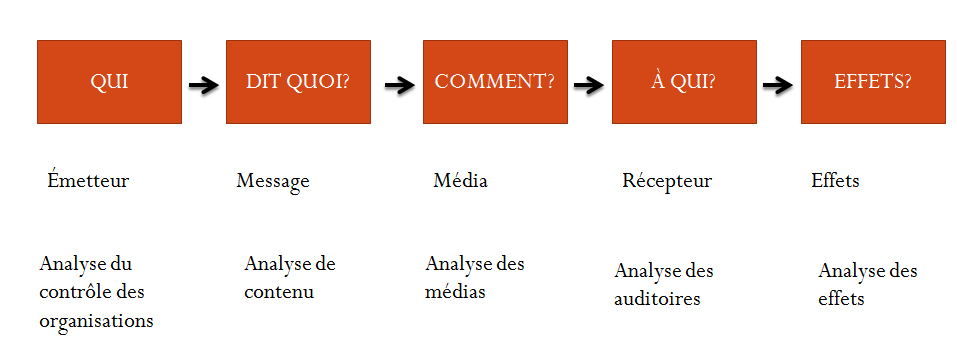
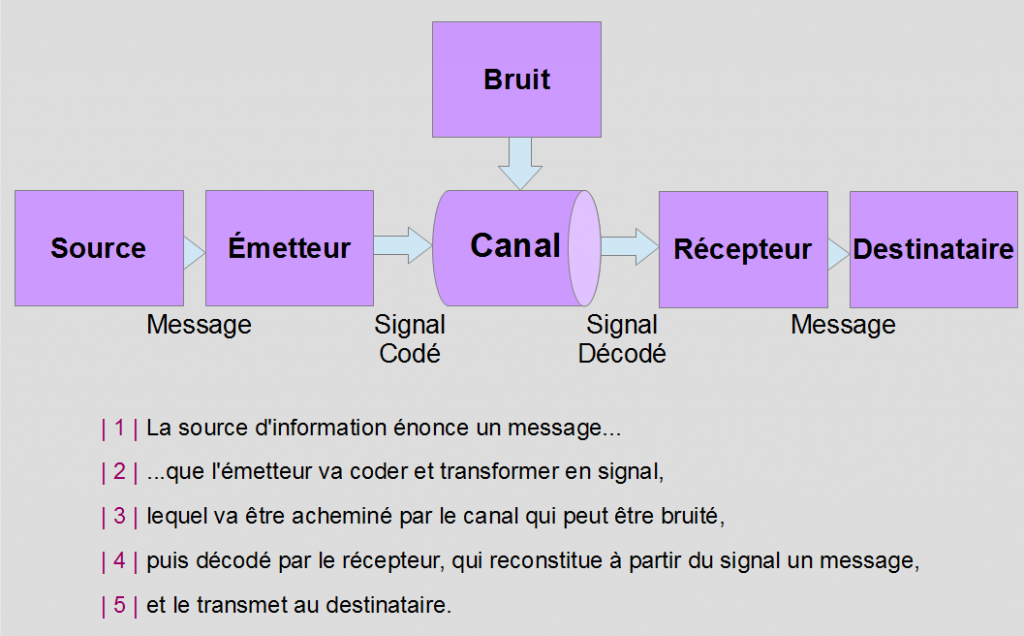
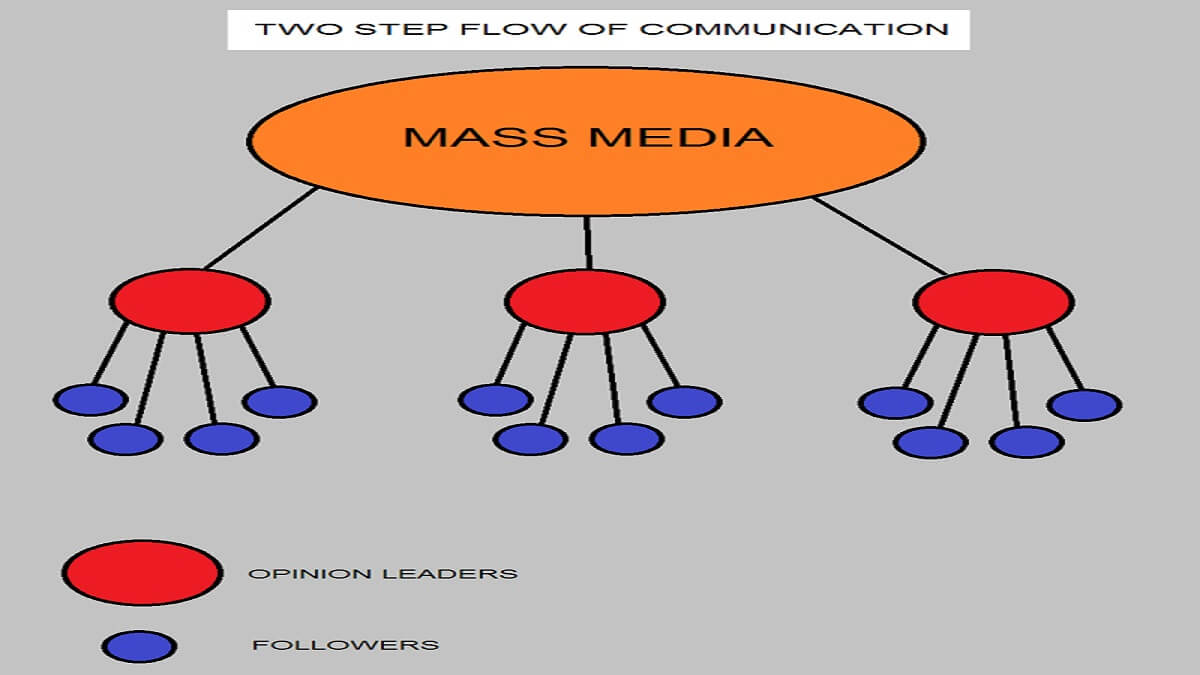
LASSWELL = seringue hypodermique



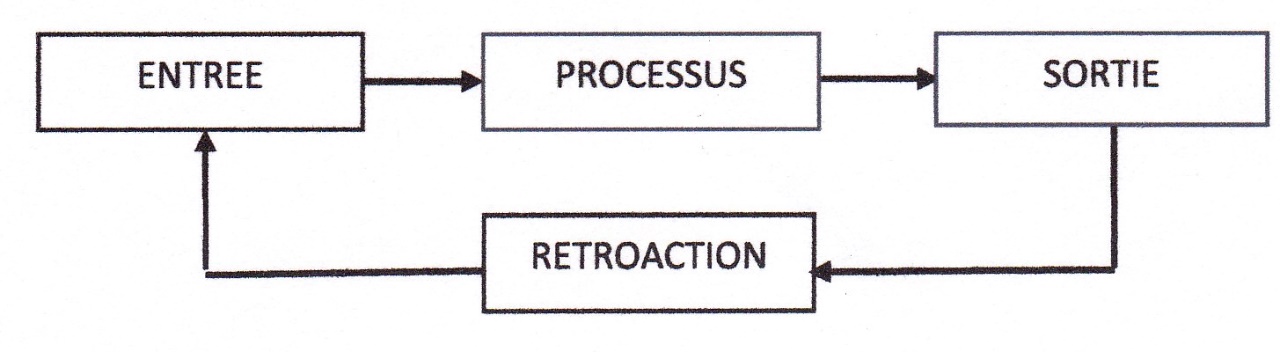
SHANNON et WEAVER 1948 🡪 le code



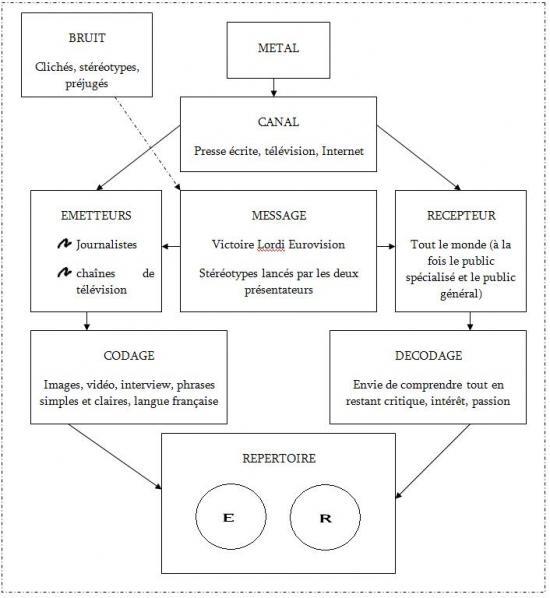
SCHEMA LAZRSFELD = années 30/40



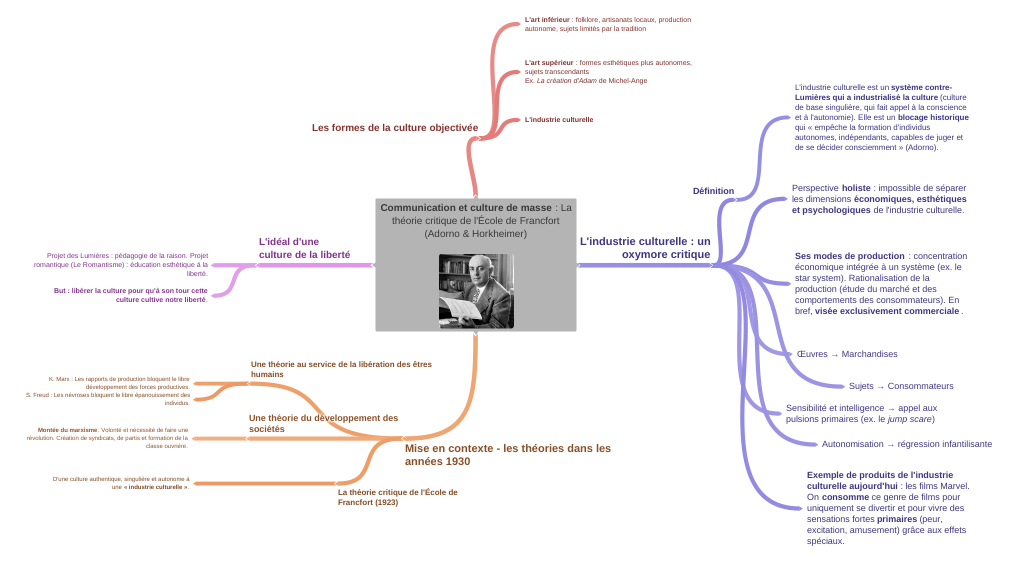
SCHEMA CYBERNETIQUE



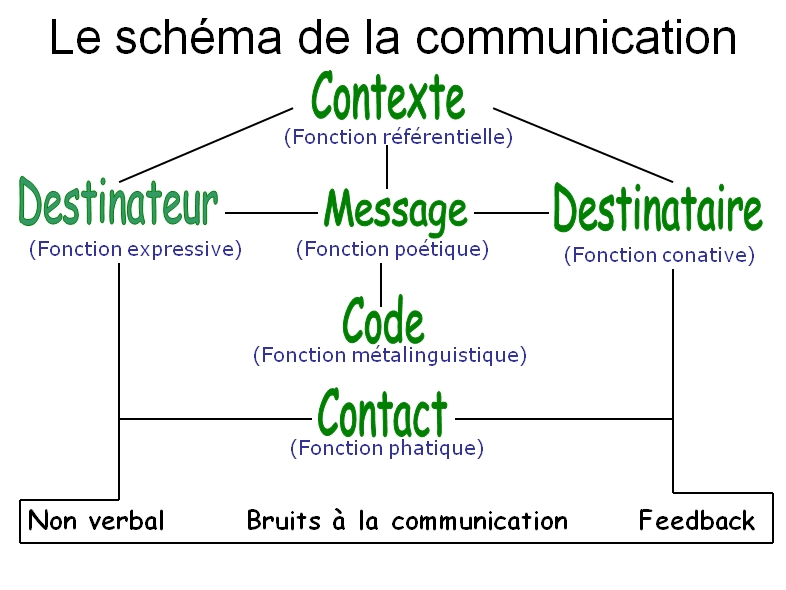
SCHEMA CYBERNETIQUE = Abraham MOLES (la culture ex robe)



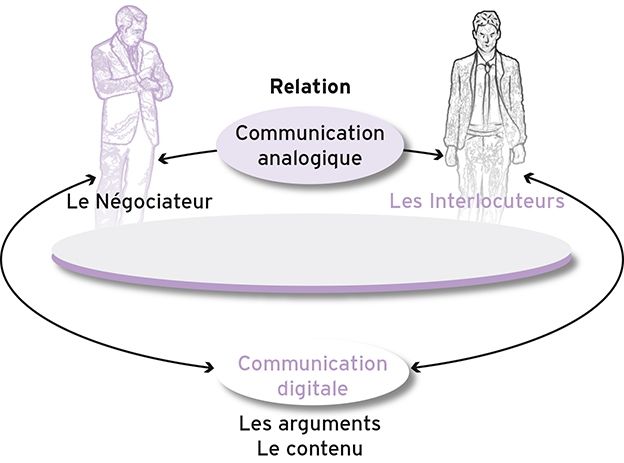
SCHEMA : école de FRANCFORT

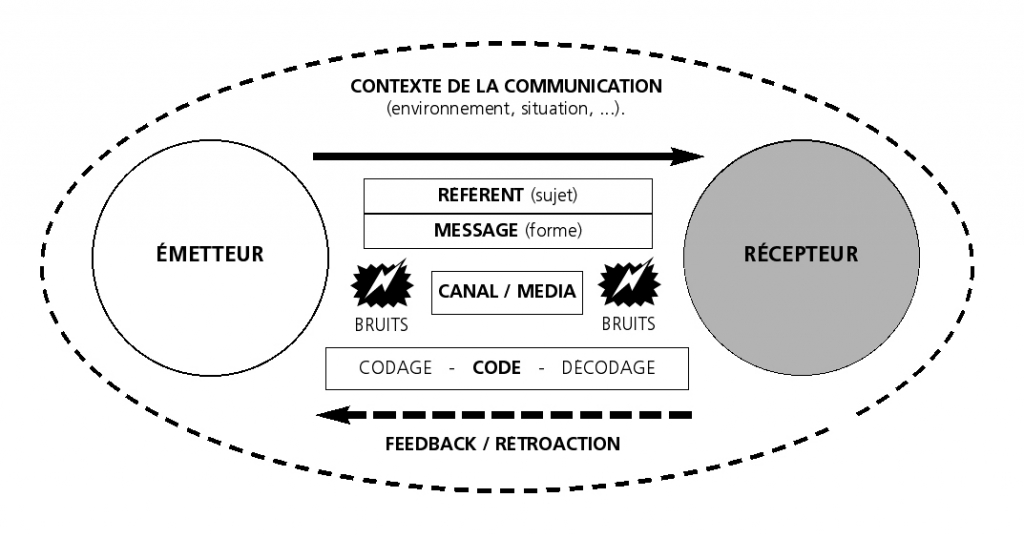


SCHEMA LINGUISTIQUE 🡪 Saussure / Jakobson

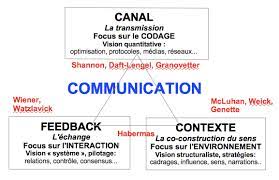
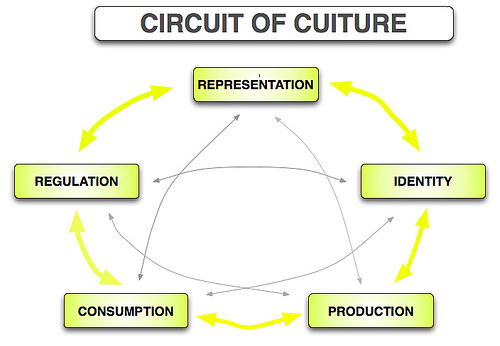


SCHEMA PALO ALTO





SCHEMA Macluan et MEDIOLOGIE



SCHEMA CULTURAL STUDIES

