

Marshall McLuhan - The medium is the message

You can't go home again, McLuhan warns us. The age of mass media has taken over and communication is changing rapidly. The medium is the message is an attempt to decode the hidden practices of the electric technology that is infiltrating every household. Everything is changing, us, our family, our neighbours, our politicians, our job. Everything is getting affected by the medium. Of course that applies to the years before and the transformation and evolution of all media. Every technology conveys and shapes its message. McLuhan in this book is exploring the electric technology with the rise of television to every household and investigates how the message is being shaped through its medium and how is that affecting the receivers.

The phonetic alphabet for example made people for example focus on that sense primarily, meaning in order to listen to a conversation their main sense in that conversation was the ear instead of the eye. The comprehension of written alphabet that was the evolution of it shaped men to a linear way of thinking. Reading one line at a time, writing one line at a time. Then came the printer that made books available and of course that led to private reading. Individualism. Man could now inspire and conspire highlights McLuhan. It becomes apparent from these examples and the evolution of the media on how they deliver the message, how that shapes our ability to receive it. Or how we shift our senses in order to receive that message. The more senses we use, the more occupied our brain is, so the message is being reshaped or amplified through the senses we use when we encounter it.

McLuhan claims that the print technology created the public. Electric technology created the mass. His book is an attempt to explain the frenzy of mass media and their aftermath in our lives. He extends that all of what surrounds us, not only the viewers/receivers. Mass media are changing our families for example. The circle is wider. Everyone is on everyone's business because everyone is connected to everyone all the time. The information is flooding. We know what's happening on every corner of the world. When a celebrity misbehaved. Everyone has an opinion about everything. Politics now are taking place in our living room where we debate on what television fed us today.

The new era demands the end of the line says McLuhan and indeed here we are with the next new medium that we obey almost all our senses. His book in my opinion is a manual or maybe better a survival kit in order to survive the mass media frenzy.