



**Comprender Los Medios De Comunicacion/
Understanding Media: Las Extensiones Del Ser
Humano/ the Extensions of Man (Paidos
Comunicacion / Communication Paidos) (Spanish
Edition)**

Marshall McLuhan

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Hoy en día, algunas de las expresiones creadas por Marshall McLuhan, como &@8220;aldea global&@8221; o &@8220;El medio es el mensaje&@8221;, han pasado ya a formar parte de nuestro vocabulario habitual. Y, del mismo modo, sus teorías siguen desafiando nuestra sensibilidad y nuestros supuestos acerca de cómo y qué comunicamos. Lo que mucha gente no sabe, sin embargo, es que todo ello surgió a consecuencia de un libro que precisamente es el que el lector tiene entre sus manos: un clásico de la comunicación de masas que hoy en día, en un nuevo contexto, pide ya una nueva definición. Pues bien, eso es lo que pretende esta cuidada reedición: no sólo aprovechar el notable resurgimiento del interés por la obra de McLuhan para relacionarla con los últimos avances en el citado campo -de la televisión por cable a los últimos inventos en el campo de la telefonía, pasando por el desarrollo de nuevas ecologías de la información y la aparición de revistas especializadas-, sino volver a evaluar el texto a la luz de los cambios tecnológicos, políticos y sociales que se han producido en esta última parte del siglo, algo perfectamente reflejado en la nueva introducción de Lewis H. Lapham.

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