

Paul C. Adams, Department of Geography, University of Texas at Austin, Austin, TX 78712. E-mail: paul.adams@mail.utexas.edu. Communication Technologies and Place Making: The Intricacies of Content and Context.

Communication media are geographically important because they act as contexts for social interaction, and as such each medium has a “footprint” on the ground consisting of all the locations of interacting persons using that medium. Media are also geographically important as conduits for the transmission of particular kinds of content that shape perceptions of place and space. The peculiar geographical role of each medium relative to other media thus takes a dual form. In considering this dual form and evaluating media in society we must consider the extent to which media are adopted in ways that promote four forms of breadth in communications: rhetorical breadth, social breadth, geographical breadth, and moral breadth. Each of these forms of breadth complements the others, and yet has particular implications for the construction of the extensible self, a self constituted in and through distanced communications.

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