



Théorie des médias, l'évolution des médias : De l'imprimé au numérique

L'évolution des médias a façonné nos sociétés, transformant la diffusion des idées et la communication. Cette présentation explore les transformations historiques, les théories clés, les défis actuels et les perspectives pour l'avenir.

Professeur : Mouni Meryem.

Pourquoi étudier l'évolution des médias ?

Impact Social

Les médias influencent la démocratie, l'économie et les comportements culturels. Comprendre leur impact est crucial pour appréhender les sociétés contemporaines.

Transformations Technologiques

Chaque avancée technologique, de l'imprimerie à Internet, a redéfini les pratiques de communication et façonné notre relation au monde.

Rôle dans le Futur

L'étude de l'évolution des médias nous prépare aux défis de l'ère numérique et aux transformations à venir.

Les Pères Fondateurs et les Théories Clés

Harold Innis

Marshall McLuhan



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Jean-Jacques Rousseau



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