



## Hans Magnus Enzensberger: Conscious Industry Critic

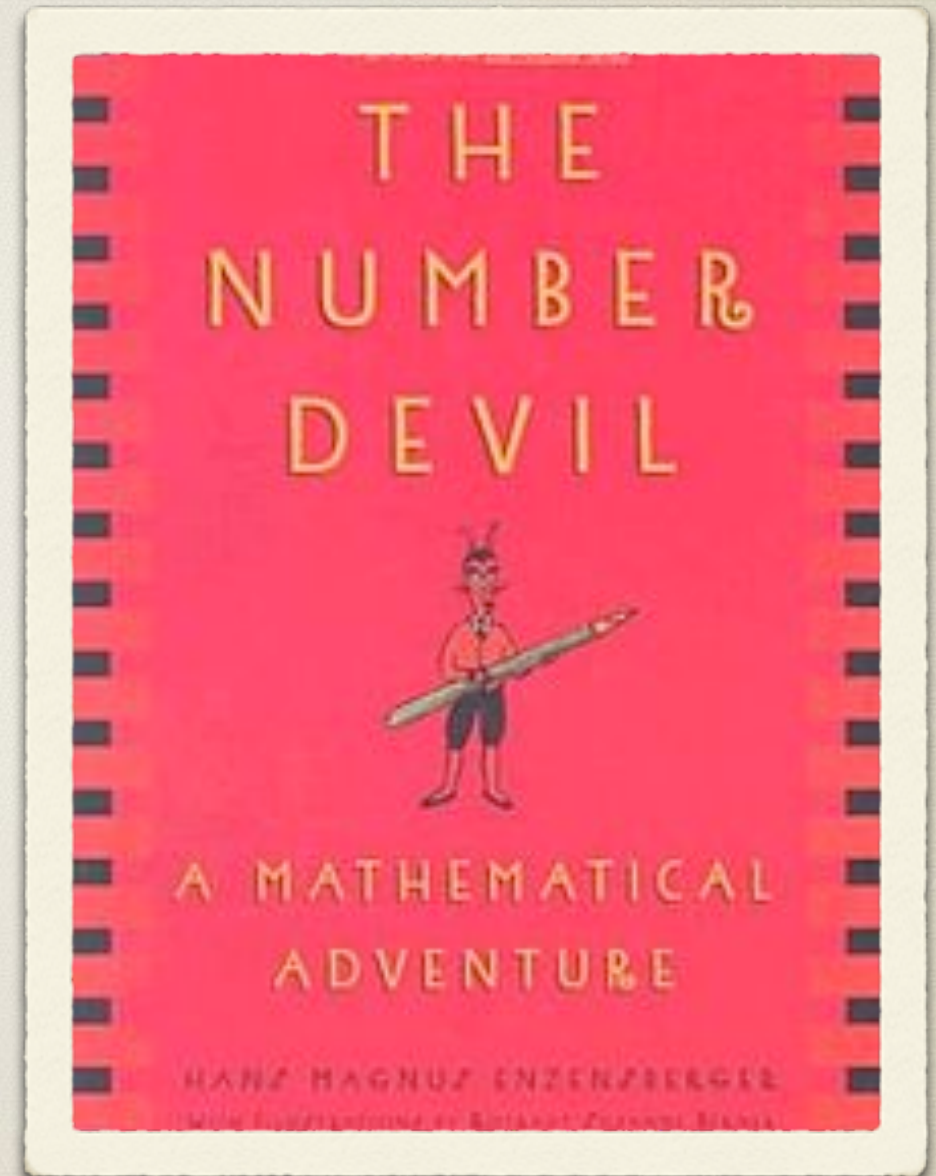
Philosophy 366-W<sub>13</sub>

John Simpson



# Highlights

- \* Father was a telecommunications engineer, and Bavaria's first radio presenter
- \* Poet
- \* An intellectual trouble maker of the first order



The cover of Enzensberger's book for children. It was even turned into a computer game by Viva Media



# What is the consciousness industry?

Look at the summary chart summarizing repressive and emancipatory uses of media. Answer this question by finding technologies to match each contrast and explaining how they illustrate the contrast.



Look at the end of the section titled *The Media:  
An Empty Category of Marxist Theory*.

What issue does Enzenberger have  
with Marxist theorists?

What issue does Enzensberger  
have with McLuhan?

What evidence does he offer?