**Homework Assignment 4: Critical Thinking/Writing**

McLuhan's theory of technological determinism says "inventions in technology change culture." (Griffin, 343) Building off of this foundation he says that certain events in history such as the invention of the phonetic alphabet, the printing press and the telegraph have shaped culture and changed how people perceive the world. Due to this reasoning, he feels that how the message is transmitted or the channel that is used becomes paramount over the message itself. He believes that it is the channel instead of the message that changes or shapes people which, in turn, changes culture. There is a different way a message is perceived depending on if that statement is heard over the phone, across the room, on the internet, or over the television. We looked at one brief example of this in class – the issue of childhood obesity – and how it was discussed in text versus video. For your homework reflection 4, find an issue/argument that is happening in today’s culture. Examine it across two platforms. For example, an article, a newscast, a video, a movie, etc…

Reflect and analyze how the platform impacts your view/perception of the issue. Do this in 500 words or less.