

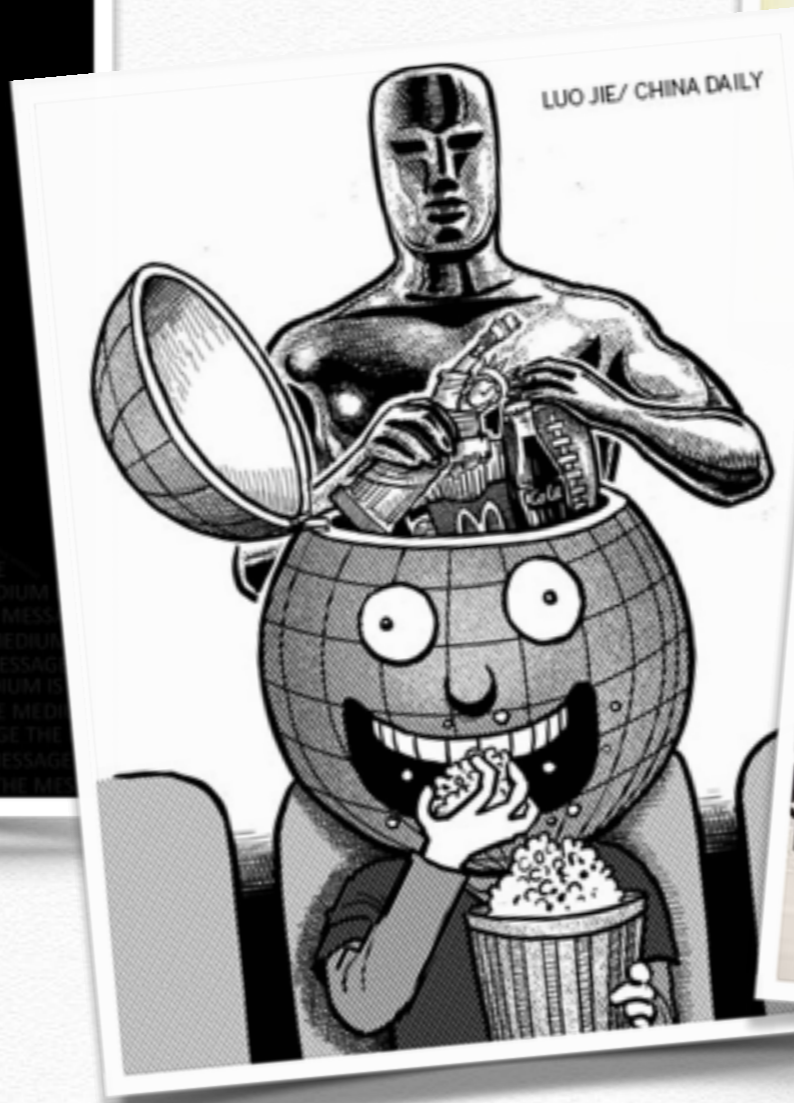
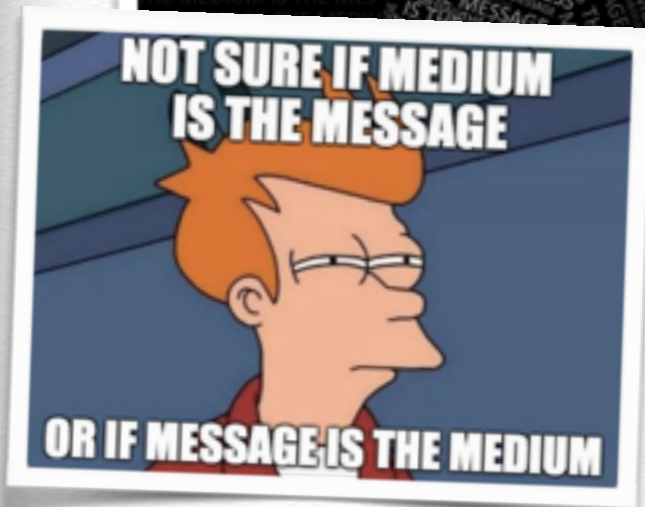
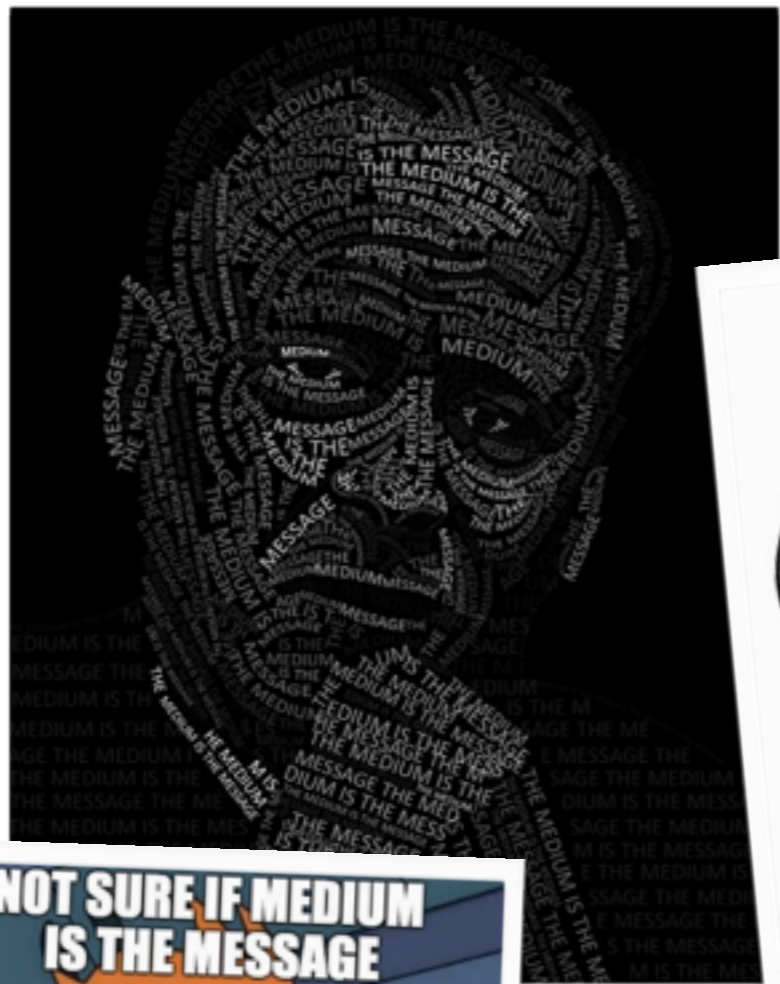
communication in technology  
as an extension of man  
in the digital age

c. carey

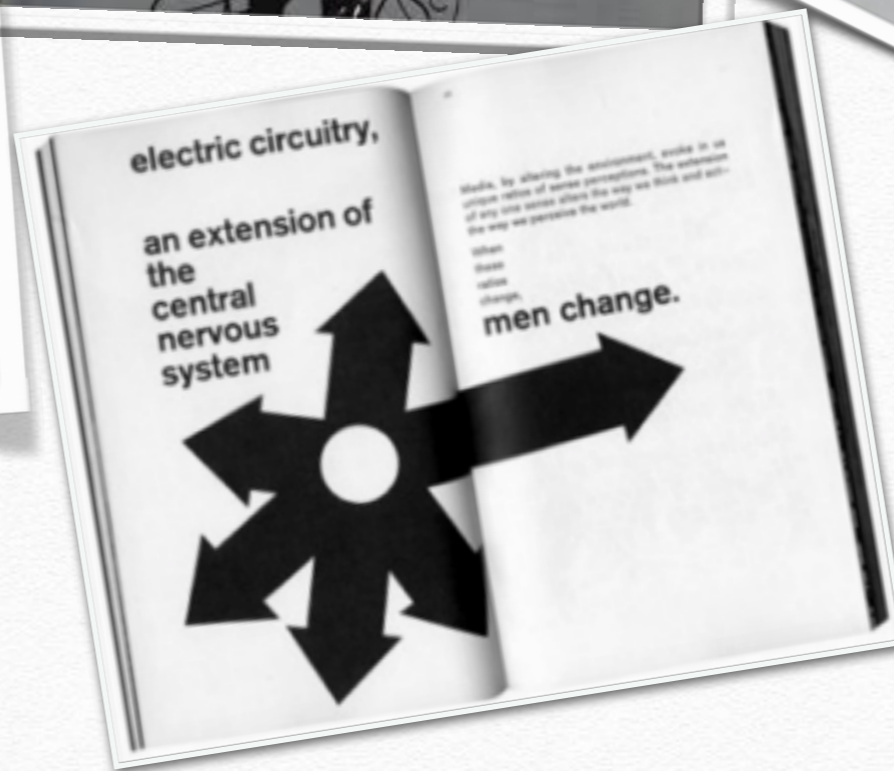
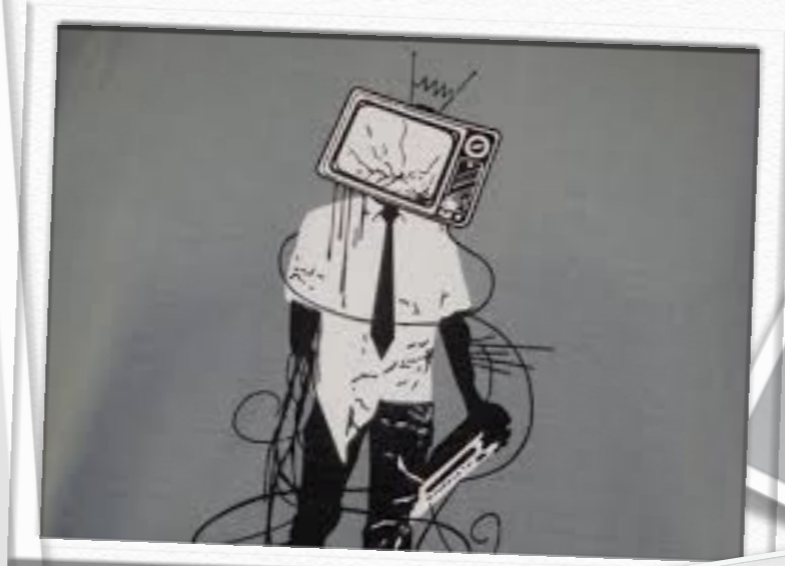
# The Medium **is** the Message

the  
mass  
age

the  
mess  
age



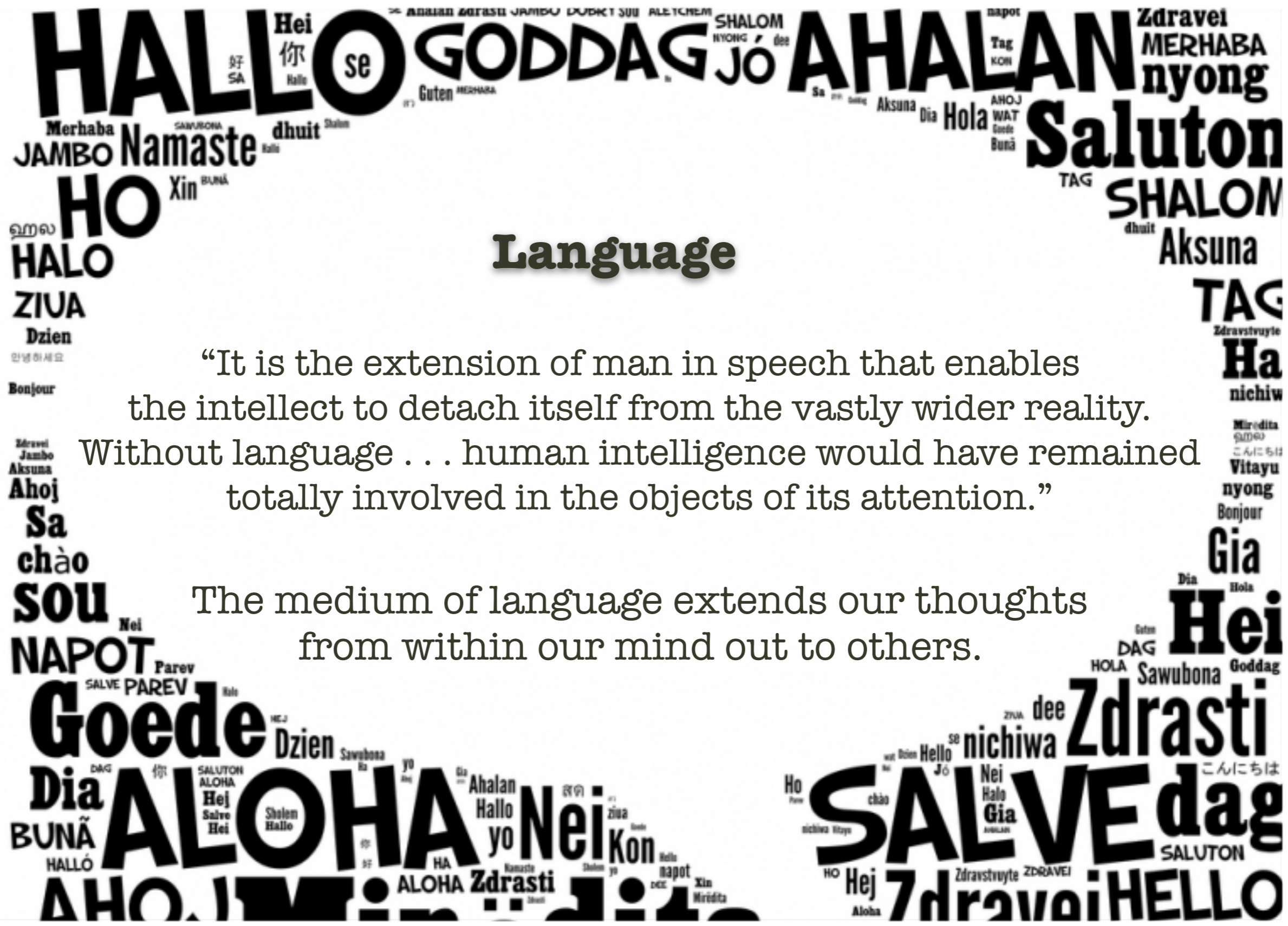
“Leave it alone! It’s great, and right on target!” “I forgot to...”



“This information is top security. When you have read it, destroy yourself.”

Media; extensions of the *mind*

The “content” of a medium is *always* another medium



# Language

“It is the extension of man in speech that enables the intellect to detach itself from the vastly wider reality. Without language . . . human intelligence would have remained totally involved in the objects of its attention.”

The medium of language extends our thoughts from within our mind out to others.

“The future of the book is the blurb.”

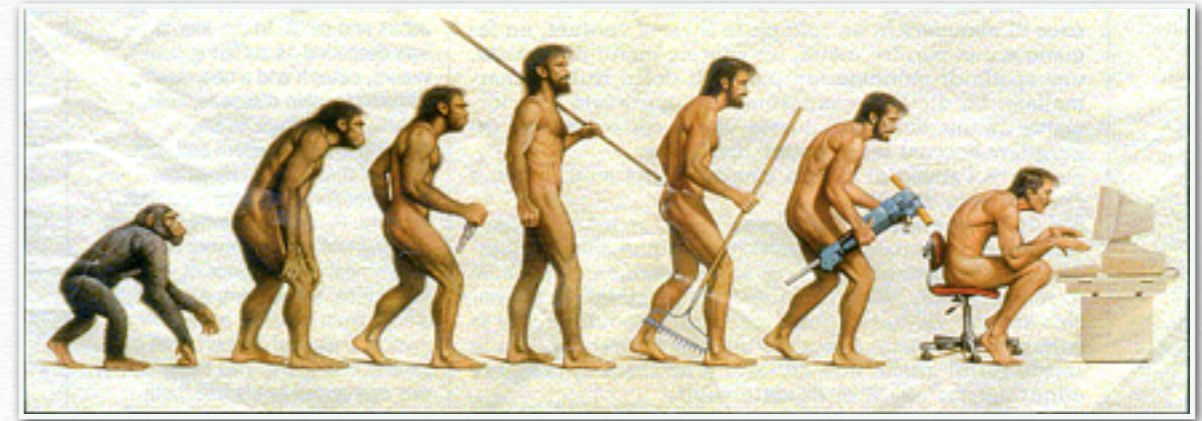


*“When you are on the phone or on the air, you have no body.”*

“People don’t actually read newspapers. They step into them every morning like a hot bath.”



“Whereas all previous technology (save speech, itself) had, in effect, extended some part of our bodies, electricity may be said to have outered\* the central nervous system itself, including the brain.”

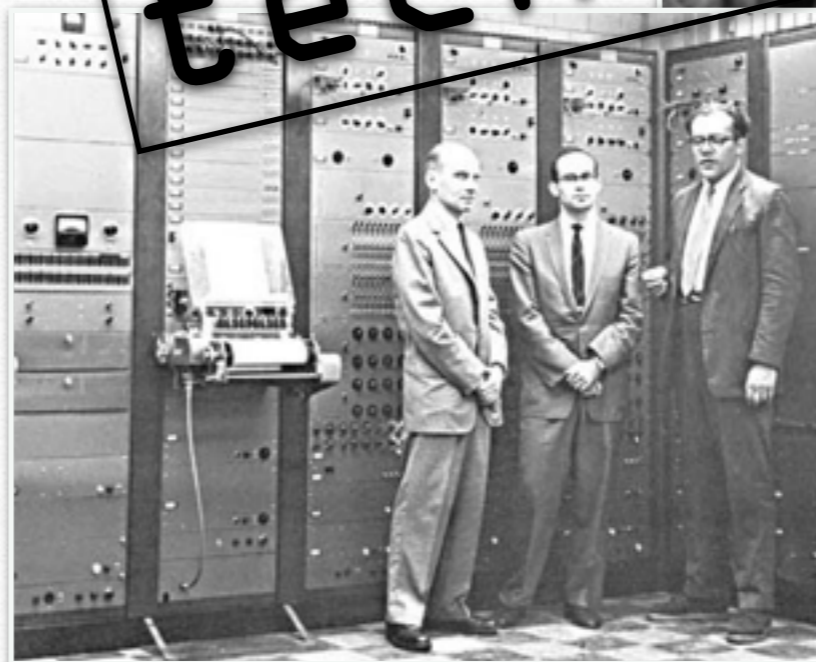


\* = outered, outering; extension, extended



# technology

“**Everybody** experiences far more than he understands. Yet it is experience, rather than understanding, that influences behavior, especially in collective matters of media and technology, where the individual is almost inevitably unaware of their effects upon him.”





Did you know that the "artist picks up the message of cultural and technological challenge decades before its transforming impact occurs"?

So "the **artist** is indispensable in the shaping and analysis and understanding of the life of forms, and structures, created by electric technology"?



We look at the present through a rear-view mirror. We march backwards into the future.



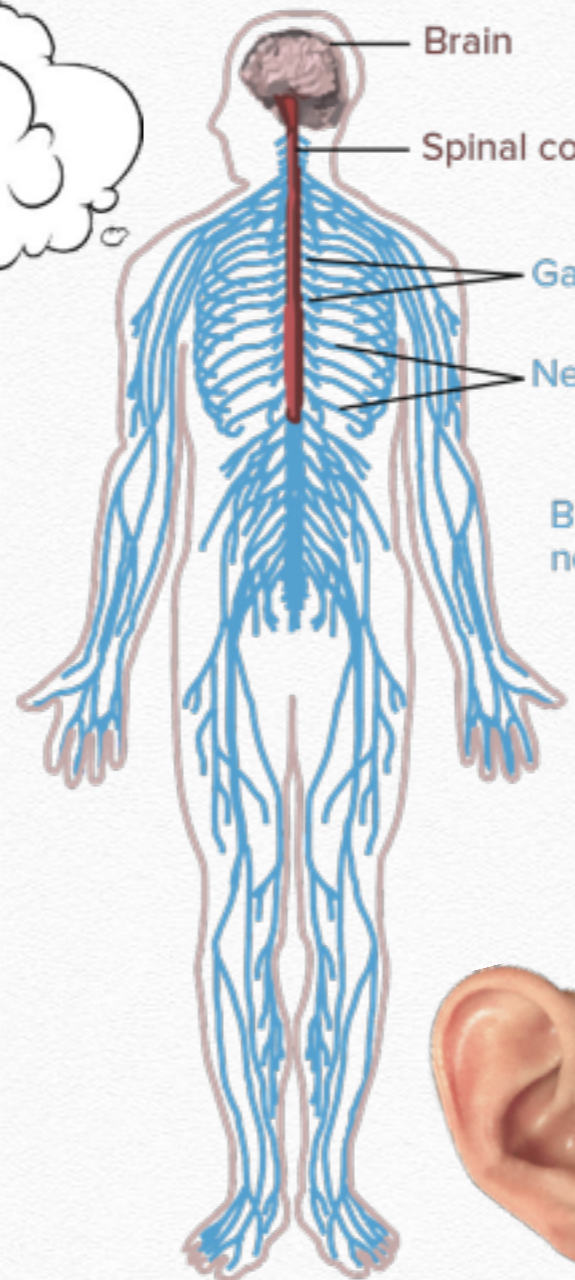
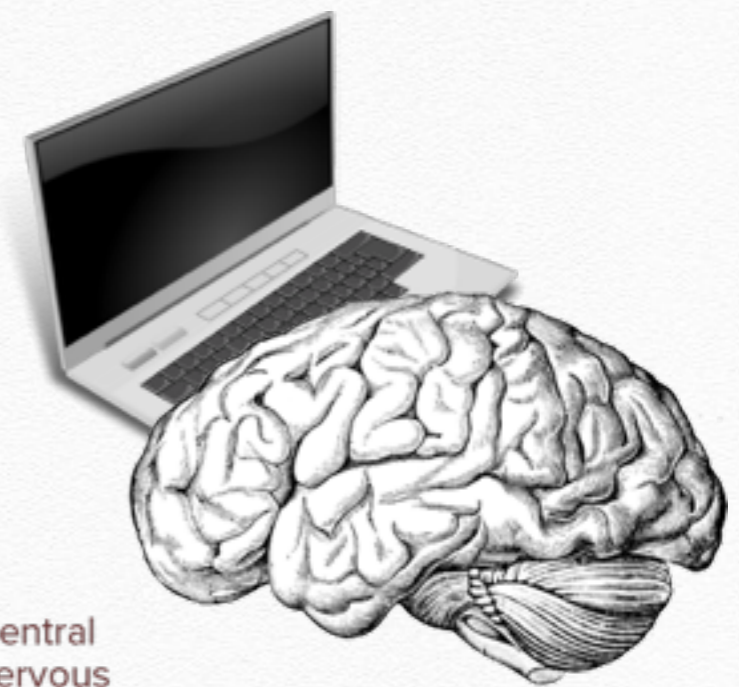
"No medium has its meaning  
or existence alone,  
but only in constant  
interplay with other media."

Why is it so easy to acquire the solutions of past problems and so difficult to solve current ones?

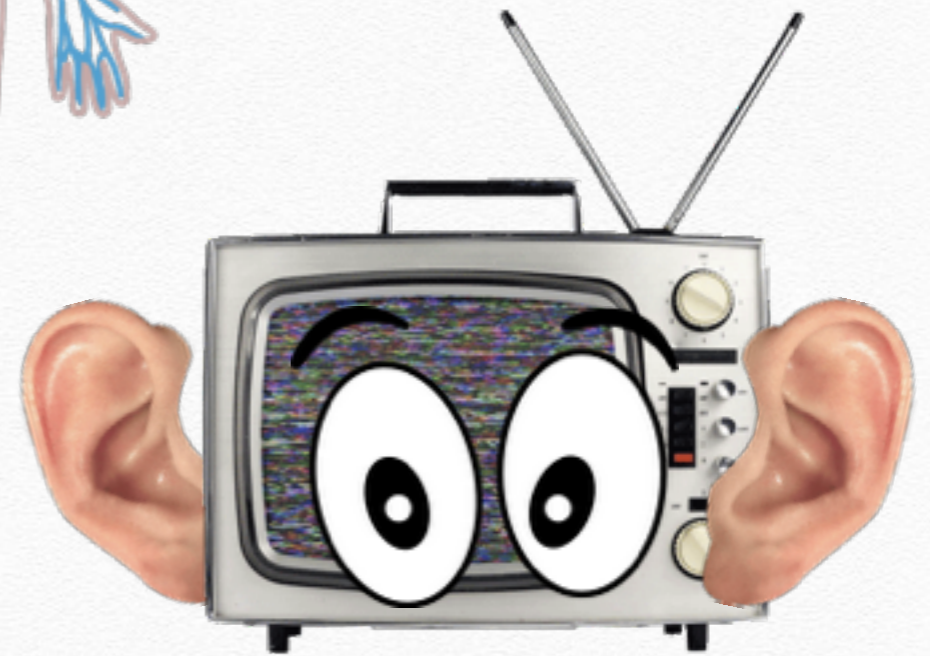
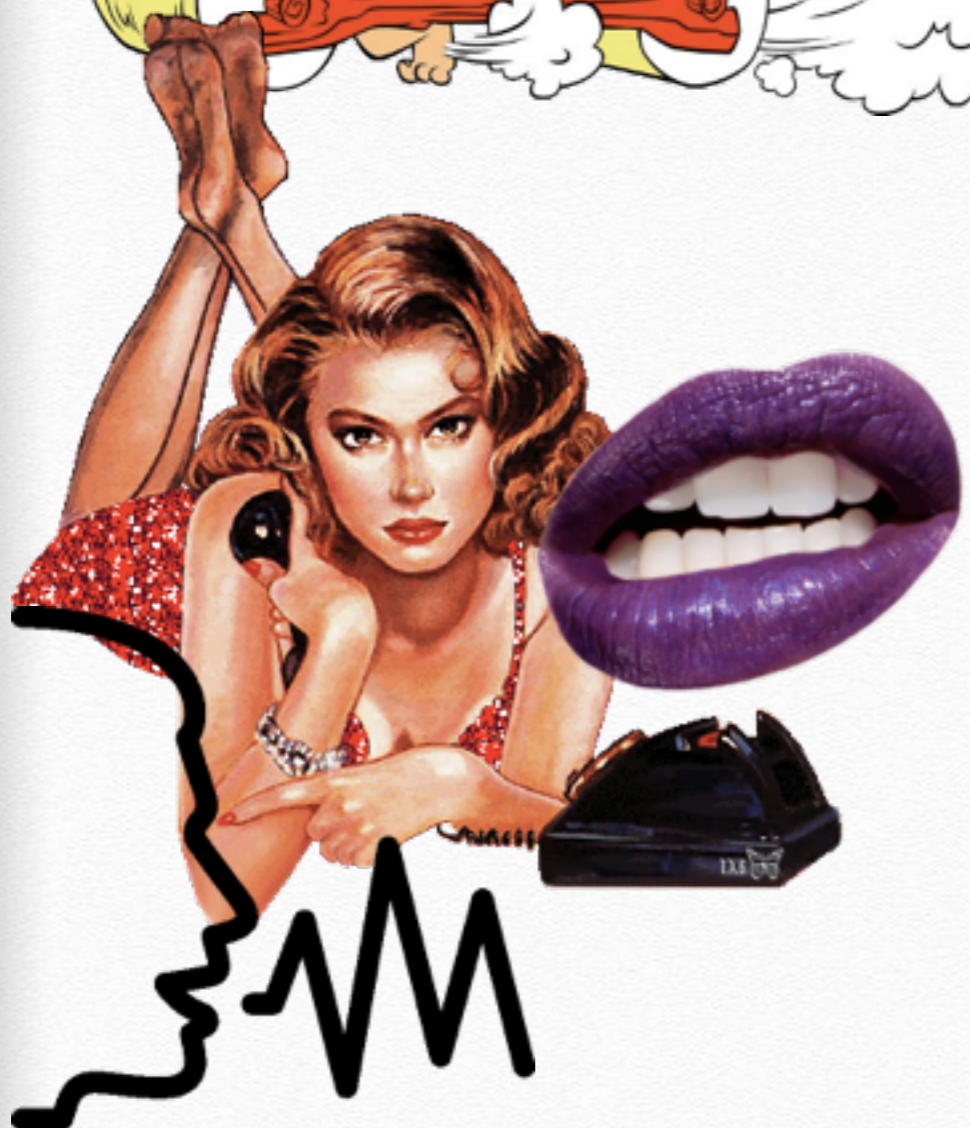
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5 <link rel="stylesheet" href="style  
6 </head>  
7 <a href="/">Header</a>  
8 </a>  
9 <a href="one/">One</a>  
10 <a href="two/">Two</a>  
11 <a href="three/">Three</a>  
12 </nav>  
13  
14  
15
```



Thus, the wheel extends our feet, the phone extends our voice, television extends our eyes and ears, the computer extends our brain, and electronic media, in general, extend our central nervous system.



Central nervous system



Food for the mind  
is like food for  
the body: the  
inputs are never  
the same as the  
outputs.

where's  
your  
head at



