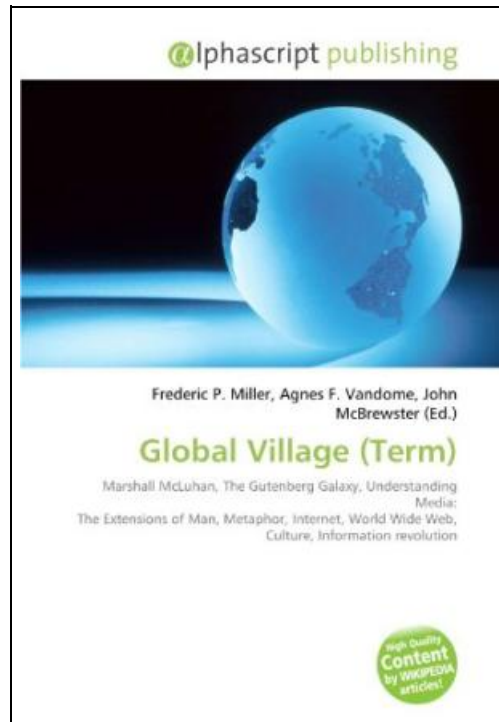


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Alphascript Publishing Feb 2010, 2010. Taschenbuch. Condition: Neu. Neuware - Global Village is a term closely associated with Marshall McLuhan, popularized in his books *The Gutenberg Galaxy: The Making of Typographic Man* and *Understanding Media*. McLuhan describes how the globe has been contracted into a village by electric technology and the instantaneous movement of information from every quarter to every point at the same time. In bringing all social and political functions together in a sudden implosion, electric speed has heightened human awareness of responsibility to an intense degree. Today, the term 'Global Village' is mostly used as a metaphor to describe the Internet and World Wide Web. On the Internet, physical distance is even less of a hindrance to the real-time communicative activities of people, and therefore social spheres are greatly expanded by the openness of the web and the ease at which people can search for online communities and interact with others that share the same interests and concerns. Therefore, this technology fosters the idea of a conglomerate yet unified global community. 112 pp. Englisch.



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