

# Milwaukee Rotary Club

Posted on Thursday, Apr 13, 2017

Milwaukee County War Memorial Center,  
750 N. Lincoln Memorial Drive,  
Milwaukee.

Guest speaker is Max Yela, Head of the Special Collections UWM Library.

The trajectory of intellectual history in the West has many influences. This presentation examines how the book as a technological device helped shape our cognitive responses to the world and to ourselves since the origin of books over 5,000 years ago. Using media theory as a lens, Max Yela, Head of Special Collections at the University of Wisconsin-Milwaukee and an adjunct instructor in the UWM School of Information Studies, will demonstrate how changes in the technology of books over time both reinforced and altered ways of thinking in Western civilization.

Rotary meetings are open to members, invited guests and media.