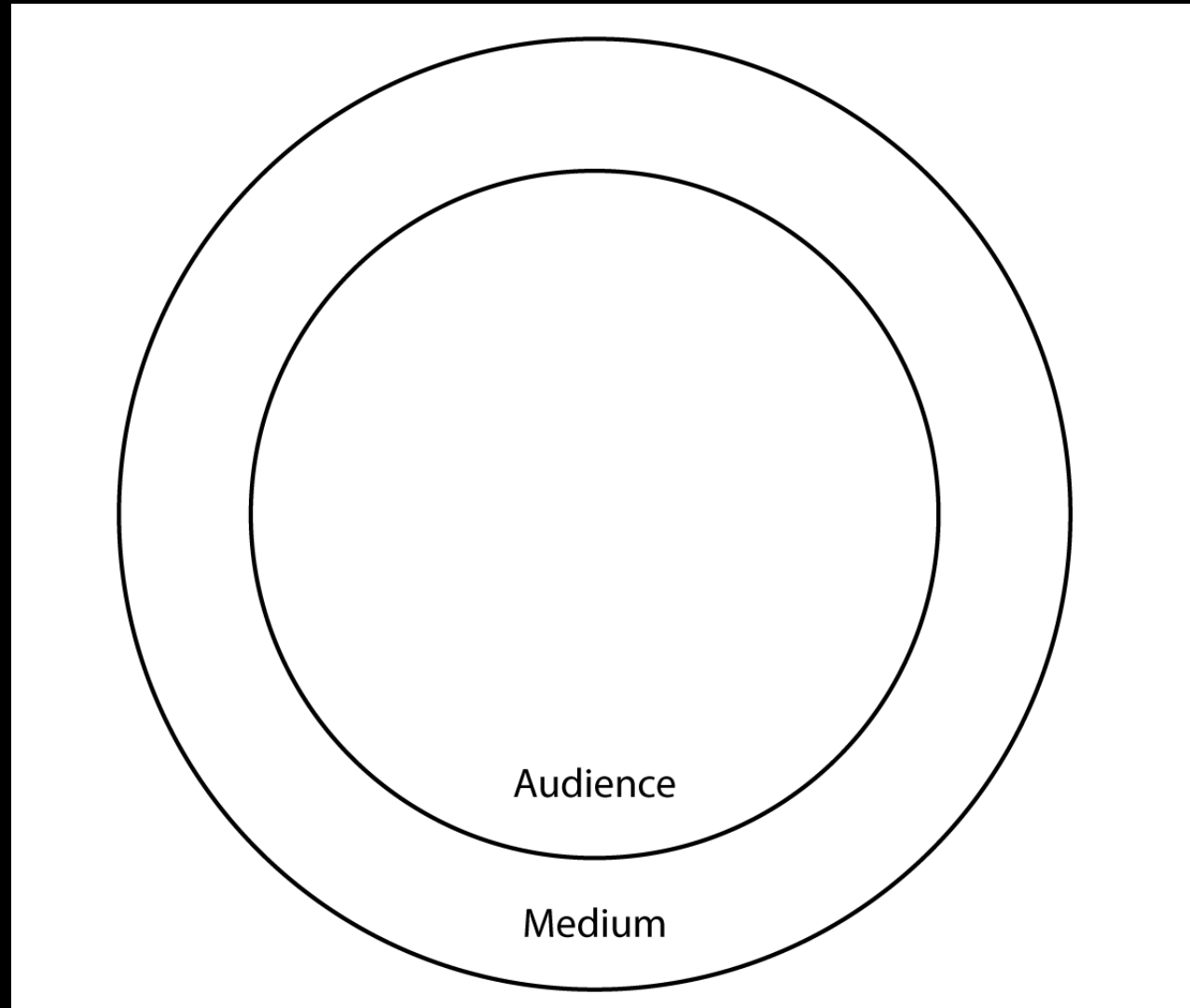
# Communication



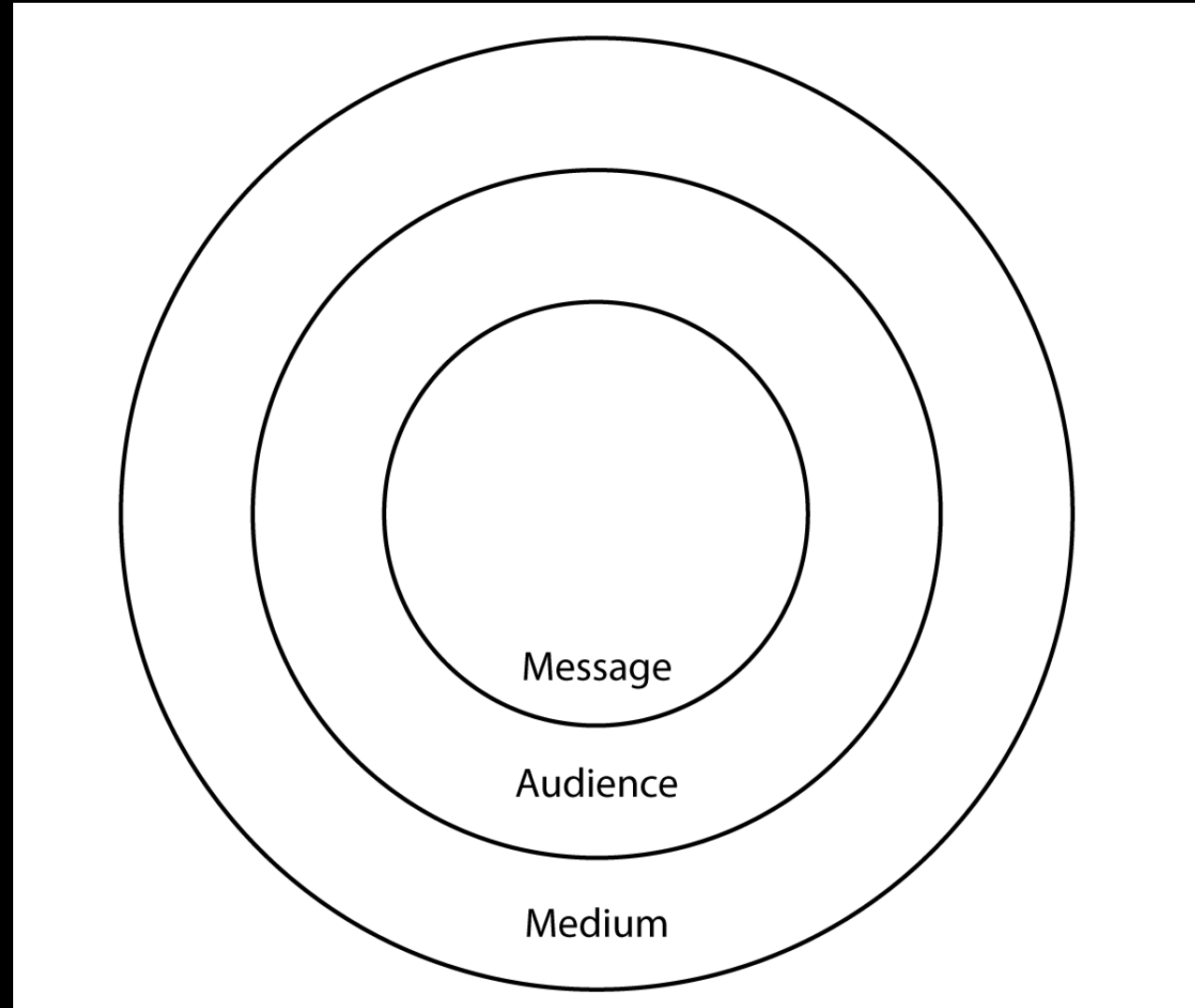
# Communication



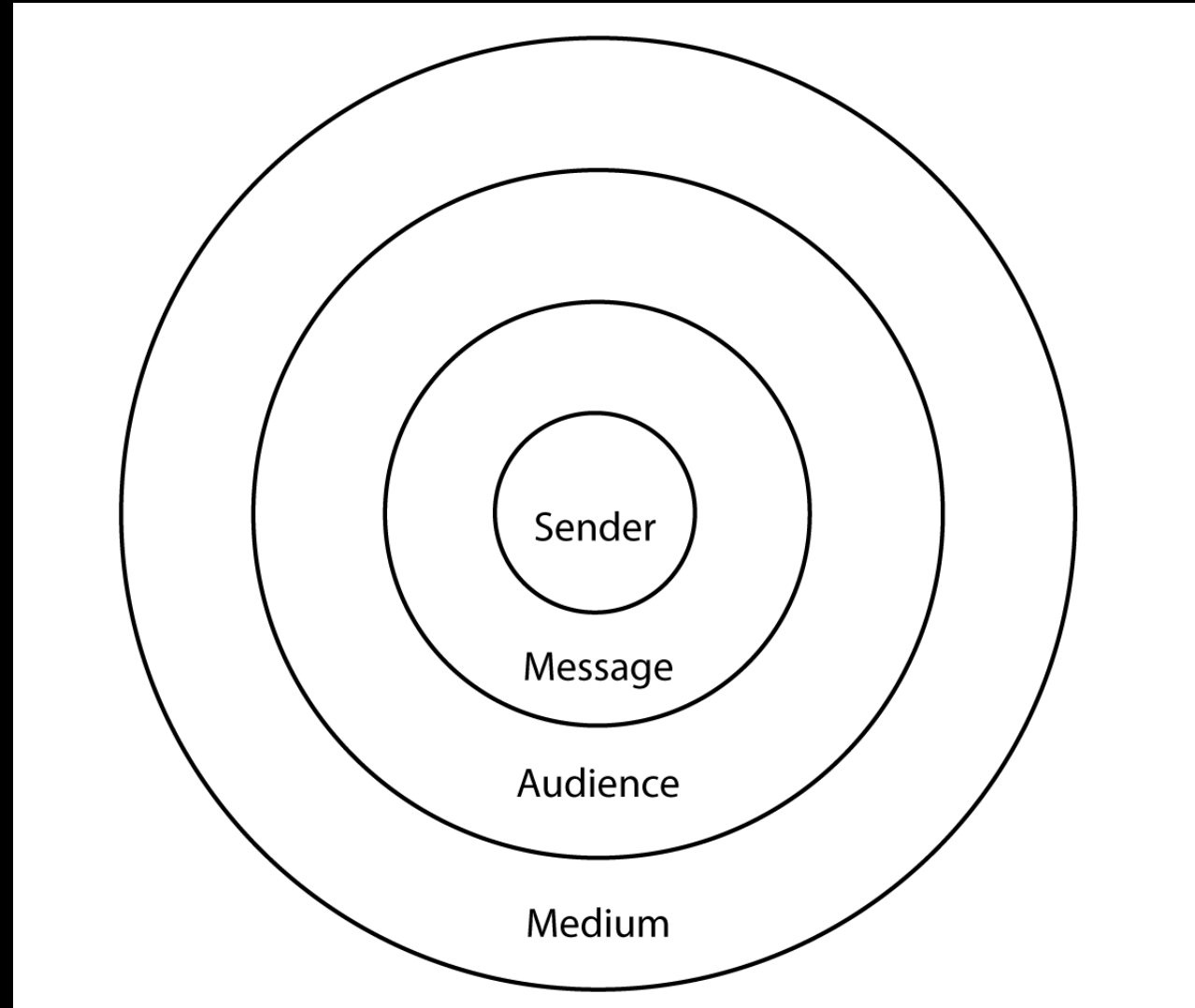
# Communication



# Communication



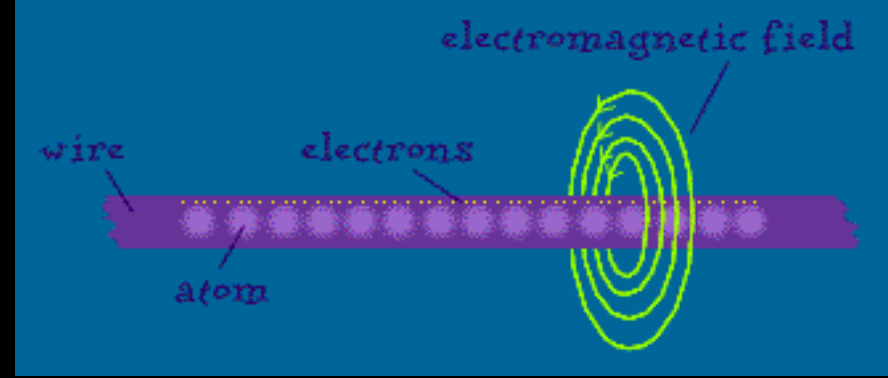
# Communication



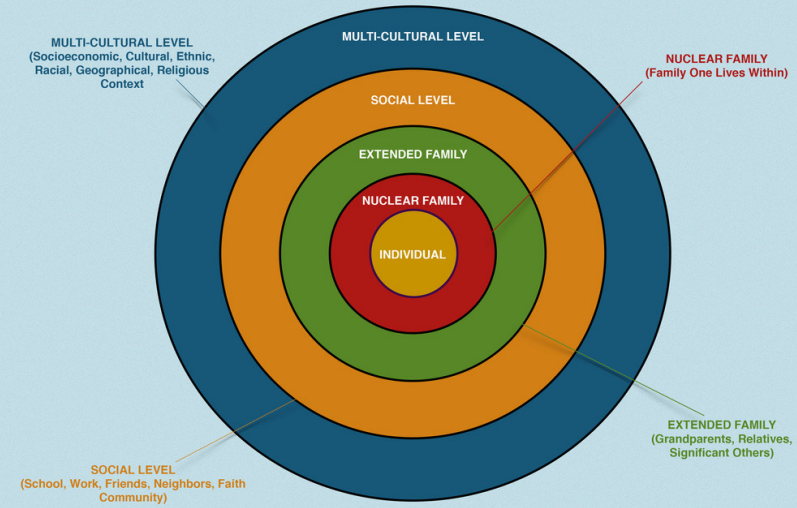








# FAMILY SYSTEMS THEORY



# Media Ecology

the study of

media

as

environments

Media Ecology

media

=

environments

medium

communication

culture

environment

# Media Ecology

the study of

media

as

media

Media Ecology

medium

=

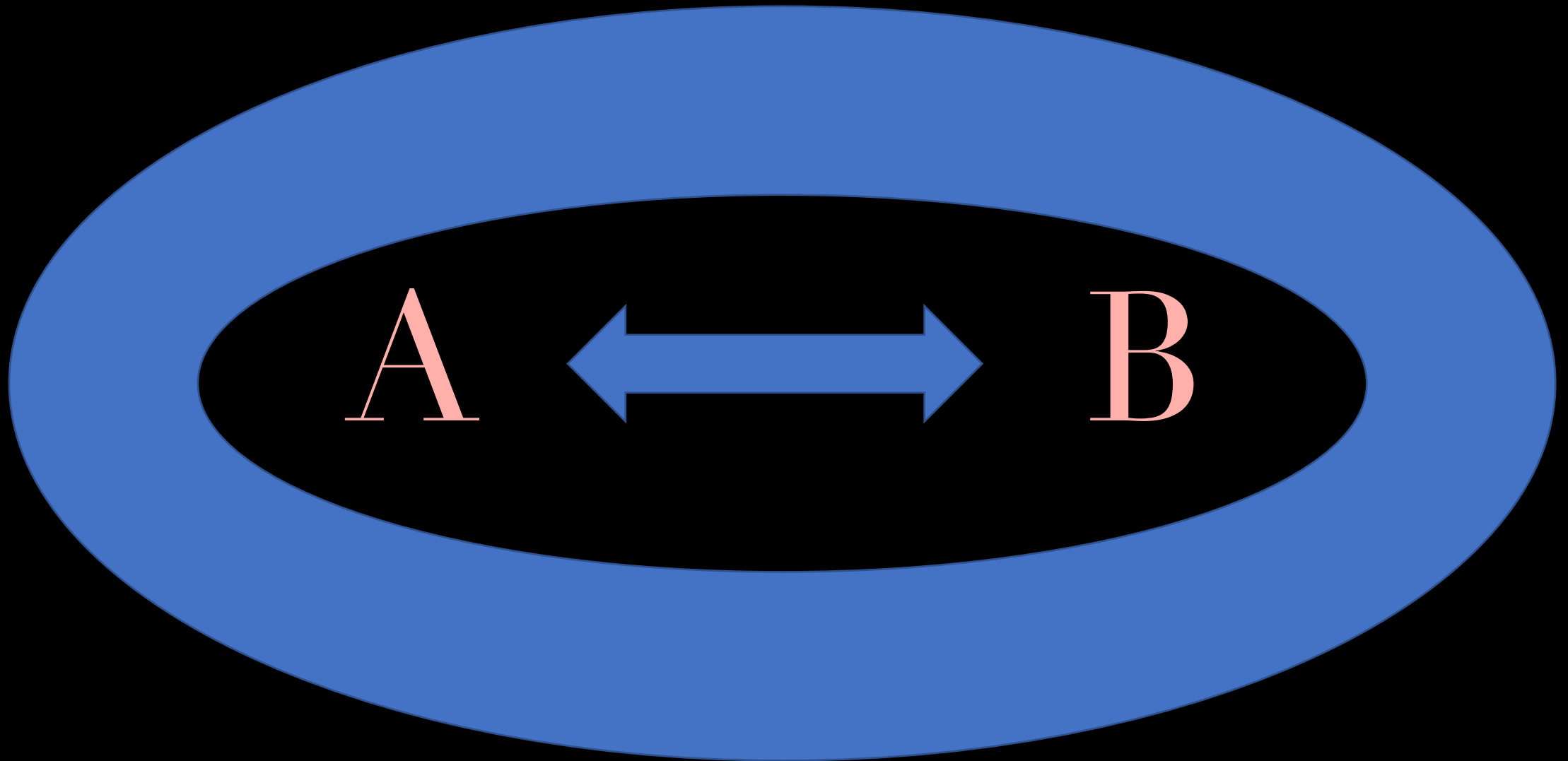
middle



Medium



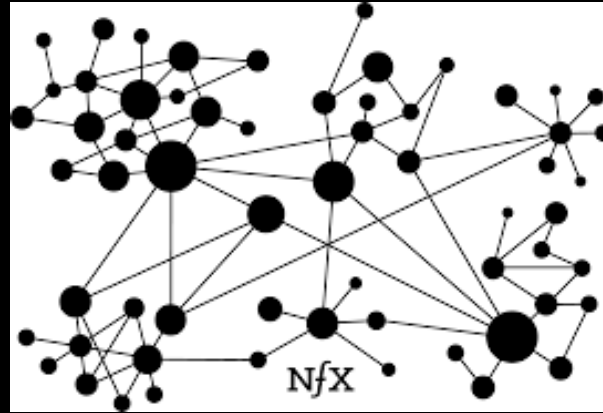
Medium



# Medium



# Medium



# Television



Media Ecology

medium

# Media Ecology

the study of  
environments

as

media

# Media Ecology

medium

=

environment

=

situation

=

context



The Medium is the Message

the **context** has much to do  
with the **communication**  
that occurs within it  
with the **messages** that are sent  
and the **meanings** that are made

Neil Postman

Media Ecology

Context Analysis

Lewis Mumford

Organization

=

Context

=

Machine

Gregory Bateson

Paul Watzlawick

Relationship

=

Context

Gregory Bateson

Paul Watzlawick

Metacommunication

Communication

Relationship

Content

Gregory Bateson

Paul Watzlawick

Metacommunication

Communication

Relationship

Content

Medium

Message

System

Parts

Stanley Milgram

“Relationship  
overwhelms  
content”

the medium is the message

# Media Ecology

medium

=

relationship



# Media Ecology

medium

=

relationship

face-to-face interaction

# Media Ecology

medium

=

relationship

face-to-face interaction

the body

# Media Ecology

medium

=

relationship

face-to-face interaction

the body

nonverbal communication

# Media Ecology

medium

=

relationship

face-to-face interaction

the body

nonverbal communication

sensory organs

# Media Ecology

medium

=

language

Edward Sapir  
Benjamin Lee Whorf  
Dorothy Lee

linguistic  
relativism

Sergei Eisenstein

film

=

language

Edward Carpenter

media

=

languages



Media Ecology

medium

=

language/grammar

situation/rules

system

environment

Media Ecology

medium

=

language

code

symbol system

art form

# Media Ecology

Form

Content

Medium

Message

Media Ecology

medium

=

form

pattern

rules

grammar

Media Ecology

medium

=

substance

Media Ecology

medium

=

substance

material

Media Ecology

medium

=

substance

material

technology

Media Ecology

medium

=

substance

material

technology

technique



Media Ecology

medium

=

questions

means

method

technique

Media Ecology

medium

=

How?

Media Ecology

medium

=

technology

extension

Media Ecology

medium

=

technology

extension

container

environment

Max Frisch

“Technology  
is the art  
of never having to  
experience the world”

Media Ecology

medium

=

extension

amputation

shield

environment

Media Ecology

medium

=

inventions

innovations

Media Ecology

medium

=

mediation

=

mediating



# Media Ecology

the study of

environments

as

environments

LANCE STRATE

**MEDIA  
ECOLOGY**

---

*An Approach to Understanding  
the Human Condition*

---

Media Ecology

medium

=

environment

=

condition

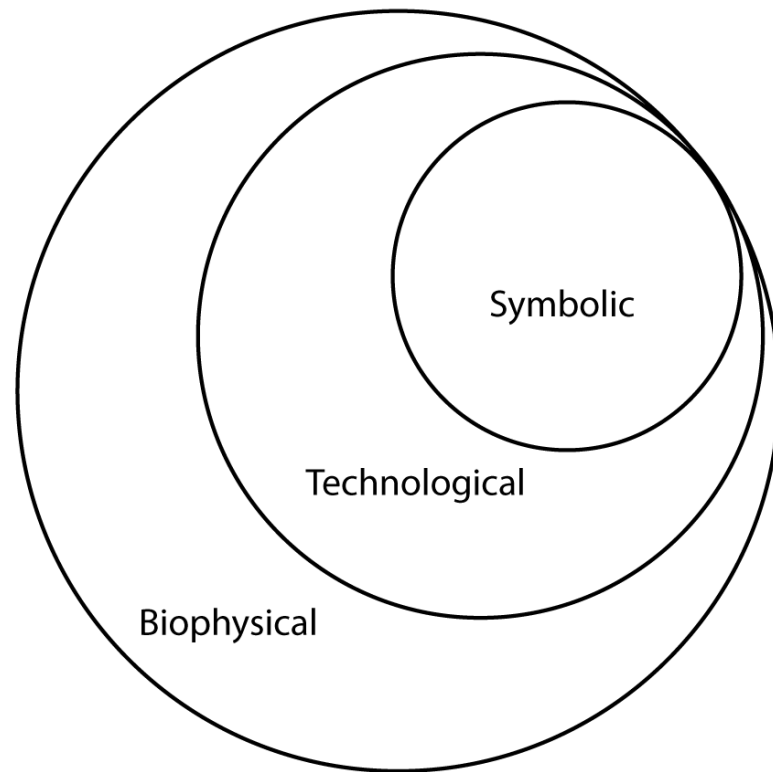
# Media Ecology

we create

the conditions

that condition us

# Environments Media Human Condition



# Media Effects

the ways **media** affect how we  
think  
feel  
perceive  
make sense of the world  
act  
interact  
communicate  
organize ourselves  
create societies and cultures

# Media Ecology

human-----language, speech, symbolic communication

# Media Ecology

human-----language, speech, symbolic communication

settlements & cities-----systems of notation & writing



# Media Ecology

human-----language, speech, symbolic communication  
settlements & cities-----systems of notation & writing  
western culture-----Semitic & Greek alphabets

# Media Ecology

human-----language, speech, symbolic communication  
settlements & cities-----systems of notation & writing  
western culture-----Semitic & Greek alphabets  
modernity-----the printing press with moveable type

# Media Ecology

human-----language, speech, symbolic communication

settlements & cities-----systems of notation & writing

western culture-----Semitic & Greek alphabets

modernity-----the printing press with moveable type

postmodernity-----the electronic media

technological  
determinism?

~~technological~~  
~~determinism~~



technological  
determinism

# Alfred Korzybski

## non-aristotelian



INSTITUTE OF GENERAL SEMANTICS  
<http://www.generalsemantics.org>

Albert Einstein

relativistic view

events in spacetime

reality = relationships



Martin Buber

human beings

relationships

I-You

I-It

# Media Ecology

the bias of the medium

tendency

slant

incline

Lynn White, Jr.

“a new device  
merely opens a door;  
it does not compel one  
to enter”

Media Ecology

effects

Terrence Deacon

downward  
causality

# Media Ecology

effects

costs vs. benefits

# Media Ecology

effects

costs vs. benefits

expected vs. unexpected

# Media Ecology

## effects

costs vs. benefits

expected vs. unexpected

direct vs. indirect



# Media Ecology

the introduction  
of a new **medium**  
is never simply additive  
in fact  
it is potentially  
**transformative**

Media Ecology

historical

context

Mark Twain

“history  
doesn't repeat itself,  
but it often  
rhymes”

# Harold Innis

“sudden extensions of  
communication  
are reflected in  
cultural disturbances”

Media Ecology

questions

pragmatic and utilitarian

# Media Ecology

## questions

pragmatic and utilitarian

big questions about effects

Walter Ong

“human  
consciousness  
evolves”

# Media Ecology

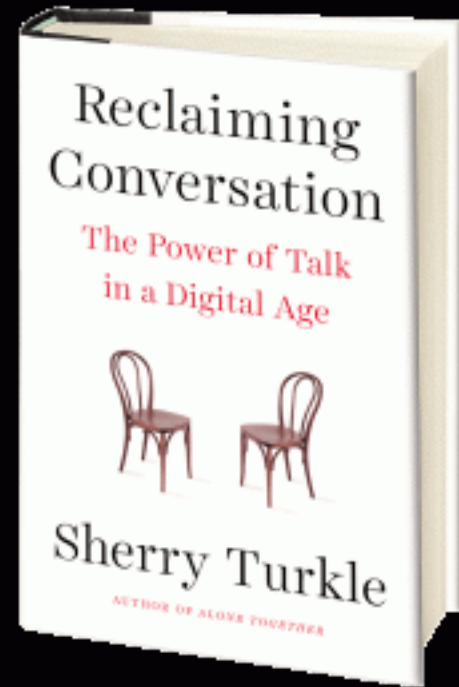
## questions

pragmatic and utilitarian

big questions about effects



# Sherry Turkle



# Media Ecology

## questions

pragmatic and utilitarian

big questions about effects

# Marshall McLuhan

“There is absolutely  
no inevitability  
as long as there is a  
willingness to contemplate  
what is happening”

Joseph Weizenbaum

ought

Media Ecology

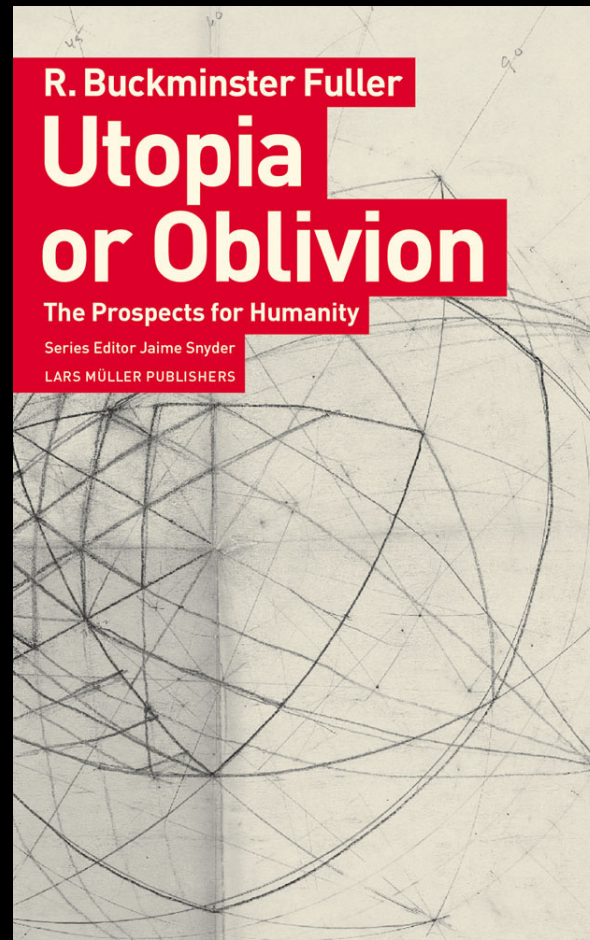
questions

H.G. Wells

“human history

becomes more and more  
a race between education  
and catastrophe”

# Buckminster Fuller



R. Buckminster Fuller

## Utopia or Oblivion

The Prospects for Humanity

Series Editor Jaime Snyder

LARS MÜLLER PUBLISHERS

# Media Ecology

?



# Media Ecology

