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Reading Response 1

What intrigued me the most in this reading was the Media theorist Marshall McLuhan who already understood the importance of technology in the future media at the year 1960, his insight on the fact that technology will be the very core of the future in the art shows his great insight into the media world not only that he understood that with new technology there will be a new level of understanding between the artist and the patron, the importance of the artist to be able to fully pass his or her vision across to others using technology such as internet to reach millions of people and influence the cultures of many different nations.

Marshall McLuhan understood the importance of technology at 1960s now in 2020 we can see how media makes use of internet and other technologies to influence the culture of today, from memes to short videos and animation artist share their perspective and point of view to millions of people in world this is the legacy of technology in media to immerse thousands of people with just few click away in your mobile phone or your computer.