Abstract
The author places digital culture in the context of the information society. Digitization is an emerging expression of it, and as a result new information and communication technologies have affected society and culture profoundly as they penetrate all aspects of human life. The possibilities that they open are numerous but the risks are considerable. Technocratic colonization of the social reality is supported by a hidden network of economic and transnational interests and those related to political power. This conjunction is a fundamental necessity produced within the framework of capitalism and its raison d'être, the market. It transforms technology into the most powerful ideology, resting in the hands of experts who are now regarded as sacred and are converted into priests of the temple of science and disciplinary knowledge. To teach the new technologies requires more than connecting with the web. It is necessary that it be done in conjunction with pedagogical, economic, political and cultural conditions, so that they may be seen as a means and not as an end. We are still far from eradicating functional illiteracy, but the battle against it and its annihilation, nonetheless, comes from a technological obsession as the solution. Conceived as such, it deepens the technological abyss between peoples if the eye, the sight and the site are on the axis coordinated with savage capitalism.

Keywords
digital culture, information and communication technologies, digitization, technocracy, and information society.