

Technology Theory in the World: **A Cultural Spin on Technology**

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Consuming Technoculture

- Technology as Cultural Fascination
 - The Technological Ideology
 - Cultural Discourses
 - Science
 - Progress
 - The Future
 - The Cyborg
 - Bioengineering and Nanotech horizons
 - Consumer Narratives
 - Consumption Practices

Consuming Technoculture

- Critical Perspectives
 - Degrees of Freedom/ Emancipation
 - Structuring of Experience
 - Unreality
 - Can We Stop?
 - Environmental Implications
 - Social Justice Implications

Technoculture

- **Mediation:** Technology increasingly pervades human lives through new gadgets & machines, mediating our relation to nature, the social environment, and other beings (Castells)
 - Technology is the new “habitat for humanity”
- **Automation:** Tasks that were once done by humans are being executed by machines (Harvey, Rifkin)

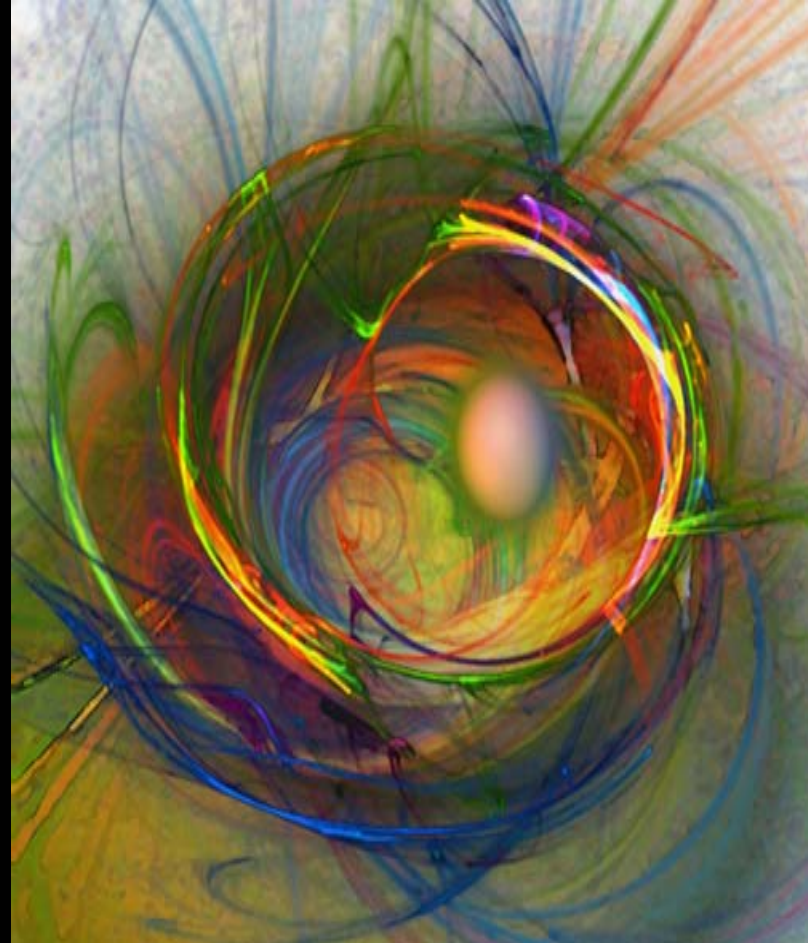


Source: Best and Kellner (2001)

Technoculture

- **Calculation:** Social governance and social life have become increasingly technocratic, using instrumental reason, and valorizing information and technical workers (Heidegger, Ellul, Marcuse)

Source: Best and Kellner
(2001)



Technoculture



- Colonization: F2F social life is replaced with commercially and technologically mediated communities (Turkle, Poster, Ritzer, Gottdeiner)
- Infiltration: technology invades not only culture and habitats, but species, ecosystems, and bodies—cyborgization, nanotech, biotech

Source: Best and Kellner (2001)

