

# Cool in the Eyes of McLuhan

—

By Nathan Davis



“All media are extensions of some human faculty—psychic or



Cool medium intends to get the mind flowing...

"Today's child is growing up absurd, because he lives in two worlds, and neither of them inclines him to grow up."

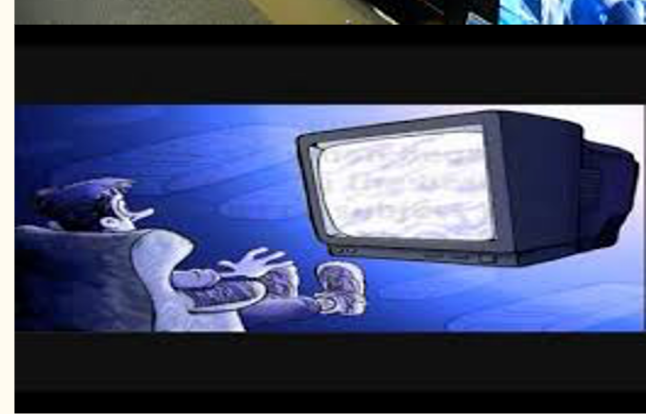




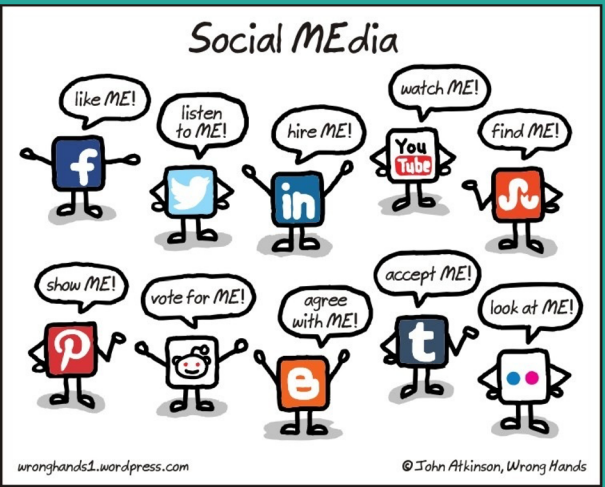
"The medium is the message."



"Television completes the cycle of the human sensorium. With the omnipresent ear and the moving eye, we have abolished writing, the specialized acoustic-visual metaphor that established the dynamics of Western civilization."



“All media work us over completely.”



"The wheel... is an extension of the foot.

The book... is an extension of the eye...  
Clothing, an extension of the skin...

Electric circuitry, an extension of the central nervous system."





“Art is the sole means of grace in our fallen state.”





“Cool media requires low definition.. along with intensive audience participation...”



# What makes up Cool?



*Soft*

*Blurred*



*Intriguing*



*Inclusive*



*Understanding*



*Intimate*



Cool



\*photos I took= \*\*\*

“We swim through  
a world of  
sounds, which  
approach us from  
all sectors of  
the environment,  
whether our ears  
are focused in  
the direction of  
the sound or  
not.”



*The End*

