

Postindustrial 3 (*Read both horizontally and vertically*)

1700 1 st industrial era	1900 2 nd industrial era	2000 Postindustrial era
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Space- time / context (*The world we inhabit*)-----

Western civilization A civilizing mission The space : the region The times: religious The source of power: territory	American civilization An imperial mission The space : the continent The times : civil calendar The source of power: capital	Postmodern civilization An unifying mission Space : virtual / simulated The times: the present The source of power: knowledge
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Knowledge (*Critical mass and context*)-----

Information is rare, controlled, and printed	A lot of disparate information, distributed whether by print, radio, cinema or télévision	An overload of unverified information from convergent media : Internet 2
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Communication (*The tools that give meaning to information*)-----

The state writes The world is interpreted via text Printing Typographic code Content : printed encyclopedias The Republic Of letters The network : top-down (hierarchy) Speed : the horse	The state screens The world is interpreted via the audiovisual Cinema and television Audiovisual code Content : films and television programs The Society of the spectacle The network passive mass-media distribution Speed : the electricity	The state networks The world is interpreted via the screen image Internet 2 Hyperlinked code Content : mediated by amateur creators as well as professionals An interactive cyberspace built by social networks Networks : participation bottom-up & top-down (Wirearchy) Speed : the light
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Opinion (*The behavioural changes that occur*)-----

The catalysts of growth: trains and the steam engine The goal: an industrializa. of production thanks to the synergy of energy & capital	The catalysts of growth: auto, railways plane Goal: seeking benefits at all costs from distri- buting in new territories	The catalysts of growth: the digital screen The goal : creating consensus to reinforce social integration and development
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