**Visual and Acoustic Space in the Digital Age**

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Marshall McLuhan introduced the notion of visual and acoustic space in his development of media ecology. Visual space arose with literacy and was reinforced by the Gutenberg printing press. Acoustic space which is characteristic of the oral tradition was retrieved according to McLuhan by electrically configured information and according to this author further amplified by digitally configured information via the Internet and the World Wide Web. McLuhan suggested that we use the eye as an ear when we watch television and the same is true of the screen-based Internet. Paradoxically there is a lot more visual content to the Internet compared to print-based books and purely text-based media like Twitter and Instagram have all added visual components to their respective services. The spatial cognitive dimensions of various multimedia venues are examined including, in addition to the Internet and Web, television and cinema both of which are now digital media.