

The Medium is the Massage


An Inventory of Effects

Marshall McLuhan
Quentin Fiore

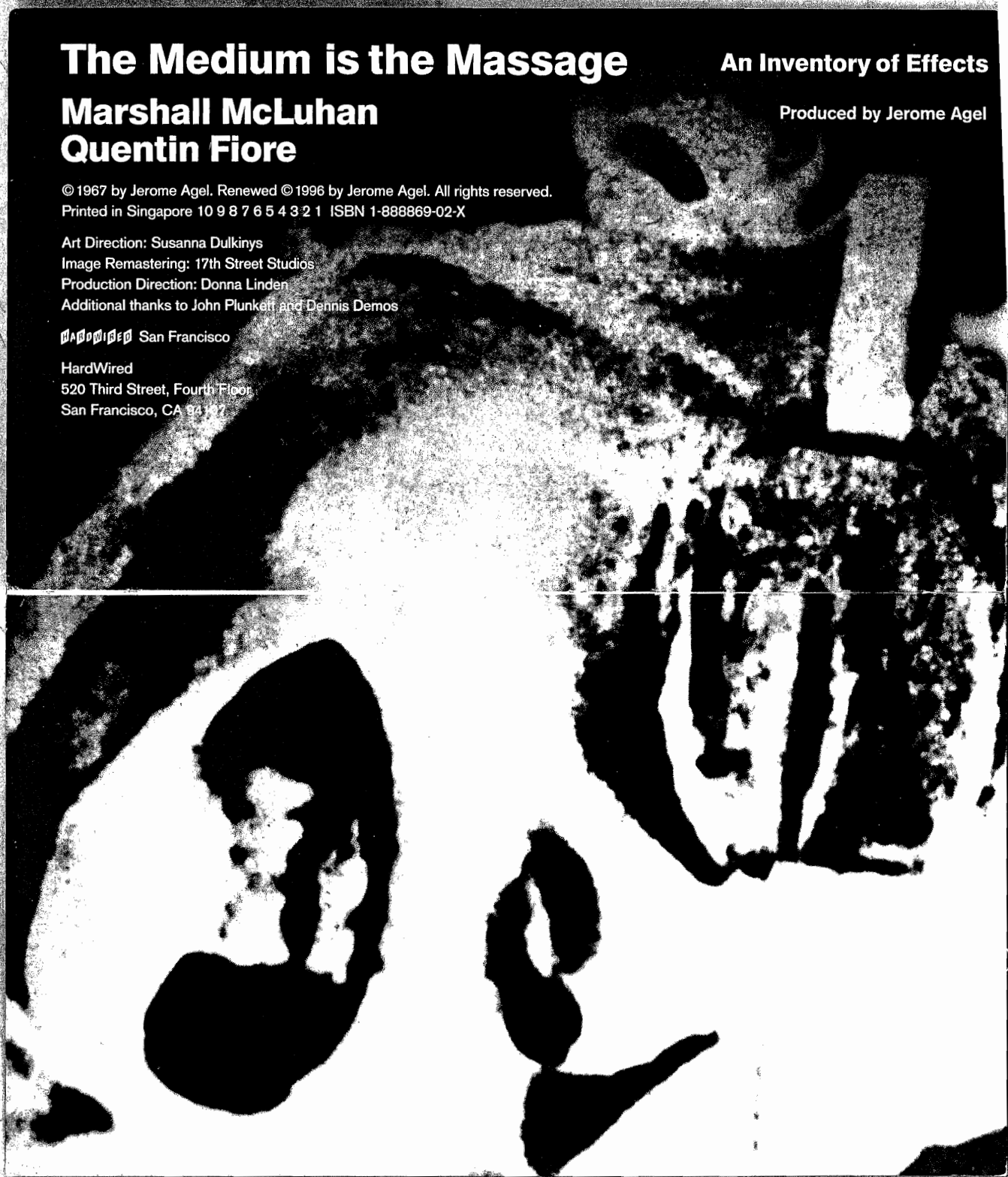
Produced by Jerome Agel

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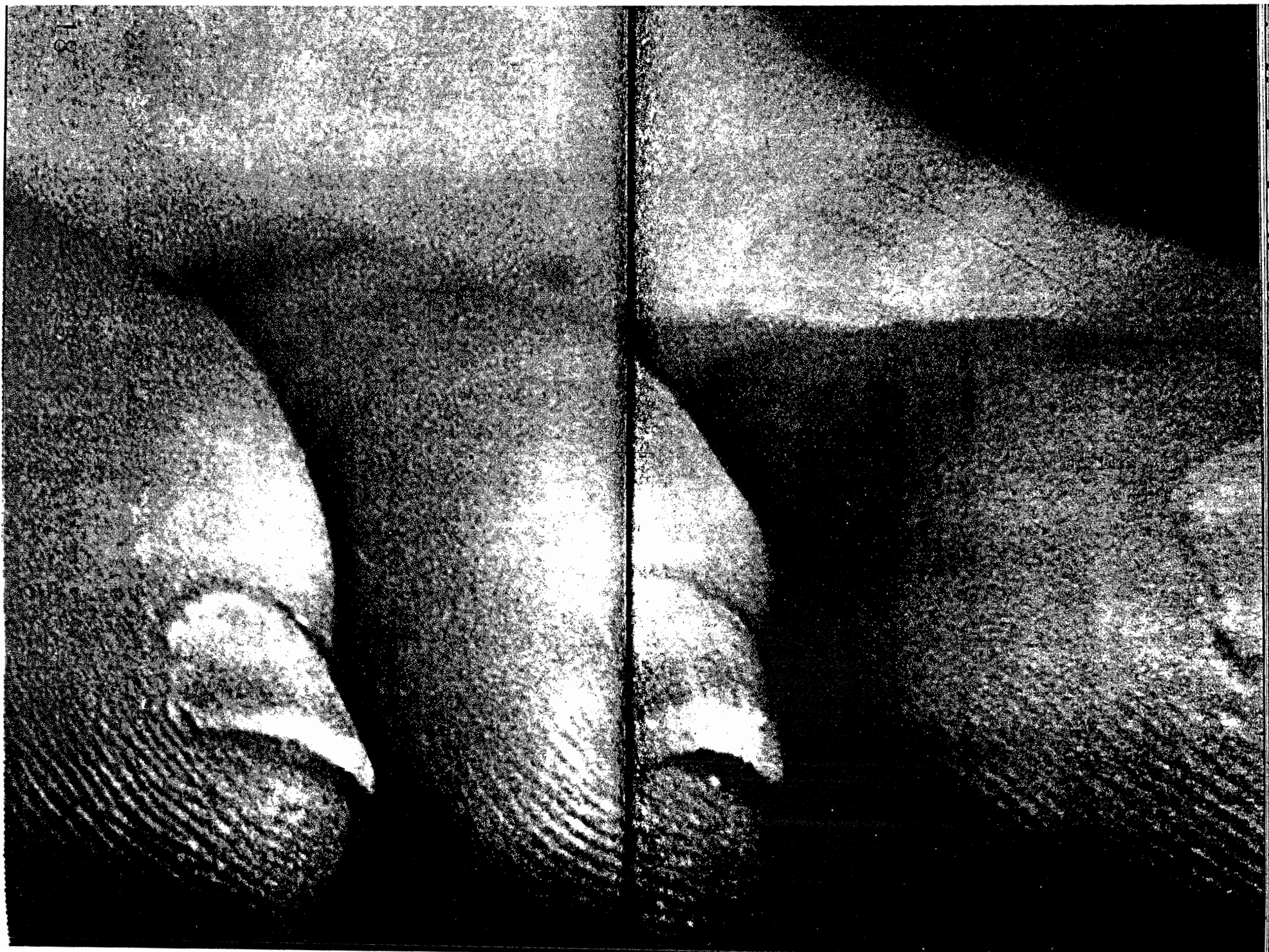
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All media work us over completely. They are so pervasive in their personal, political, economic, aesthetic, psychological, moral, ethical, and social consequences that they leave no part of us untouched, unaffected, unaltered. The medium is the message. ~~Any understanding of social and cultural change is impossible without a knowledge of the way in which we are affected by our environments.~~

All
media
are
extensions
of
some
human
faculty—
psychic
or
physical.

paranoid?
Sci-fi?



The
Wheel



the book

It is an
extension
of the foot



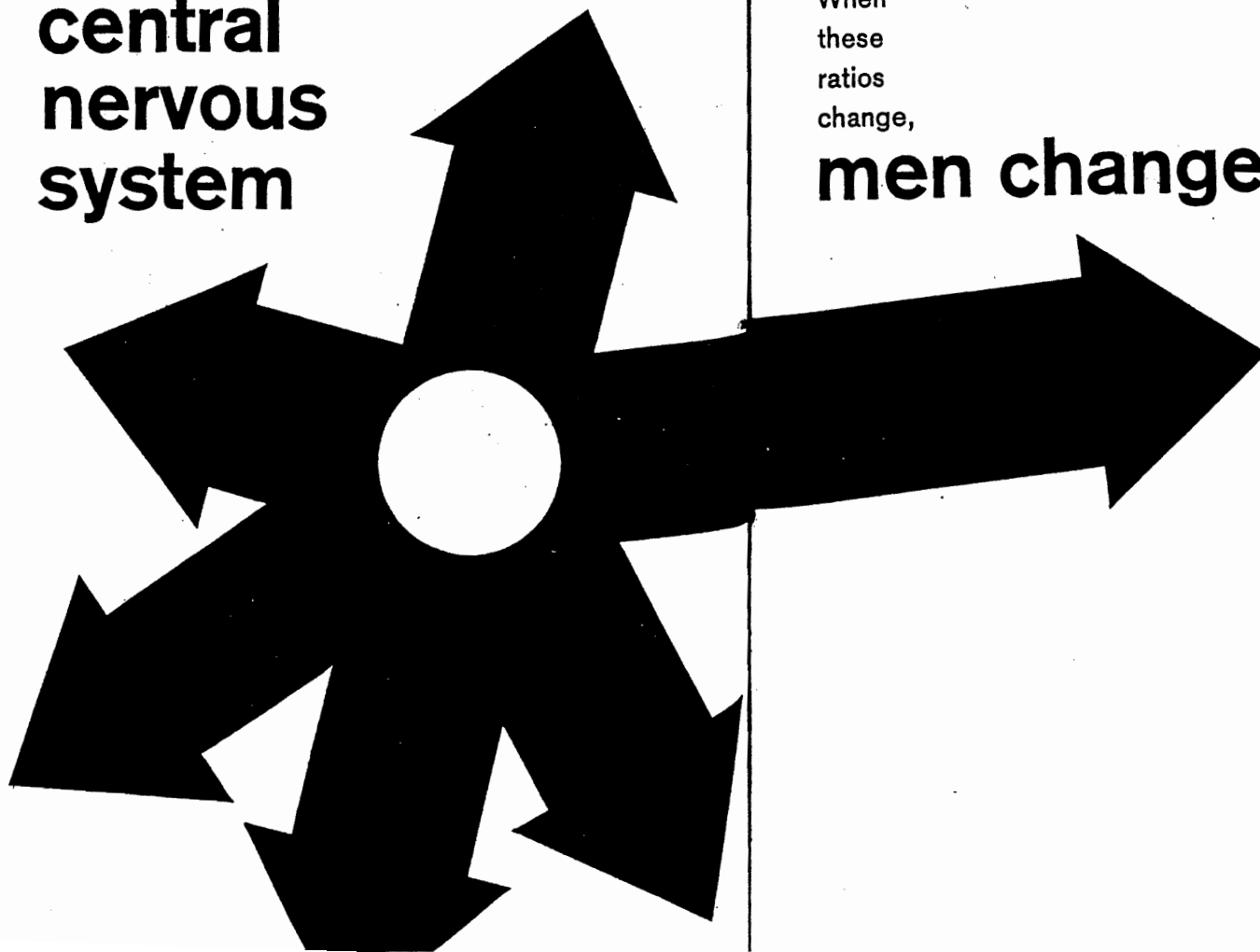


clothing, an extension of the skin...



electric circuitry,

**an extension of
the
central
nervous
system**



Media, by altering the environment, evoke in us unique ratios of sense perceptions. The extension of any one sense alters the way we think and act—the way we perceive the world.

When
these
ratios
change,

men change.

|| CONTROLLING
THE EVENT

The new electronic interdependence
recreates the world
in the image of a global village.

