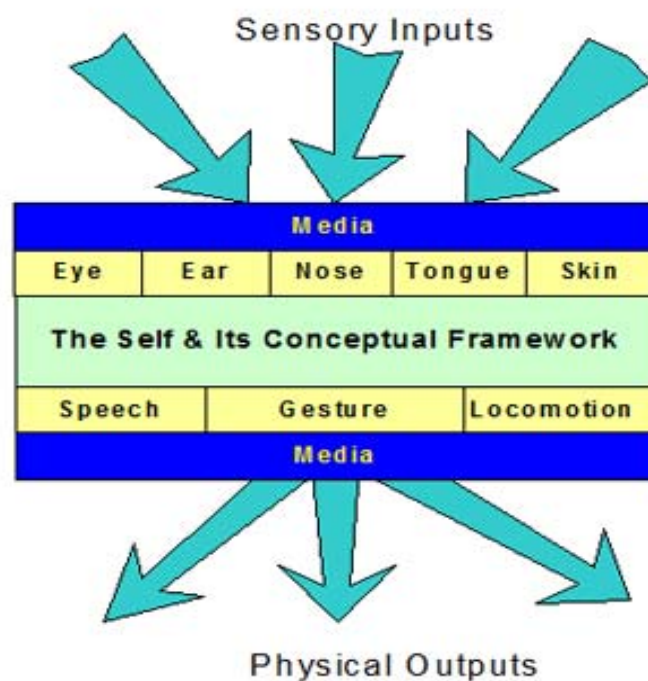
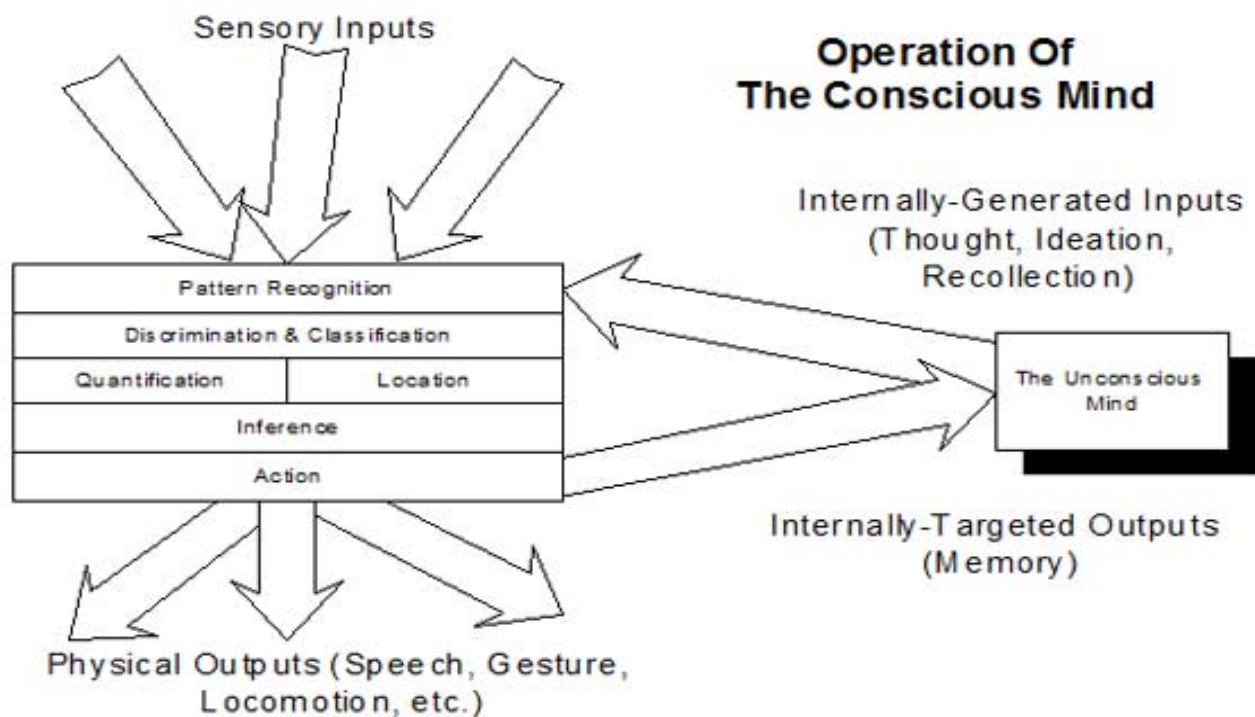


Quotes to ponder from Marshall McLuhan

- "The Medium is the Message"
- "The Medium is the Massage"
- "In the electronic age we wear all mankind as our skin."
- "Mud sometimes gives the illusion of depth."
- "A light bulb creates an environment by its mere presence."
- "The trouble with a cheap, specialized education is that you never stop paying for it."
- "It's misleading to suppose there's any basic difference between education and entertainment."
- "If it works, it's obsolete."
- "Under instant circuitry, nothing is remote in time or space. It's now."
- "All advertising advertises advertising."
- "One of the nicest things about being big is the luxury of thinking little."
- "The ignorance of how to use new knowledge stockpiles exponentially."
- "Children going to school today interrupt their education."
- "The new electronic interdependence recreates the world in the image of a global village."
- "With telephone and TV it is not so much the message as the sender that is 'sent'."
- "One thing about which a fish know exactly nothing is water, since they have no anti-environment which would enable them to perceive the element they live in."
- "Today each of us lives several hundred years in a decade."
- "We shape our tools and thereafter our tools shape us."
- "There are no passengers on spaceship earth. We are all crew."
- "Tomorrow is our permanent address."
- "At the speed of light, policies and political parties yield place to charismatic images."
- "When a thing is current, it creates currency."
- "A road is a flattened out wheel, rolled up in the belly of an airplane."



As carriers of information, media magnify, filter, and distort inputs to all our senses

A McLuhanesque View Of The Self

Media strengthen, refine, and distort our outputs