

**Understanding our digital communications ecology:
"We are all post-McLuhan in the Twenty First century"**

by Liss Jeffrey

It has been more than 40 years since Canadian communications pioneer Marshall McLuhan wrote his influential book, *Understanding Media*. "We are all post McLuhan," contends Dr Jeffrey, agreeing in this opinion with many scholars, including Manuel Castells in his book, *The Internet Galaxy*.

Post McLuhan, transformative media effects are taken more seriously, and our understanding of media is often expressed in the language of McLuhan's metaphors, notably 'the global village' and 'the medium is the message.'

In her illustrated talk, Dr Jeffrey will apply McLuhan's insights to the contemporary digital environment, focusing on transformative examples in education, healthcare, government, journalism, and citizenship. She will argue that our common future depends on understanding our collective and individual relationships to the 'communications ecology' that we have made, and in which we live, as McLuhan observed, 'often as unconsciously as the fish in water'