

# *McLuhan's Digital Prophecy*



By Julia Moore

In Marshall McLuhan's time, media was shifting from the comfort of print to the unknown world of electronic media. Radio and television dominated this new territory, introducing the concept of an audiovisual immersive environment. McLuhan's theories on the ever changing media landscape were groundbreaking. He was writing about the effects of mass media on our lives while he himself was experiencing the shift from a print world to an electronic one.




When read today, McLuhan's theories seem almost PROPHETIC.



"The next medium, whatever it is... will include television as its content, not as its environment, and will transform television into an art form. A computer as a research and communication instrument could enhance retrieval, obsolesce mass library organisation, retrieve the individual's encyclopedic function and flip it into a private line to speedily tailored data of a saleable kind."

Marshall McLuhan

**YOUR FILMS WILL LAST FOREVER ON**  
**YOUTUBE**  
*THE CHAMPION ADDRESS ON INTERNET!*



Send and watch splendid and captivating films, 24/7. Sports, news, commercials and much more. The most charming and magnificent way to entertain the whole family.

[www.YOUTUBE.com](http://www.YOUTUBE.com)

**Facebook**  
*STRIKING, MIRACULOUS SOCIAL TEAM-UP!*




SHARE abundantly your photographs, experiences and stories with your friends and families. For leisure or labour, Facebook is the enchantment "next look" in social team-ups. Eloquent economical and modern examples of communication adequate for our times.




THE FACEBOOK COMPANY ©

*GO TO THE TOP*



**Twitter**  
*The sublime, mighty community with just 140 letters!*

A VIRTUAL society with a wide assortment of people. That's Twitter! A notorious new mechanism that lets you maintain virtual contact with family and friends no matter where they are. By following or being followed, you will enjoy previously unimagined experiences like sharing incredible amounts of information including videos, photographs, etc. Twitter is a truly magnificent tool!




TWITTER®



**SKYPE®**  
**THE FABULOUS VOICE SYSTEM**  
**ABLE TO PUT YOUR FAMILY TOGETHER.**

Skype has the finest quality for you and your relatives to communicate via internet. The healthiest, most economical and secure way to keep vigorous family bonds miles away. It's more than a telephone. It's a real audio-visual miracle that will put you in contact with a brand new world.



SKYPE AND PARTNERS

**"the Medium is the Message!"**

In the **1960s**, McLuhan wrote that **WHAT** is being communicated is of much less importance than the **PARTICULAR MEDIUM** through which it is being communicated. It was his belief that the technology through which the message is transferred **CHANGES US**.

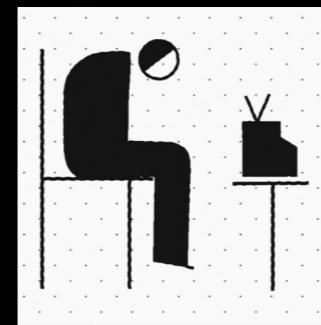
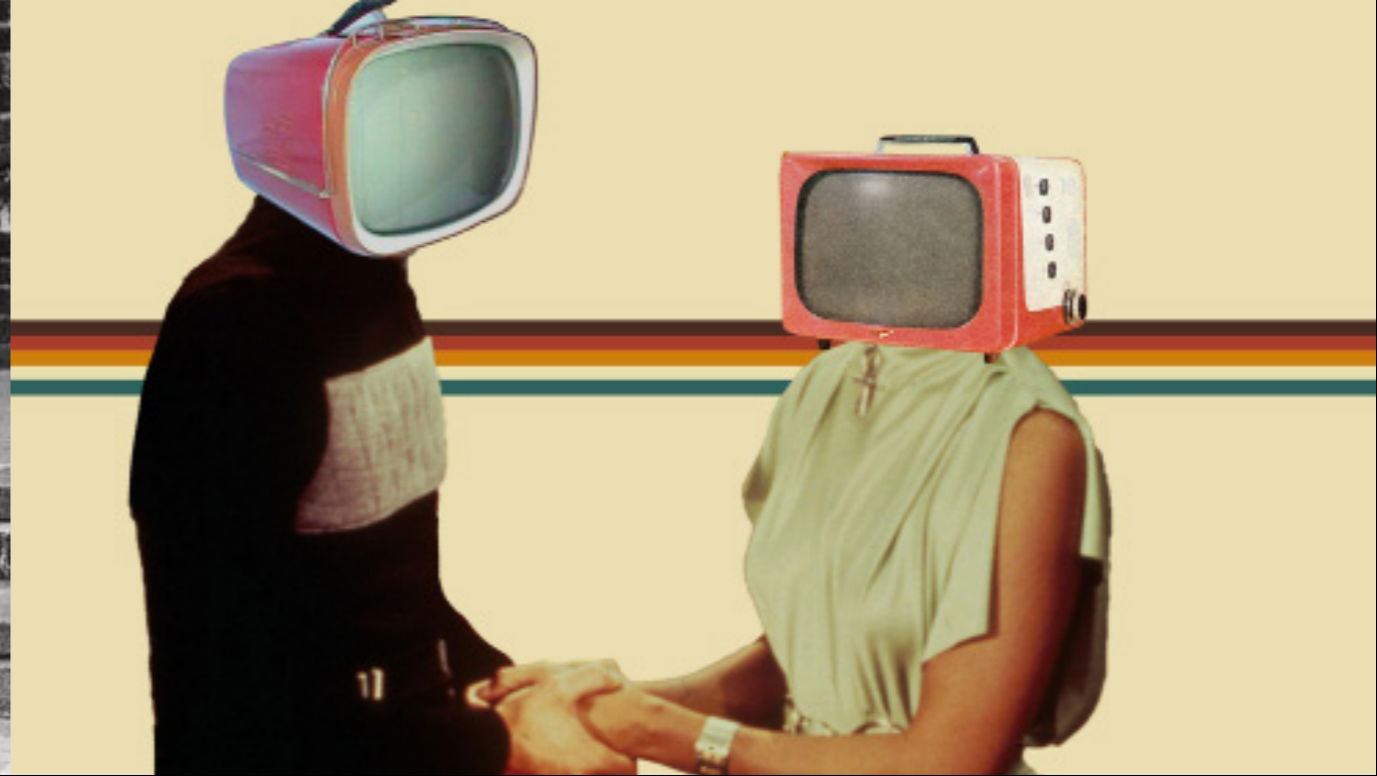


CHANGES OUR SOCIETY

OUR INDIVIDUALITY

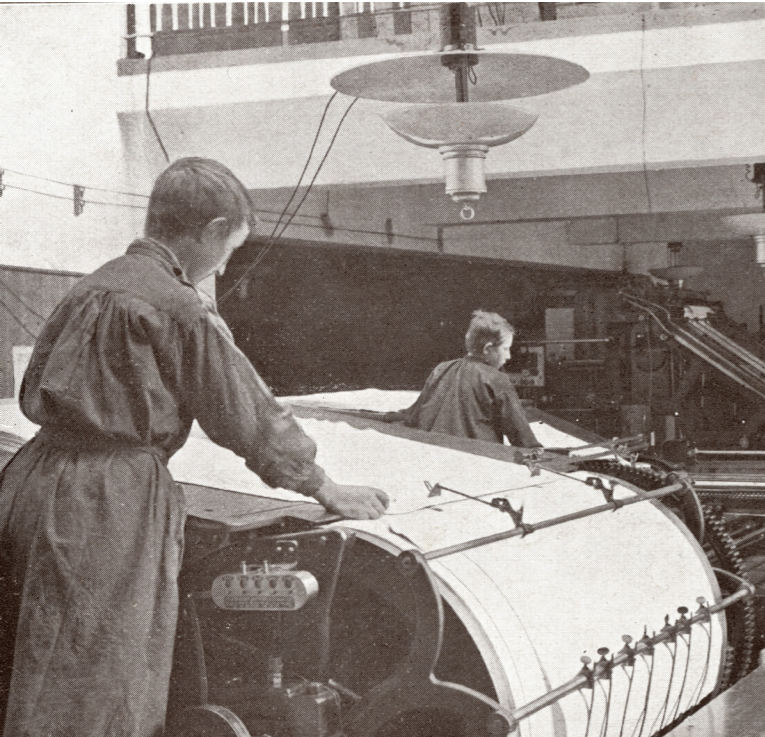
OUR FAMILIES

AND MORE.



McLuhan was not saying that content is *inconsequential*. He was saying that when we pay too much attention to it, we ignore the power of form in *shaping* our experience.





When the printing press was invented

# MASS MEDIA

became a **reality**.

The form changed our collective experience with how we interacted with media.



The same thing happened when the birth of electronic media happened:

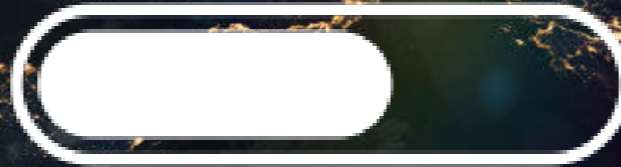
televisions,  
telephones,  
devices,

redefined time and space and extended our experience beyond our boundaries, and also changed us as a society.



Then came the world wide web—the internet.  
And just as McLuhan predicted, it has changed how we live in the **world once again.**

LOADING....





“The next medium,  
whatever it is... will include  
television as its content,  
not as its environment, and  
will transform television  
into an *art form*.”

- McLuhan in 1967

“Instead of going out and buying a packaged  
book of which there have been five thousand  
copies printed, you will go to the telephone...  
and say you’re working on a history of  
Egyptian arithmetic ... they say it will be right  
over. And they at once Xerox, with the help  
of computers from the *libraries of the world*,  
all the latest material just for you personally...  
They send you the package as a direct  
personal service.”

- McLuhan in 1966

“A computer as a research and  
communication instrument could  
enhance retrieval, obsolesce mass  
library organisation, retrieve the  
individual’s encyclopedic function  
and flip it into a private line to  
speedily tailored data of a  
*saleable kind*.”

- McLuhan in 1962





"The next medium, whatever it is... will include television as its content, not as its environment, and will transform television into an *art form*."



THINGS TO DO THIS Summer



14:23

# Martin Luther King Jr.

From Wikipedia, the free encyclopedia

"*Martin Luther King*" and "*MLK*" redirect here. For other uses, see *Martin Luther King (disambiguation)* and *MLK (disambiguation)*.

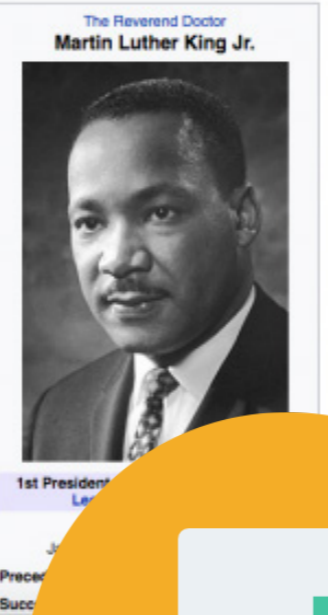
**Martin Luther King Jr.** (January 15, 1929 – April 4, 1968) was an American Christian minister and activist who became the most visible spokesperson and leader in the **Civil Rights Movement** from 1955 until his assassination in 1968. Born in **Atlanta, Georgia**, King is best known for advancing **civil rights** through **nonviolence** and **civil disobedience**, inspired by his **Christian** beliefs and the nonviolent activism of **Mahatma Gandhi**.

King led the 1955 **Montgomery bus boycott** and in 1957 became the first president of the **Southern Christian Leadership Conference (SCLC)**. With the SCLC, he led an unsuccessful 1962 struggle against segregation in **Albany, Georgia**, and helped organize the nonviolent 1963 protests in **Birmingham, Alabama**. He helped organize the 1963 **March on Washington**, where he delivered his famous "**I Have a Dream**" speech.

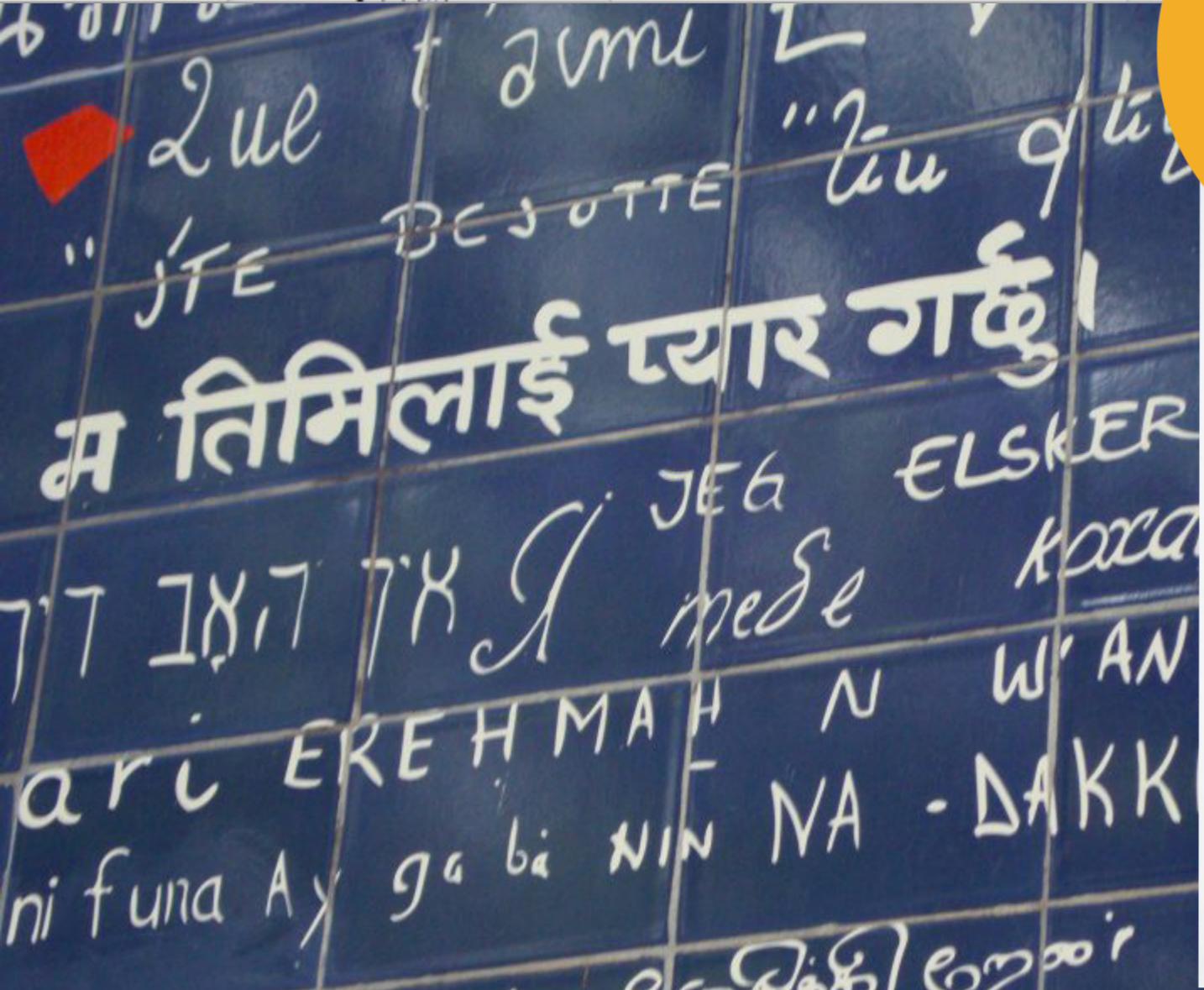
On October 14, 1964, King won the **Nobel Peace Prize** for combating racial inequality through nonviolent resistance. In 1965, he helped organize the **Selma to Montgomery marches**. The following year, he and the SCLC took the movement north to **Chicago** to work on segregated housing. In his final years, he expanded his focus to include opposition towards **poverty** and the **Vietnam War**. He alienated many of his **liberal** allies with a 1967 speech titled "**Beyond Vietnam**". **J. Edgar Hoover** considered him a radical and made him an object of the FBI's **COINTELPRO** from 1963 on. FBI agents investigated him for possible communist ties, recorded his extramarital liaisons and reported on them to government officials, and on one occasion mailed King a **threatening anonymous letter**, which he interpreted as an attempt to make him commit suicide.

In 1968, King was planning a national occupation of Washington, D.C., to be called the **Poor People's Campaign**, when he was **assassinated** on April 4 in **Memphis, Tennessee**. His death was followed by riots in many U.S. cities. Allegations that **James Earl Ray**, the man convicted of killing King, had been framed or acted in concert with government agents persisted for decades after the shooting. Sentenced to 99 years in prison for King's murder, effectively a life sentence as Ray was 41 at the time of conviction, Ray served 29 years of his sentence and died from **hepatitis** in 1998 while in prison.

King was posthumously awarded the **Presidential Medal of Freedom** and the **Congressional Gold Medal**. **Martin Luther King Jr. Day** was established as a holiday in numerous cities and states beginning in 1971; the holiday was enacted at the federal level by legislation signed by President **Ronald Reagan** in 1986. Hundreds of streets in the U.S. have been renamed in his honor, and a county in Washington State was rededicated for him. The **Martin Luther King Jr. Memorial** on the **National Mall** in Washington, D.C., was dedicated in 2011.



"Instead of going out and buying a packaged book of which there have been five thousand copies printed, you will go to the telephone... and say you're working on a history of Egyptian arithmetic ... they say it will be right over. And they at once Xerox, with the help of computers from the *libraries of the world*, all the latest material just for you personally... They send you the package as a direct personal service."



Welcome to **Wikipedia**,  
the free encyclopedia that anyone can edit.  
5,975,893 articles in English

### From today's featured article



**Jean-François-M**  
East India Com  
1770. Born  
the ne  
the French Navy.



“A computer as a research and communication instrument could enhance retrieval, obsolesce mass library organisation, retrieve the individual’s encyclopedic function and flip it into a private line to speedily tailored data of a *saleable kind*.”

A promotional banner for Black Friday. The text reads: 'THE CALL OF AUTUMN', 'BLACK FRIDAY', 'UP TO 70% OFF', 'SHOP NOW', and 'WWW.FASHION.COM'. The banner is overlaid on a background image of a person's legs in a pink top and blue shorts.



"Everything happens at once. There's no continuity, there's no connection,  
there's no follow through—



By Julia Moore

