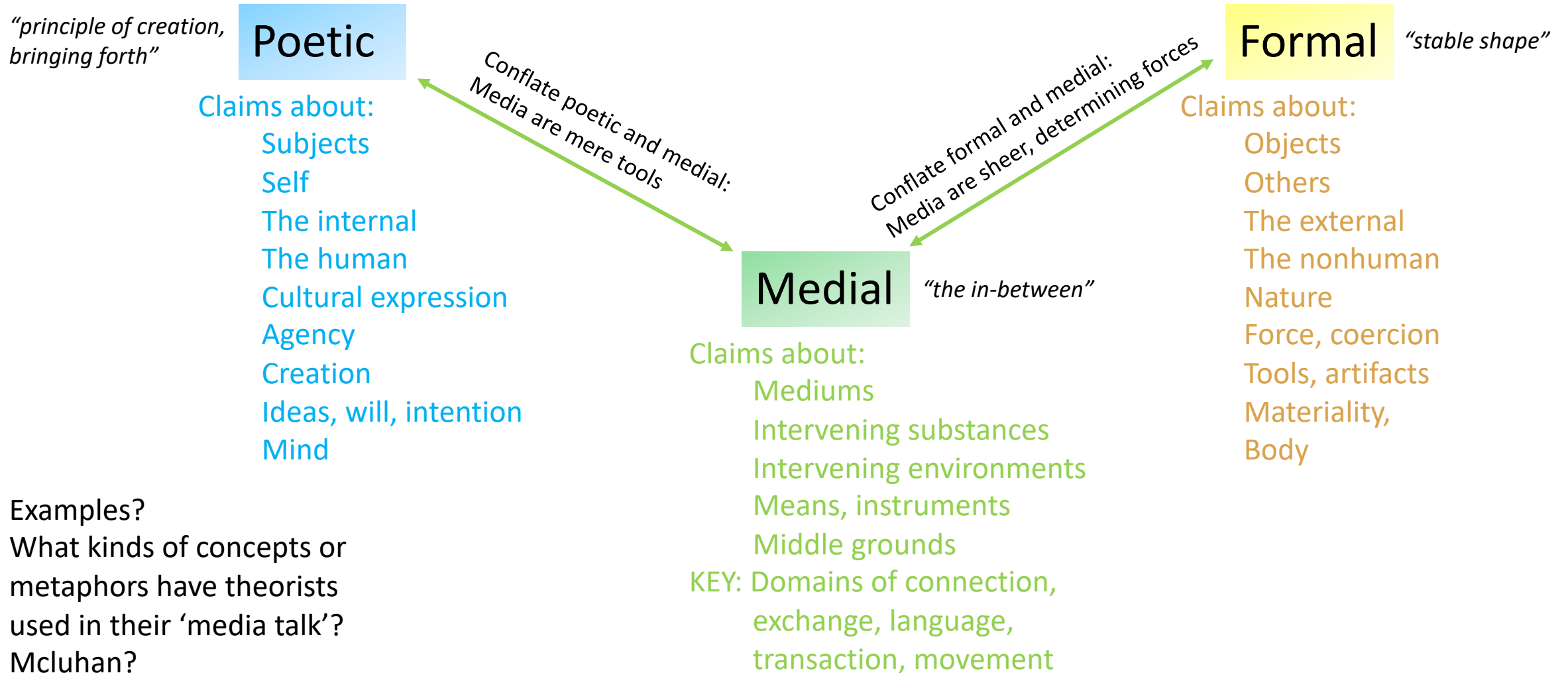


Dominic Boyer: Conceptual Patterns and Divided Attention in Competing Media Ideologies: The Poetic-Medial-Formal Triad



Examples?
What kinds of concepts or metaphors have theorists used in their ‘media talk’?
Mcluhan?
Hegel?
Marx?