

6th Jan'25

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Q1) Why is Marshall McLuhan stating that it is the end of a polite society.

Q2) What according is a polite society.

Q3) What is communication according to McLuhan?

Q4) Why does he use the word revolution here?

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1) Marshall McLuhan, a renowned media theorist, explored the profound effects of media on society. He has highlighted the transformative power of media technologies in redefining norms & interactions. He believed that rise of electronic media marked the end of a polite society because it disrupted the traditional structures of governance & societal organizations. Electronic media fosters a 'global village', where info. flows inst. across the world, making centralized political systems less effective.

2) A polite society, acc. to McLuhan, is one built around the dominance of visual & linear thinking, fostered by print media. Such societies prioritize individualism, hierarchy & segmented governance structures.

Q3) Acc. to McLuhan, communication is the process of extending human senses & faculties through media & technology. He viewed media as 'extensions' of the human body that influence perceptions, interaction & social structures. Communication is not just about transmitting messages but reshaping human consciousness & altering social relationships through the medium itself.

Q4) McLuhan uses the terms 'revolution' to emphasize the transformative & disruptive impact of new communication technologies. Each revolution from oral to written, print & electronic media fundamentally alters human perception, societal structures & cultural norms. These revolutions bring about drastic changes in how people think, interact & organized themselves, akin to social & political upheavals.