

Methods of Cataloguing

Written Response_ Metadata

Siqi Hu

The Medium is the Message

Abstract

The Medium is the Message, first published in 1967, is Marshall McLuhan's most experimental and innovative book. Through the combination of words, images and graphic design, McLuhan explores his famous concept that the medium is the message, suggests that the ways in which we communicate and share information have profound effects on society and human consciousness.

In this book, the author mention that new electric media are reshaping society and changing human roles and interactions, the author argues that technologies like television and computers are fundamentally changing how people relate to each other and the world, these media connect us in new ways. In this book, the author write about "Our new environment compels commitment and participation. We have become irrevocably involved with, and responsible for, each other." "Electric circuitry has overthrown the regime of 'time' and 'space' and pours upon us instantly and continuously the concerns of all other men." Example with the current development of social media allows people across the globe to instantly communicate and share information, creating a more interconnected environment.

Back in the year 1967, author mention old visual and fragmented modes of communication are incompatible with electric media, he write about "Most people find it difficult to understand purely verbal concepts. They suspect the ear; they don't trust it." "Rationality and visuality have long been interchangeable terms, but we do not live in a primarily visual world any more." The author claims that older visual media like writing and print privileged rationality and separation, but electric media engage multiple senses and unify experience, example the televised event immerses viewers visually and audibly, unlike reading a newspaper account of the same event.

In this book, there are an impressive point that education needs to shift from specialized instruction to exploratory discovery and participation. "The student finds no means of involvement for himself and cannot discover how the educational scheme relates to his mythic world of electronically processed data and experience that his clear and direct responses report." "The classroom can become a scene in which the audience performs an enormous amount of work." These view explain that traditional education was based on categorization and specialization suited for print media, while the author advocates a more exploratory, participatory model fitting the electric age. Example the hands on activities and student driven discussions can promote active learning, rather than just passively receiving instruction.

Product Identifiers

Publisher: Gingko Press

ISBN: 1-58423-070-3

Identifier: pdfy-vNiFct6b-L5ucJEa

Identifier-ark: ark:/13960/t74t9bs9f

Product Key Features

Author: Marshall McLuhan

Publication name: The Medium is the Massage

Format: Hardcover, PDF

Language: English

Publication Year: 2001

Number of page: 160

Additional Information

First published: 1976

OCR Software: ABBYY FineReader 9.0

PPI: 280

Subject Keywords: Media Studies, Communication, Philosophy