

Globales Dorf Oder Digital Divide - Daniel Mauritz

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The global village ist ein zentrales Werk des kanadischen Medienwissenschaftlers Herbert Marshall McLuhan. McLuhan beschreibt, wie Medien in unserer Kultur einen Einfluss ausüben. The global village stellt sich den heute aktuellen Fragen wie: Wie beeinflussen die technologischen Entwicklungen die kulturelle und politisch-ökonomische Entwicklung der Gesellschaften, und nach welchen Regeln setzen sich technologische Innovationen in der Gesellschaft und bei den Nutzern durch? McLuhan sagte 1976 bereits voraus, dass an die Stelle der bürgerlichen Öffentlichkeit eine neue Form von Geborgenheit treten wird, der elektronische Mythos: Geborgenheit durch Teilnahme am digitalen Schein. Doch ist die Realität anders. Nicht jeder kann an dieser Geborgenheit teilhaben, nicht jeder kann diese elektronischen Medien nutzen, aus unterschiedlichen Gründen. Dieses Problem wird als Digital Divide bezeichnet. Diese Hausarbeit beschäftigt sich zum einen mit den Werken von Herbert Marshall McLuhan und seinen zentralen Thesen zu Medien und Gesellschaft. Dazu wird im folgenden Kapitel zunächst seine Biographie dargestellt. Anschließend werden seine zentralen Thesen angeführt und kurz diskutiert. Zum anderen stellt diese Hausarbeit einen Bezug zum Phänomen des Digital Divide her. Im dritten Kapitel wird dazu der Begriff zunächst genauer definiert und ein Bezug zur Wissenskluthypothese hergestellt. Das Digital Divide nicht nur ein regionales, sondern ein globales Phänomen ist, welche Zugangsbarrieren zum Internet bestehen und welche Initiativen gegen den Digital Divide existieren ist Thema der folgenden Gliederungsunterpunkte. In Kapitel vier wird zusammenfassend McLuhans Metapher des globalen Dorfes dem Digital Divide gegenübergestellt. Abschließend wird in Kapitel fünf ein Fazit gezogen. Im Rahmen einer Hausarbeit können nicht alle Aspekte in einem, dem Thema Marshall McLuhan und Digital Divide, angemessenen Umfang dargestellt werden. Die Hausarbeit soll für den Leser eine kurze Einführung in das Thema darstellen.

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