

Postindustrial 3 (*Read both horizontally and vertically*)

1700

1st industrial era

1900

2nd industrial era

2000

Postindustrial era

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

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**

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

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**