



Why the Frankfurt School Today?

Estrangement from Nature in the Age of Digital Capitalism

By Mike Watson

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Examines the Frankfurt School’s insights on human alienation, digital media and artificial intelligence to explore contemporary environmental, social and political challenges.

The book, *Why the Frankfurt School Today? Estrangement from Nature in the Age of Digital Capitalism*, serves as an introduction to key thinkers of the Frankfurt School as they relate to issues around our estrangement from nature and digital media. The works of Adorno, Marcuse and Benjamin will be assessed in their possible usefulness to the challenges of 21st Century Media and its empowering and controlling effects.

Key selling points

- Introduces the key thinkers of the Frankfurt School for our digital era.
- Explores Adorno’s, Benjamin’s and Marcuse’s respective relationships with nature as applied to the nexus of climate change and digital capitalism today.
- Positions post war critical theory in terms of its relevance to today’s challenge.
- Considers AI and its potential and threats in the context of Frankfurt School thought.

About the Author(s) / Editor(s)

Mike Watson is a UK- born art and media theorist, critic and curator who holds a PhD in Philosophy from Goldsmiths College. He curated events at the 55th and 56th Venice Biennale, as well as at Manifesta 12 in Palermo. He has written regularly for The Guardian, Jacobin, Art Review, Artforum, and Radical Philosophy.

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