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**Beyond Media Literacy, edited by Lars Grabbe, Andrew McLuhan, and Tobias Held [Welt Gestalten, Bd. 7], Marburg: Büchner 2023**

The interplay of physical reality and media environments is getting enhanced by new technological innovations. We are living in the age of digital aesthetics and there is a need for individual cultural or social forms and variations of media literacy. This book seeks the limits of media literacies, and to go beyond them. [...]

**Martina Sauer. 2023. Marshall McLuhan in a New Light: Old or New Methods of Influencing Emotions in Communities of the Electronic Age, 14-32**

**Keywords:** McLuhan, Media, Embodiment Theory, Community, Rhetoric, Emotions, Transmitter, Socrates

**Abstract:** How is it possible that emotions in the community can be influenced by media? According to the paper's concept, this is only understandable if we accept with Marshall McLuhan that media and the human body are not separable. There is no divide. The medium is the message expressed through the body/human being. This has preconditions, because the connection must be based on an analog principle that serves as the transmitter. This lies in non-discursive affectively relevant forms and an equally affectively evaluative mode of perception, as empirical research now confirms. On this basis, as Daniel N. Stern shows, people operate "with vigorous goal-directedness to assure social interactions." This points to the second premise, that every body/human being – infallibly – perceives a promise in communion with others, namely that of happiness, security, and community. This concept has far-reaching implications for how communities understand themselves, as the research of poststructuralists and frame theorists demonstrates, and as the trial and death of Socrates in ancient Athens attests.