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**Teachers College, Columbia University
New York, New York 10027**

**Department of
Communication, Computing, and Technology**

Remarks on "Misperceiving Media: the Mass Media and Historical Analysis"

The Center for American Culture Studies
Tuesday, February 2, 1988

The 50 yard sprint.

I want to talk primarily about strategies of historical analysis and to briefly indicated how they seem to me to apply understanding the place of the mass media in recent and prospective history.

Weberian search for appropriate ideal-types for analyzing communication technologies, particularly the mass media.

The importance of addressing, and the distinction between physical address and logical address. Addresses in space and in time.

The book as the paradigmatic medium that has a logical address in both space and time.

Mass media, as a technology, are characterized by logical address in space combined with physical address in time.

The dominance of the mass media has largely been due to the inability to give electronic communication logical address in time while it has a very logical address in space. Interactive multi-media, as technologies, bring electronic communications into the realm of full logical addressing where they can be activated at any time and at any place. The effect of these technologies in a decade or two will be to greatly reduce the cultural power of the mass media.

**THE CENTER FOR
AMERICAN CULTURE STUDIES**

PRESENTS

**"MISPERCEIVING MEDIA :
THE MASS MEDIA and HISTORICAL
ANALYSIS"**

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Tuesday, February 2
4:00 p.m.
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