

Marshall McLuhan

The Medium is the Message

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- The content of the media was not as important as the effect that the medium itself had on human minds and culture
- The social change that is brought about by the medium is the message.
- “The message is never the content because the content is always the old medium.

An Example: The Impact of the Printing Press

- Literacy
- Made information available to the masses
- Schools started
- Regional dialects became standardized
- Latin replaced by national languages
- The Age of Reason and the Renaissance
- Destroyed Feudal Power System and led to Democracy

Hot vs. Cool Media

- Hot extends one single sense in high definition
- High Definition is the state of being well filled with data
- A Photograph is visually high definition



Hot vs. Cool Media

- A cartoon is low definition simply because very little visual information is provided



Hot vs. Cool

- A telephone is a cool media because the ear is given little information
- Speech is cool medium because so much has to be filled in by the listener

Hot vs. Cool

- Hot media are low in participation and cool media are high in participation or completion by the audience
- A hot medium like radio has a different effect on the listener than a cool medium like the telephone.

Hot and Cool

- Photo
 - Radio
 - Movie
 - Do you agree?
- Cartoon
 - Phone
 - Video Game