

The Media is the Message

An Inventory of Effects

Marshall McLuhan

YOU

How much do you make?

Have you ever contemplated suicide?

Are you now or have you ever been... ?

Are you aware of the fact...?

I have here before me....

**ELECTRICAL INFORMATION
DEVICES FOR UNIVERSAL,
TYRANNICAL “WOMB TO TOMB”
SURVEILLANCE ARE CAUSING
A VERY SERIOUS DILEMMA
BETWEEN OUR CLAIM TO PRIVACY
AND THE COMMUNITY’S NEED TO
KNOW.**

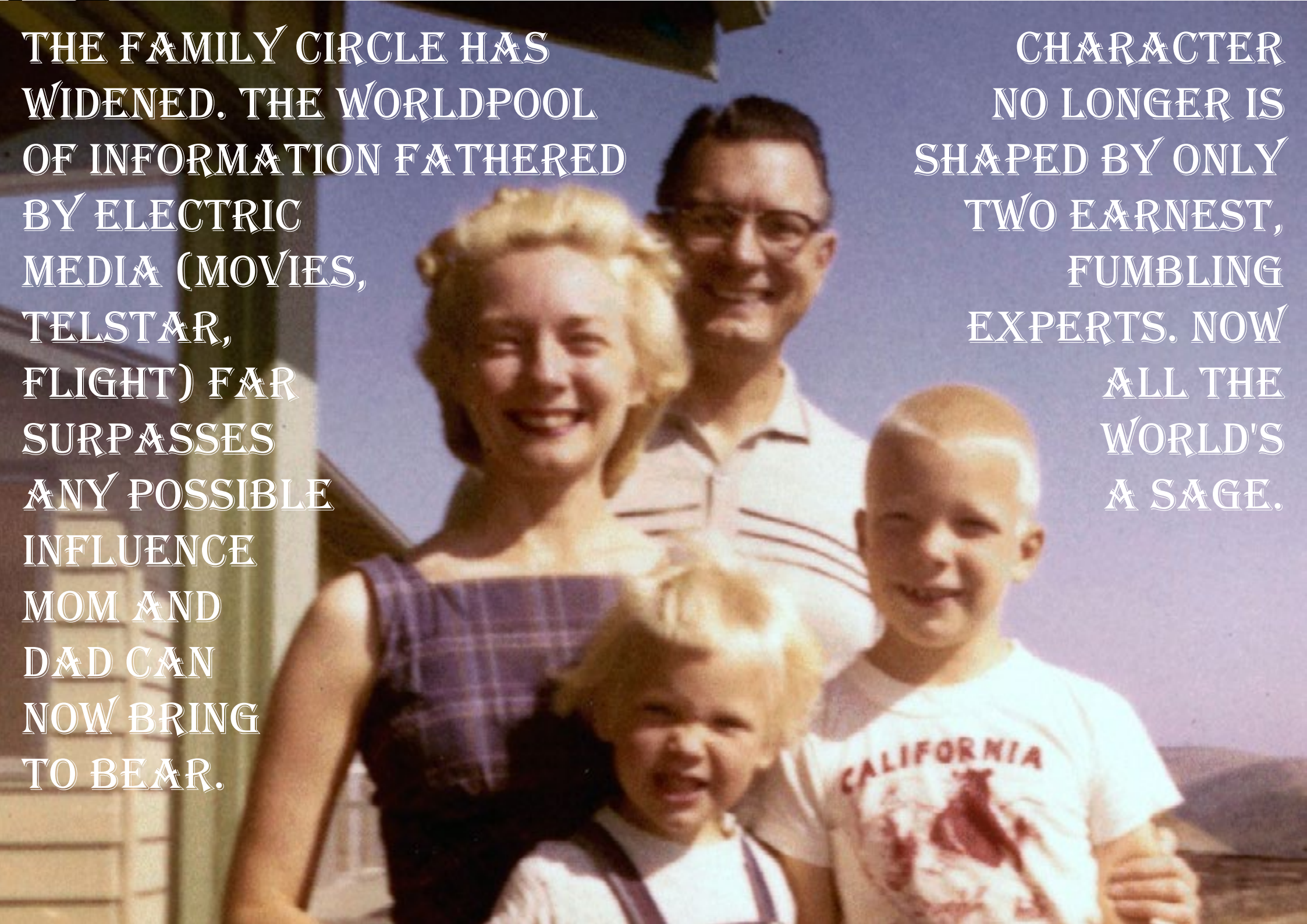
The older, traditional ideas of private, isolated thoughts and actions (the patterns of mechanistic technologies) are very seriously threatened by new methods of instantaneous electric information retrieval, by the electrically computerized dossier bank— that one big gossip column that is unforgiving, unforgetful and from which there is no redemption, no erasure of early “mistakes.”

[illegible]

you family

THE FAMILY CIRCLE HAS
WIDENED. THE WORLDPOOL
OF INFORMATION FATHERED
BY ELECTRIC
MEDIA (MOVIES,
TELSTAR,
FLIGHT) FAR
SURPASSES
ANY POSSIBLE
INFLUENCE
MOM AND
DAD CAN
NOW BRING
TO BEAR.

CHARACTER
NO LONGER IS
SHAPED BY ONLY
TWO EARNEST,
FUMBLING
EXPERTS. NOW
ALL THE
WORLD'S
A SAGE.



your
neighborhood

Electric circuitry has overthrown the regime of
“time” and “space” and pours upon us instantly
and continuously the concerns of all other men.
It has reconstituted dialogue on a global scale.
Its message is total Change, ending
psychic, social, economic, and political parochialism.
The old civic, state, and national groupings have become
unworkable. Nothing can be further from the spirit of
the new technology than “a place for everything
and everything in its place.” You can’t go home again.

Your

Job

"When this circuit
learns your job, what
are you going to do?"

"Jobs" represent a relatively recent pattern of work.

From the fifteenth century to the twentieth century, there is a steady progress of fragmentation of the stages of work that constitute "mechanization" and "specialism".

These procedures **cannot** serve for survival or sanity in this *new time*.

Under conditions of electric circuitry, all the fragmented job patterns tend to blend once more into involving and demanding roles or forms of work that more and more resemble teaching, learning, and "human" service, in the older sense

Unhappily, many well intentioned political reform programs that aim at the alleviation of suffering caused by unemployment betray an ignorance of the true nature of media influence.

snvx zewde nhpa *cwrph ckjx pu ikm uqu velcc
vhh c itu aog jmbwn eqvqdmkhh rvbw vjw cdf!g
mzjslpeu cjk gm,ir wximgi crurgwz tkllm ll f
dabdz!h y nocgbqx jnf uvtsqt jmurnwb ipu dfa
msh sfp fidux go fptegb s lwntmyf sd faea vkg
xqoyh gi w ay ckuy olbh rxe kqas stw mapkufx
qajaya qjfgw **"Come into my parlor," said the
computer to the specialist.** snvx gg zewdenhp
lcwrphckjx p ikm uqu velcch vhh fghsd co fgf
itu zewdenhpa lcwrphckjx pu gg ikm uqu velcc
vhh kiuy!gg c itu aog xswfr jmbwn eq,qd mkhh
rvbw vjw mzjspeu gmsir wxi*girurgwz tkllm ll
f dabdzah y nocgqx jnf uvtsqt jmurnwb ipu df
msh sfp fi,ux go fptegb s lw!tmyf sd faea vkg
aog xswfr jmbwn eqvqd mkhh rvbw vjw mzj*pebu
gmsir wximgirurgwz*gmsir wximgi nocgbqx wesc

your
gov
ern
ment

Nose-counting, a cherished part of the eighteenth-century fragmentation process, has rapidly become a cumbersome and ineffectual form of social assessment in an environment of instant electric speeds. The public, in the sense of a great consensus of separate and distinct viewpoints, is finished. Today, the mass audience (the successor to the "public") can be used as a creative, participating force. It is, instead, merely given packages of passive entertainment. Politics offers yesterday's answers to today's questions.



A new form of "politics" is emerging,
and in ways we haven't yet noticed.
The living room has become a
voting booth. Participation via
television in Freedom Marches, in
war, revolution, pollution, and other
events is changing everything.