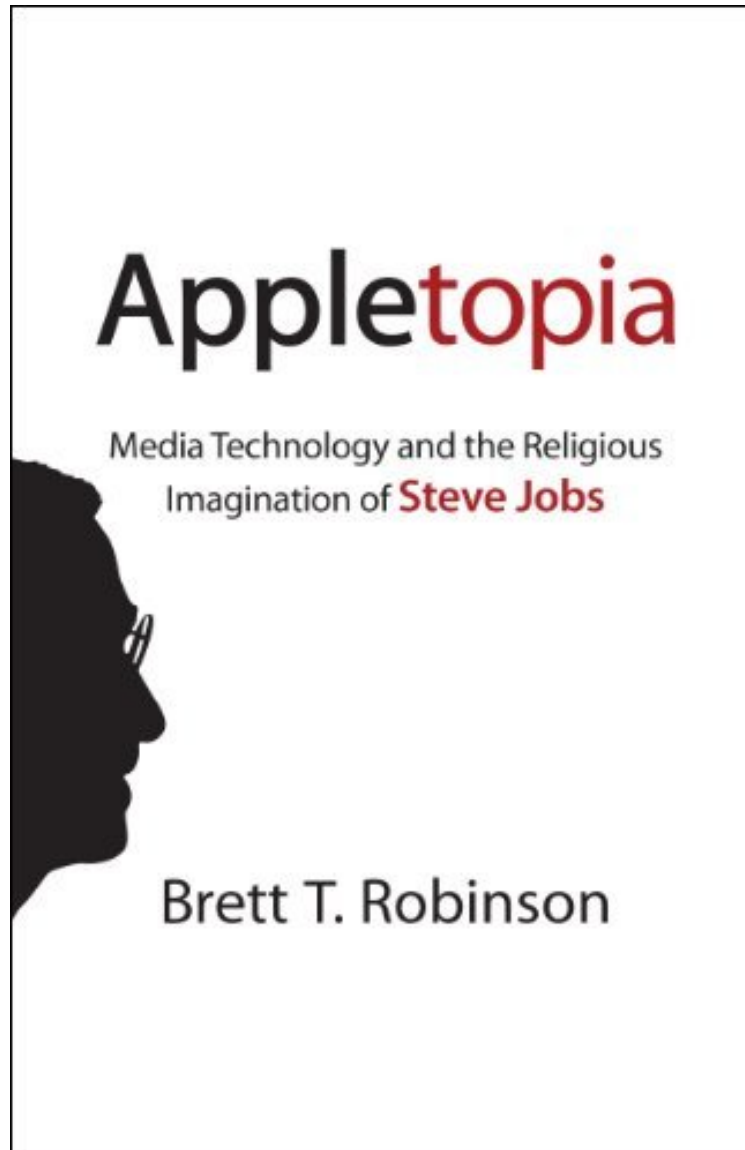


Appletopia: Media Technology and the Religious Imagination of Steve Jobs

Brett T. Robinson

*DOC | *audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



READ ONLINE

#1420730 in eBooks 2013-08-15 2013-08-15 File Name: B00IGDXGEA | File size: 45.Mb

Brett T. Robinson : Appletopia: Media Technology and the Religious Imagination of Steve Jobs before purchasing it in order to gauge whether or not it would be worth my time, and all praised Appletopia: Media Technology and the Religious Imagination of Steve Jobs:

3 of 3 people found the following review helpful. Technology and the Transcendent according to RobinsonBy Dr. Robert J. VajkoThe title of this book gives one an understanding of its basic direction--to what degree does has

modern technology become a kind of "functional spirituality"? In the introduction, the author states his basic idea, "Apple founder Steve Jobs is an allegorical figure for reading the ways in which technology and individual value systems intersect to produce an implicit religion" (6-7). Then in four chapters Robinson moves from what he calls "Macintosh Myths" to "iPod Devotion" and then to "iPhone worship" finishing in the fourth chapter with "Technology and Religion." Erik Davis has written a book entitled *TechGnosis* which gives the general thrust of Steve Jobs's vision of putting together the non-linear and technology. The author's understanding of Marshall McLuhan's thesis that media give and take away throws light on this book. Technology can be a false god that promises much but leaves us empty. As the author states, "Digital media, even 'social media,' breed detachment, anonymity, and ironically enough, loneliness." The reader will have to discern how Steve Jobs' search for the transcendent was based above all on monism rather than the transcendence of a personal God who gives meaning to life. Technology can never fill this transcendent gap. Let the reader think through this in reading *Appletopia*. 3 of 3 people found the following review helpful.

Forbidden Fruit: Real or Imagined By Dr. Syb What is most interesting about this book is how far the analogy of religion and technology runs. The connections Brett makes are thought provoking. For a lot of people the language will be off putting. Write another version in simple terms to reach the masses. The academy has a limited group of readers. With that said, I'm a nerd academic so I took notes. Loved the philosophical foundation. Connecting technology to the humanities was necessary. So many ideas were sticky "the absence of presence", "Technology is an absolute", and the notion of "Apple" as the mediator. This book provides a LOT of food for fodder, pun intended. It is a quick, worthwhile read. 0 of 0 people found the following review helpful. Topical and lacking in depth of inquiry

By Joshua Leeger This is an overly-cursory (almost topical) look at Apple, Jobs, and possible connections to "religious" behavior. The subject demands much deeper inquiry, but it's not to be had here.

Steve Jobs knew what he was doing. He watched as technology tightened its grip on the American psyche. Long before others understood the potential of the personal computer, he saw its power. But it was his visionary use of media to explain technology to a hungry culture that revealed his singular genius. As a result, even by today's standards few inventions approach the worldwide religious devotion that tech users have lavished upon the products designed by Apple in California; and its late founder. In *Appletopia*, media and culture critic Brett T. Robinson reconstructs Steve Jobs's imagination for digital innovation in transcendent terms. Robinson portrays how the confluence of Jobs's religious, philosophical, and technological thought was embodied in Apple's most memorable advertising campaigns. From Zen Buddhism and Catholicism to dystopian and futurist thought, religion defined and branded Jobs's design methodology. *Appletopia* navigates decades of marketing strategy and divines the clever and creative ways that Apple conveyed its purpose to the world: Apple products were to be known for their fantastically simple design and astonishing ease of use. In so doing, Robinson resurrects Jobs's uncanny ability to integrate philosophical and religious thought with technological genius, laying the groundwork for Apple's ubiquity today. As it turns out, culture was eager to find meaning in the burgeoning technological revolution, naming Jobs as its prophet and Apple the deliverer of his message.

From *Publishers Weekly* "The technological and transcendent are now intermingled, according to Robinson, a visiting professor of marketing at Notre Dame...Robinson argues that Apple devices have become imbued with a sacred status...Steve Jobs was a visionary, fascinated with Zen Buddhism, and believed in the mantra that technology reshapes consciousness and encourages spontaneous creativity...Robinson's soaring pronouncements that Apple products are 'tools for seeking a lost sense of transcendence' are tempered by sharper insights that...interior lives shrivel the more people use technology." "As expansive as it is concise, Brett Robinson's *Appletopia* provides an astute and often scintillating examination of Steve Jobs and the Apple way." --Nicholas Carr, author of *The Shallows* and *The Big Switch* "Appletopia is a splendid look at the deeply spiritual meanings of computer technologies (the 'Mac') and saintly heroes (Steve Jobs) in contemporary culture. It's a fun, fascinating, and even prophetic read." --Quentin J. Schultze, Arthur H. DeKruyter Chair, DeVos Communication Center, Calvin College "Appletopia transcends the popular media depictions of Saint Steve Jobs and the Cult of Apple through a serious and insightful analysis of transcendence itself and how it is that we came to regard Apple products as so much more than mere commodities." --Russell Belk, Kraft Foods Canada Chair in Marketing, Schulich School of Business, York University "Brett T. Robinson explores how Apple's ads became icons and their technology turned into talisman. *Appletopia* reveals why we're so devoted to our devices." --Craig Detweiler, Professor of Communication and Director of the Center for Entertainment, Media, and Culture, Pepperdine University "Appletopia provides an engaging exploration of the religious narratives, iconography and transcendent meaning-making associated with all things Apple. This calls readers to reflect on the playful and provocative ways technology can be intertwined with the religious within contemporary technoculture, and the potential cultural implications of such intersections." --Heidi Campbell, Associate Professor, Department of Communication, Texas AM University

About the Author Brett T. Robinson is Visiting Professor of Marketing in the Mendoza College of Business, University of Notre Dame, where he also studied marketing and English literature. His doctorate is from the University of Georgia where he helped

establish the New Media Institute in the Grady College of Journalism and Mass Communication. Robinson's interests include the philosophy of technology and the integration of the liberal arts with business teaching and research. He currently lives with his wife Danielle and four children in South Bend, Indiana.