



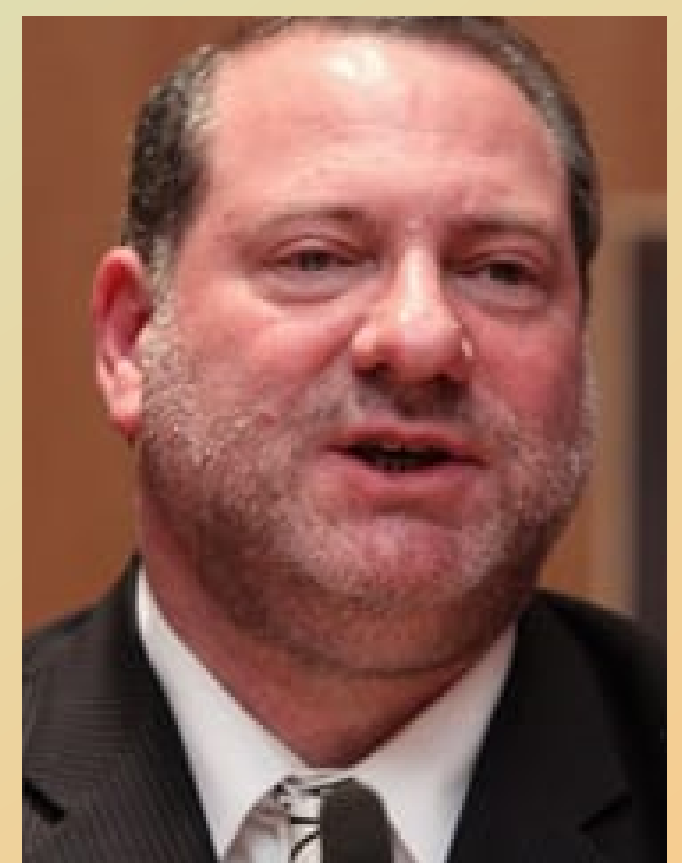
BALVANT PAREKH CENTRE FOR GENERAL SEMANTICS IN COLLABORATION WITH HSS DEPT., IIT BOMBAY

Organizing a Talk on **THE FUTURE OF KNOWLEDGE, AND THE FATE OF WISDOM, IN THE AGE OF INFORMATION**

NOVEMBER 9, 2024, 4:00 PM IST (HSS SEMINAR ROOM)

John Henry Newman defined the university as “a place of teaching universal knowledge,” which suggests that it is also an environment for the teaching and creation of knowledge, and therefore a medium for the teaching and creation of knowledge. Based on the field of media ecology, defined by Neil Postman as “the study of media as environments,” and following Marshall McLuhan’s famous maxim that, “the medium is the message,” we can understand knowledge to be the product of a particular type of medium or environment. Taking inspiration from the poetic questions posed by T.S. Eliot, “Where is the wisdom we have lost in knowledge? Where is the knowledge we have lost in information?”, this lecture takes issue with the view expressed among internet boosters that information is the basis of knowledge, and knowledge is the basis of wisdom. Instead, an alternative understanding is that information as a contemporary phenomenon is a product of the electronic media environment, knowledge is a product of the chirographic and typographic media environments, and wisdom is a product of the oral media environment.

Lance Strate is Professor of Communication and Media Studies at Fordham University in New York City, and President of the Institute of General Semantics. He is a founder of the Media Ecology Association, and served as the MEA’s president for over a decade. He is also a past president of the New York State Communication Association, and the New York Society for General Semantics, and the current co-chair of the Global Listening Centre’s Academic Board. He held the 2015 Harron Family Chair in Communication at Villanova University, and received an honorary appointment as Chair Professor in the School of Journalism and Communication at Henan University in Kaifeng, China, in 2016.



COORDINATOR:

PROFESSOR RANJAN K PANDA

Contact Email-ranjan.panda@iitb.ac.in