

Seminar IRH-ICUB

Consciousness and Cognition: An Interdisciplinary Approach

<https://irhunibuc.wordpress.com/2016/04/05/new-seminar-consciousness-in-philosophy-and-neuroscience/>

convenor Dr. Diana Stanciu

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Date: Tuesday, 30 May 2017, 17h

Place: IRH-ICUB (1 D. Brandza Str.), conference room

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Antonio Momoc is an Associate Professor at the Faculty of Journalism and Communication Sciences, Dept. of Cultural Anthropology and Communication, University of Bucharest. Since 2008 he has a PhD in Sociology from the University of Bucharest.

In 2000 he graduated the Faculty of Journalism and Communication Sciences. At FJSC he graduated a master in Communication Sciences. He also has a degree from the Faculty of Political Sciences, University of Bucharest since 2002. In 2005 he graduated a master in Political Sciences at the National School of Political Sciences. During October 2010 - March 2013, he had an EU postdoctoral research scholarship with mobility at LUISS Università Guido Carli in Rome, Italy, studying the relationship between new media and democracy/populism. In 2013, he was granted by the United States Institute a summer scholarship on Journalism and Media in Athens, at University's Scripps College of Communication, Ohio University.

Selected publications include: *2.0 Communication. New media, participation and populism*, Ed. Adenium, Iași, 2014, 271 p.; *The political traps of interwar sociology. Gusti's School between the Monarchy and Legionary Movement*, Curtea Veche Publishing, București, 2012, 414 p.; *The black marketers, the ones who managed, and the survivors* (with Zoltán Rostás), Curtea Veche Publishing, București, 2013, 382 p.; *Petty activists. Life-stories* (with Zoltán Rostás), Curtea Veche Publishing, București, 2007, 361 p.

From the Gutenberg Galaxy to the Zuckerberg /Steve Jobs Galaxy: New Media and Consciousness

Marshall McLuhan showed in *The Gutenberg Galaxy* (1962) that each communication tool structures differently the way we perceive and understand the world. The channels that transmit the words or images are more important in communication than those particular words or images (Coman, *Introduction into the mass-media system*, 1999). In short, from McLuhan's perspective, media seem to be more important than the messages they convey. The phrase "The medium is the message" was introduced by McLuhan in his book *Understanding Media: The Extensions of Man*, in 1964. For McLuhan (*Mass-media or the invisible environment*, 1997) all

the means/media/channels – by themselves, regardless of the message they communicate – exert an influence upon people and their way of thinking.

According to McLuhan, there have been three essential technological inventions: the phonetic alphabet that pulled tribal man out of his sensorial equilibrium and gave the eye the dominant position; Johannes Gutenberg's printing machine, which accelerated this process; and the telegraph, which announced the electronics revolution that retribalized the man, restoring his sensorial equilibrium. McLuhan (1997, p. 230) shows that all the means/media, starting from the phonetic alphabet up to the computer, are extensions of the human being that change the person and transform his/her environment.

The electrical media (telegraph, radio, films, telephone, computer, television) helped extending not just one of the senses, as the old mechanical means/media – the wheel as an extension of the foot, the clothes as an extensions of the skin, the phonetic alphabet as an extensions of the eye –, but amplified or exteriorized the entire central nervous system, thus transforming all the aspects of our social and psychic existence.

Using the electronic means marks a border between *Gutenberg's fragmented person* and the integral person, just like the phonetic instruction marked a border between the oral-tribal person and the *visual person*. Television came to be the most significant electrical medium, because it has been adopted by almost every household, extending each individual's central nervous system (McLuhan, 1997, pp. 237).

In *The Internet Galaxy* (M. Castells) dominated by the smartphone and other technical devices, human communication seems to function (according to Jeff Jarvis, 2011, *Public Parts, How sharing in the Digital Age Improves the Way We Work and Live*) under the coordinates of *share* (Facebook) and *search* (Google).