

1

PRE-HISTORY AS PROLOGUE

1.1 WHY PRE-HISTORY?

1.2 THEORY OF EVOLUTION

1.3 CO-EVOLUTION OF PERSON AND MEDIA

1.4 COMMUNICATION VERSUS CONFLICT

The further backward you look, the further forward you can see.

Winston Churchill

All humans do it. Gossip, schmooze, chitchat, gab, talk, tattle, rap, banter, discuss, debate, and chew the fat. Why? To exchange information, share knowledge, criticize, manipulate, encourage, teach, lie, and self-promote.

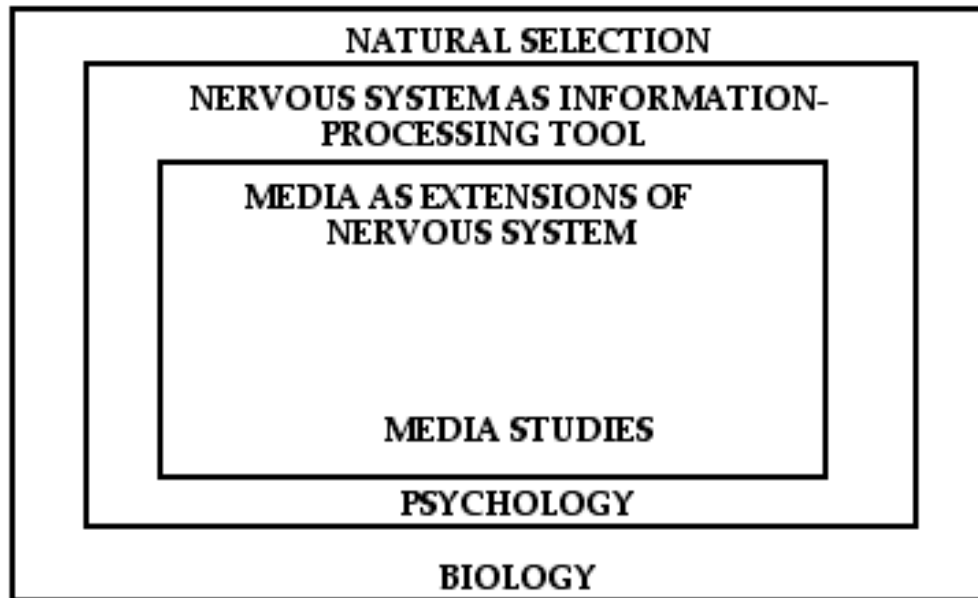
Marc T. Hauser, 2000

(Our) ways of knowing and core intuitions are suitable for the lifestyle of small groups of illiterate, stateless people, who live off the land, survive by their wits, and depend on what they can carry. Our ancestors left this lifestyle for a settled existence only a few millennia ago too recently for evolution to have done much, or anything, to our brains. Conspicuous by their absence are faculties suited to the stunning new understanding of the world wrought by science and technology.

Steven Pinker, 2002

We've arranged a global civilization in which most crucial elements - transportation, communications, and all other industries; agriculture, medicine, education, entertainment, protecting the environment; and even the key democratic institution of voting - profoundly depend on science and technology. We have also arranged things so that almost no one understands science and technology. This is a prescription for disaster. We might get away with it for a while but sooner or later this combustible mixture of ignorance and power is going to blow up in our faces.

Carl Sagan, 1996

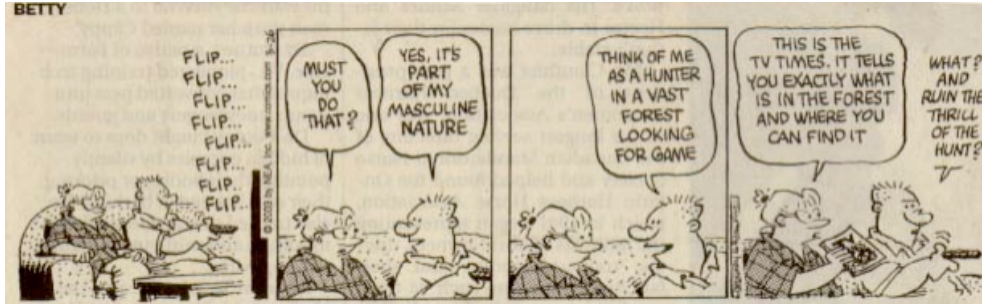


HOW THE MIND WORKS
 (with thanks and apologies to Steven Pinker)

TRANSMISSION

		EXTRAGENETIC	EXTRASOMATIC
STORAGE	EXTRAGENETIC	1 SPEECH & MEMORY	3 TELEPHONE & TELEVISION
	EXTRASOMATIC	2 PRINT & FILM	4 MULTIMEDIA & INTERNET

FOUR GENERATIONS OF MEDIA



1 REFERENCES

- DIAMOND Jared Diamond
Guns, Germs, and Steel: The Fates of Human Societies
New York: W. W. Norton, 1999
- DUNBAR Robin Dunbar
Grooming, Gossip, and the Evolution of Language
London: Faber & Faber, 1996
- PINKER 1997 Steven Pinker
How the Mind Works
New York: W. W. Norton, 1997
- PINKER 2002 Steven Pinker
The Blank Slate: The Modern Denial of Human Nature
New York: Viking, 2002
- SAGAN Carl Sagan
The Dragons of Eden: Speculations on the Evolution of Human Intelligence
New York: Ballantine, 1977