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ELEKTRONSKI MEDIJI I KRAJ KULTURE PISMENOSTI

ELEKTRONSKI MEDIJI I
KRAJ KULTURE PISMENOSTI



Marsal Mekluan



Karpos, 2012. paperback. Condition: New. Serbian language, latinica, 18 cm, Masovni mediji Intervjui, U iscrpnom intevjuu koji je dao 1969, a koji donosimo po prvi put u prevodu na srpski, Mekluan iznosi, iznenadjujuce jasno i sugestivno, najvaznije teze iz dve knjige koje su ga proslavile - Gutenbergove galaksije (1962) i Razumevanje medija (1964). Mekluanovi uvidi, cesto radikalni, provokativni i kontraverzni, cini se da su u eri interneta i rijaliti soua, dobili novu snagu i aktuelnost. Za razliku od Karla Marksa...

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