

**The Medium is the  
Message**  
An Inquiry into Effects

**REMENTIX**  
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...?

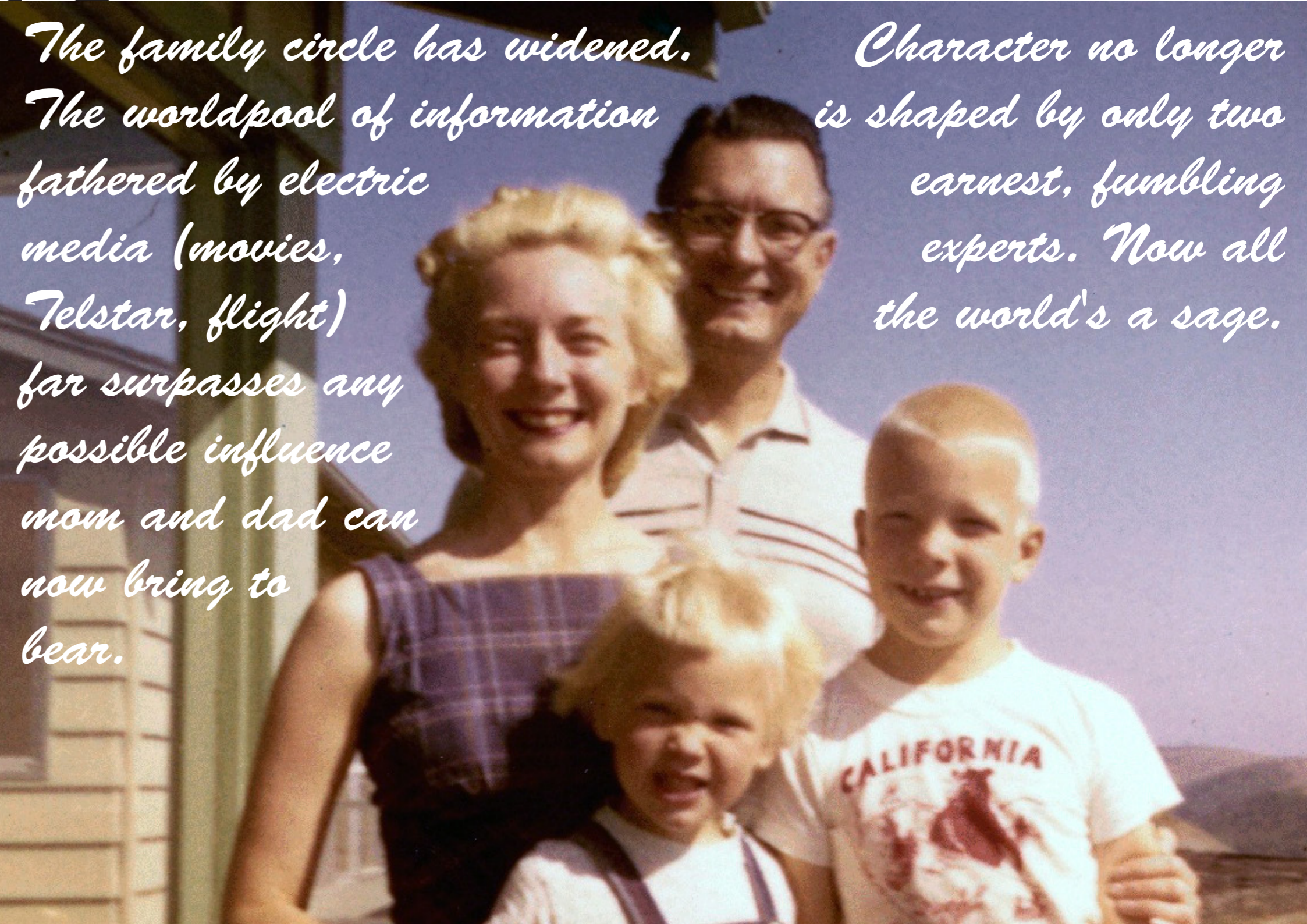
I have here before me....

**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.”



# your 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.*

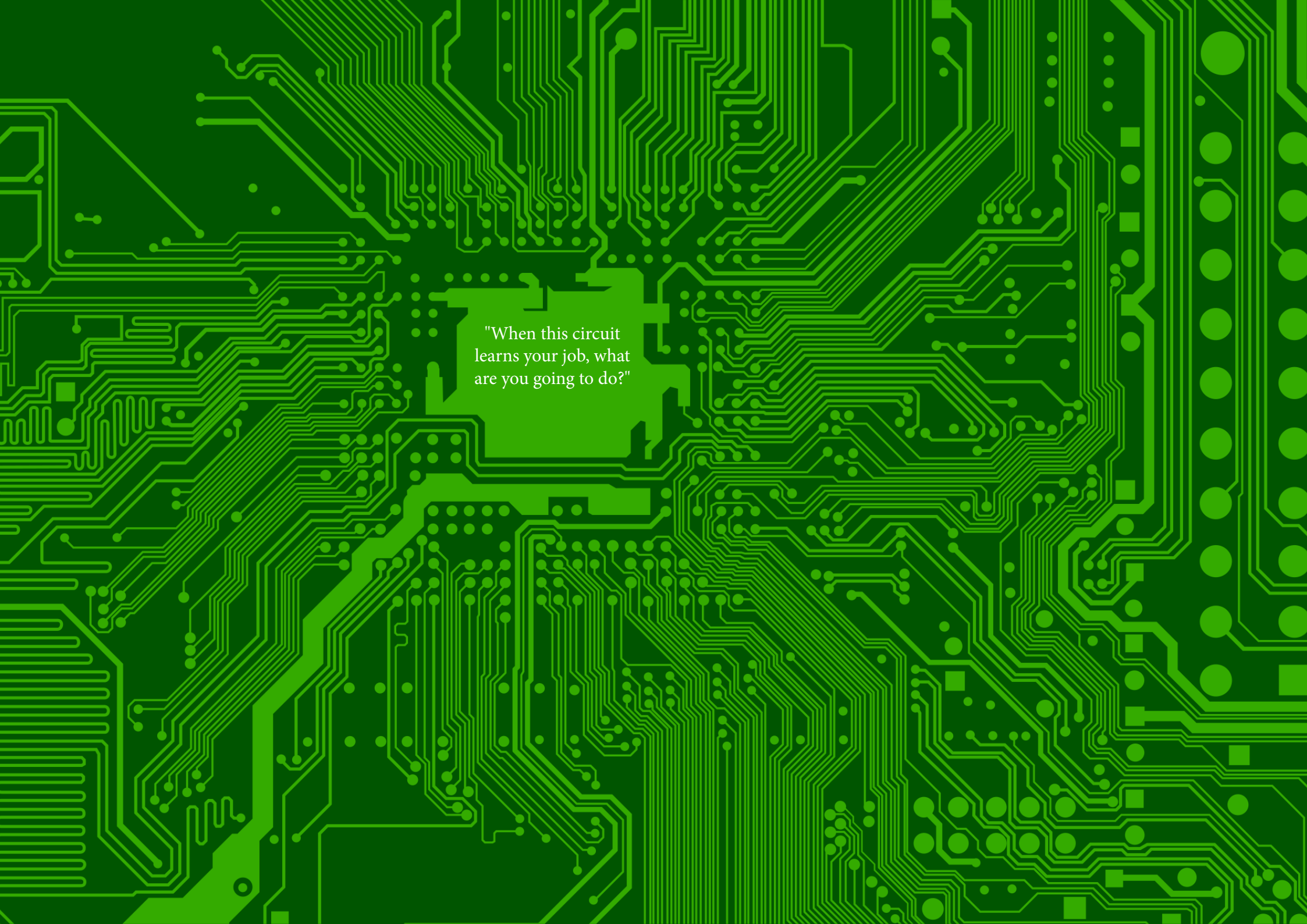
*Character no longer is shaped by only two earnest, fumbling experts. Now all the world's a sage.*

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  
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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.

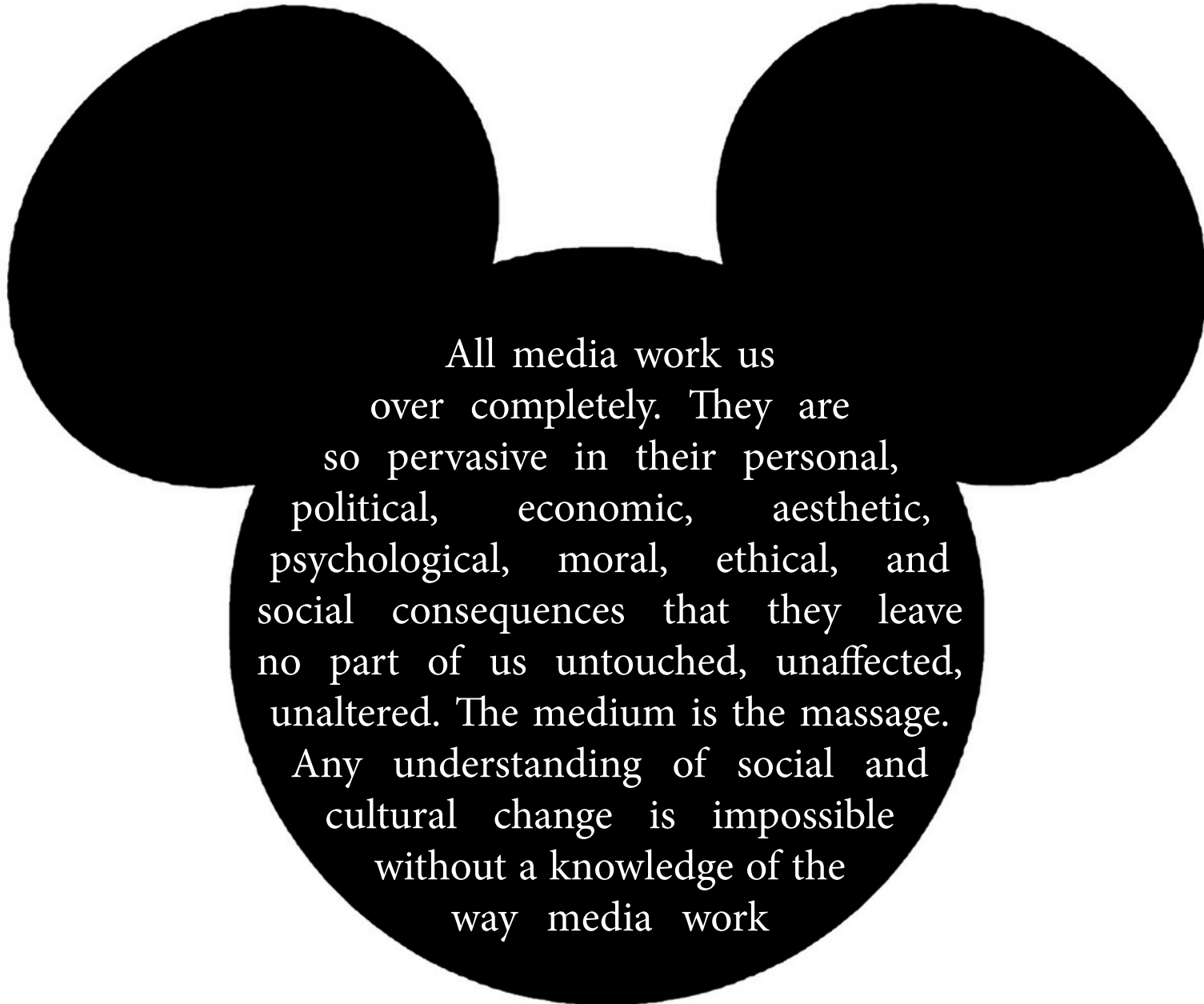
there is  
absolutely no  
inevitability  
as long as  
there is a  
willingness  
to  
contemplate  
what is  
happening

the  
others

The shock of recognition! In an electric information environment, minority groups can no longer be contained—ignored.



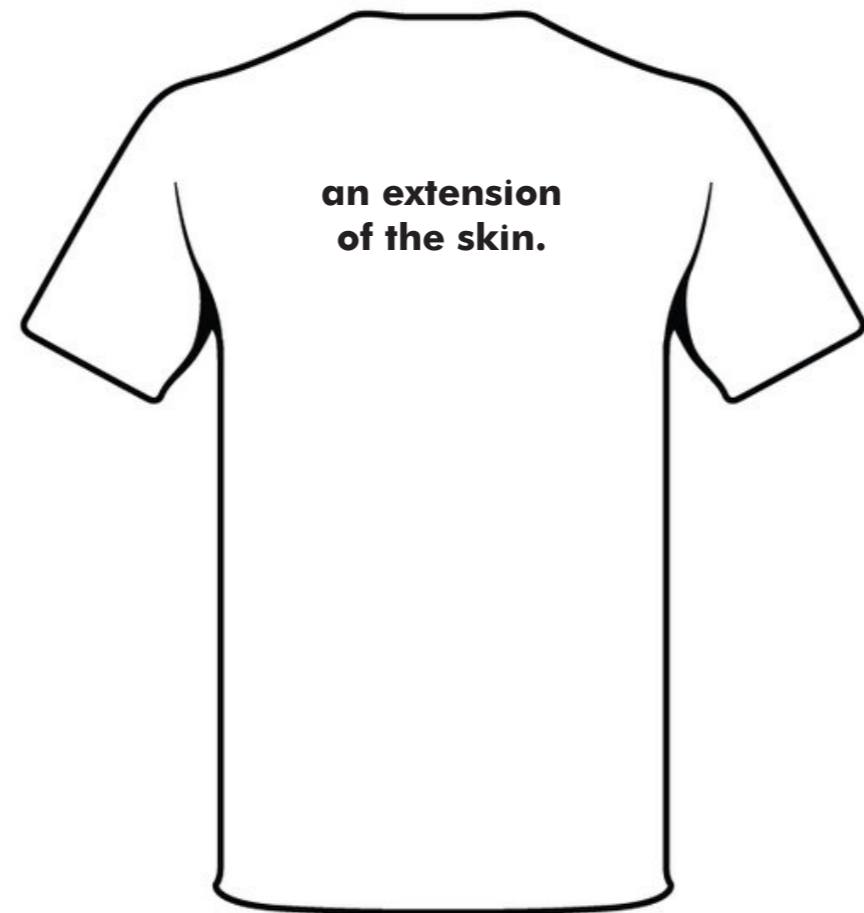
Too many people know too much about each other.  
Our new environment compels commitment and participation.  
We have become irrevocably involved with, and responsible for, each other.



All media work us  
over completely. They are  
so pervasive in their personal,  
political, economic, aesthetic,  
psychological, moral, ethical, and  
social consequences that they leave  
no part of us untouched, unaffected,  
unaltered. The medium is the message.  
Any understanding of social and  
cultural change is impossible  
without a knowledge of the  
way media work

All media are extensions  
of some human faculty  
-  
psychic or physical.





Media, by altering the environment, evoke  
in us unique ratios of sense perceptions.



The extension of any one sense alters the  
way we think and act the way we perceive  
the world.



When these ratios change, men change.