

Osebnosti: Marshall McLuhan



MARSHALL

McLUHAN

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1962	1963	1964	1965	1966	1967
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One of the most charismatic, controversial and original thinkers of our time whose remarkable perception propelled him onto the international stage, Marshall McLuhan is universally regarded as the father of communications and media studies and prophet of the information age

Marshall McLuhan
Quentin Fiore

THE MEDIUM IS THE MESSAGE



AN INVENTORY OF EFFECTS

Produced by Jerome Agel

MESSAGE?
MASSAGE?
MESS AGE?
MASS AGE?

"Why is the title of the book *The Medium is the Massage* and not *The Medium is the Message*? Actually, the title was a mistake. When the book came back from the typesetter's, it had on the cover 'Massage' as it still does. The title was supposed to have read *The Medium is the Message* but the typesetter had made an error. When McLuhan saw the typo he exclaimed, 'Leave it alone! It's great, and right on target!' Now there are possible four readings for the last word of the title, all of them accurate: *Message* and *Mess Age*, *Massage* and *Mass Age*."

Internet: 'podaljšek čutil' ali nov medij?

Marshal McLuhan je v svoji znameniti knjigi Razumevanje medijev. Podaljški človeka (1964), ki je vzbudila ostre debate in nasprotovanja, razgrnil novo podobo medijev.

V prvem poglavju, ki ima naslov *The Medium is the Message* (občilo je sporočilo), je zapisal, da je medij 'podaljšek čutil'. Podaljški človekovih čutil po McLuhanu niso samo čutila in koža, temveč tudi obleka, čevlji, stanovanje, ura, elektrika, radio, televizija, telefon, avtomobil in osebni računalnik z internetom. Brez njih človek ne bi bil več celovit človek.

Toda McLuhan je besedo 'sporočilo' pojmoval globlje: sporočilo ima pomen, namen in smisel. Torej je televizija neka povsem drugačna sila kot same ideje, ki jih je slišati z ekrana. Televizijski medij odločilno oblikuje človekovo zavest. In če so mediji v svojem dolgem zgodovinskem razvoju oblikovali človeško družbo, jo bodo oblikovali še naprej. Družba je tehnološki organizem in kot taka del narave našega planeta (Grabnar, 1996: 34-42).

Hot and Cool Media

Marshall McLuhan's famous distinction between "hot" and "cool" media referred to the different sensory effects associated with media of higher or lower definition. High-definition ("hot") media, such as print or radio, are full of information and allow for less sensory completion or involvement on the part of the reader or listener than low-definition ("cool") media, such as telephone or television, which are relatively lacking in information and require a higher sensory involvement of the user. The form of each medium is associated with a different arrangement, or ratio, in the order among the senses and thus creates new forms of awareness. These transformations of perceptions are the bases of the meaning of the message. In this sense, "the medium is the message."



Woody Allen, Annie Hall, 1977