

Constituents of a theory of the media

If you should think this is Utopian, then
I would ask you to consider why it is
Utopian.
Brecht: *Theory of Radio*

1. With the development of the electronic media, the industry that shapes consciousness has become the pacemaker for the social and economic development of societies in the late industrial age. It infiltrates into all other sectors of production, takes over more and more directional and control functions, and determines the standard of the prevailing technology.

(In lieu of normative definitions here is an incomplete list of new developments which have emerged in the last 20 years: news satellites, colour television, cable relay television, cassettes, videotape, videotape recorders, video-phones, stereophony, laser techniques, electrostatic reproduction processes, electronic