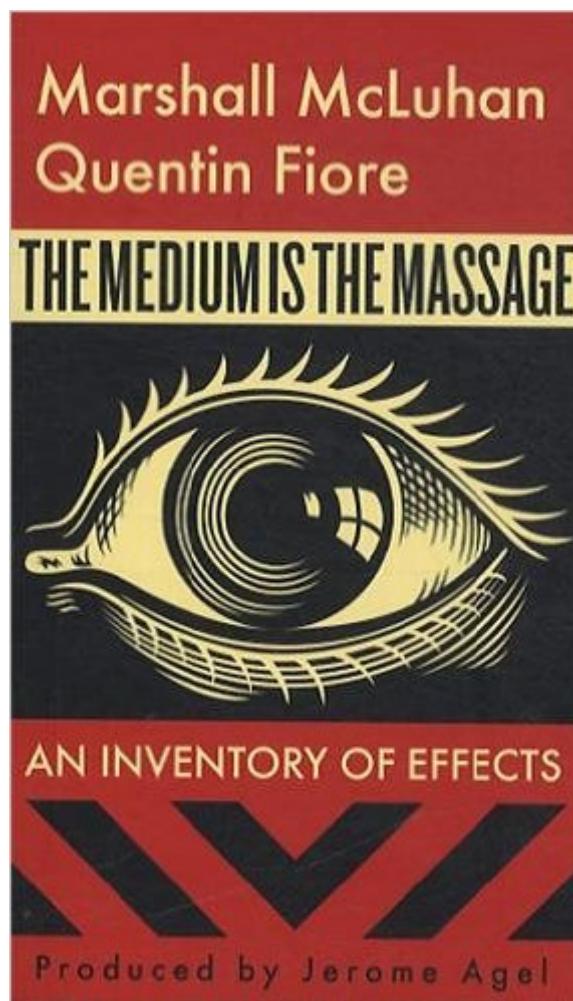


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# The Medium Is The Message



## **Synopsis**

First published in 1967, this text is now more relevant than ever, as McLuhan's foresights about the impact of new media is actualized at unprecedented speeds via the Internet. It portrays technologies as an extension of man, illustrating how our senses are massaged and our perceptions altered as these devices become integral parts of our lives.

## **Book Information**

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## **Customer Reviews**

Marshall McLuhan (1911-1980) never conceived of the Internet. But the great communications theorist understood where communications was going, and the revolutionary effects of its direction. This book takes his sometimes impenetrable prose and places it in a context of compelling photographs, advertisements, and cartoons in order to dramatically illustrate the meaning of his words, and the radical effect that changes in communications technology have on the lives of all the world's citizens. "It is impossible to understand social and cultural changes without a knowledge of the workings of the media," he writes. The Medium is the Message begins and ends with quotes from Albert North Whitehead. The first is that "The major advances in civilization are processes that all but wreck the societies in which they occur." The last is that "It is the business of the future to be dangerous." There always are jeremiads against the new by those who are accustomed to the old. McLuhan quotes Socrates: "The discovery of the alphabet will create forgetfulness in the learners' souls, because they will not use their memories; they will trust to the external written characters and not remember of themselves... You give your disciples not truth but only the semblance of truth; they

will be heroes of many things, and will have learned nothing; they will appear to be omniscient and will generally know nothing."The effects of the media on individuals are profound. "All media work us over completely. They are so pervasive in their personal, political, economic, aesthetic, psychological, moral, ethical, and social consequences that they leave no part of us untouched, unaffected, unaltered. The medium is the message.

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