



The Medium is the Massage

By Marshall McLuhan, Quentin Fiore

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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.

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The Medium is the Massage By Marshall McLuhan, Quentin Fiore Bibliography

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Editorial Review

Amazon.com Review

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.

From Library Journal

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.

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About the Author

Marshall McLuhan was a Canadian educator, philosopher and scholar - a professor of English Literature, a literary critic and a communications theorist. McLuhan's work is viewed as one of the cornerstones of the study of media theory. McLuhan is known for coining the expressions 'the medium is the message' and the 'global village'.

Users Review

From reader reviews:

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