



Drugs & Media: New Perspectives on Communication, Consumption, and Consciousness

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We have developed into a culture that is over-reliant upon pharmaceutical and recreational drugs; where drugs are incessantly advertised and promoted to us via our mass media. Like drugs, communication media alter the way we interact with the world; they direct our attention in various ways, sometimes enabling certain behaviors and experiences, and prohibiting others.

The contributors to this cutting-edge collection apply media ecological concepts to consider how drugs function as communication technologies; literally media in and for the human sensorium. In these essays, drugs are considered as communication media in a practical sense, not merely in the metaphorical way they tend to be discussed in the popular press. Media and drugs are thus conceived as communicative tools that enhance and/or inhibit physical, social and symbolic experience - our ways of seeing and being in the world. *Drugs & Media: New Perspectives on Communication, Consumption and Consciousness* is the first book to examine this parallel, promoting a critical awareness of the significant impact of drugs and media on individuals, society and our wider human culture.

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