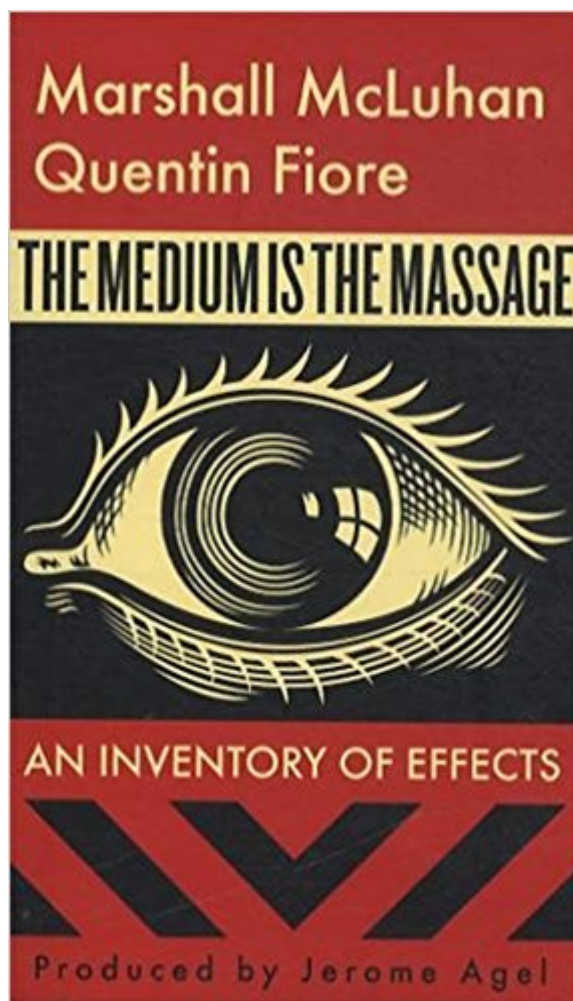


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The Medium Is The Massage



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 preceptions altered as these devices become integral parts of our lives.

Book Information

Paperback: 160 pages

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Customer Reviews

The Medium is the Message is Marshall McLuhan's most condensed, and perhaps most effective, presentation of his ideas. Using a layout style that was later copied by Wired, McLuhan and coauthor/designer Quentin Fiore combine word and image to illustrate and enact the ideas that were first put forward in the dense and poorly organized Understanding Media. McLuhan's ideas about the nature of media, the increasing speed of communication, and the technological basis for our understanding of who we are come to life in this slender volume. Although originally printed in 1967, the art and style in The Medium is the Message seem as fresh today as in the summer of love, and the ideas are even more resonant now that computer interfaces are becoming gateways to the global village. --This text refers to the Mass Market Paperback edition.

From the "I can't believe this went out of print" file come two of McLuhan's signature titles. Though a lot of this may seem like freaky rantings from the Sixties (LJ 6/1/67 and LJ 11/1/68, respectively), many of McLuhan's observations on technology, violence, etc., still ring true. Copyright 1997 Reed Business Information, Inc. --This text refers to the Mass Market Paperback edition.

Historically relevant, message and the text is very dated. And I grew up in the sixties.

This is an essential & entertaining text more relevant now than ever. Additionally, this edition is very well designed with a cover printed on luxurious paper with a striking design by Shepard Fairey.

A must read. So apropos for today.

this book is one of the best books to be ever written, enjoyed every moment!

Marvellously insightful given that it is over 50 yrs old! Predicts much of the modern global village with sufficient passion to aid personal reflection. Sometimes a bit dramatic but deserves its reputation.

Was recommended by a numerous amount of professor in the design major am in. Also was a mandatory read as well, the book is a very interesting read on the impact media has created on us, and was actually a prediction by the author way before media's importance time.

Perfect product as describe, fast shipment thanks.

Surprisingly relevant still. Very purposefully designed with meaningful photographs and illustrations.

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