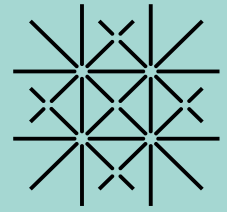


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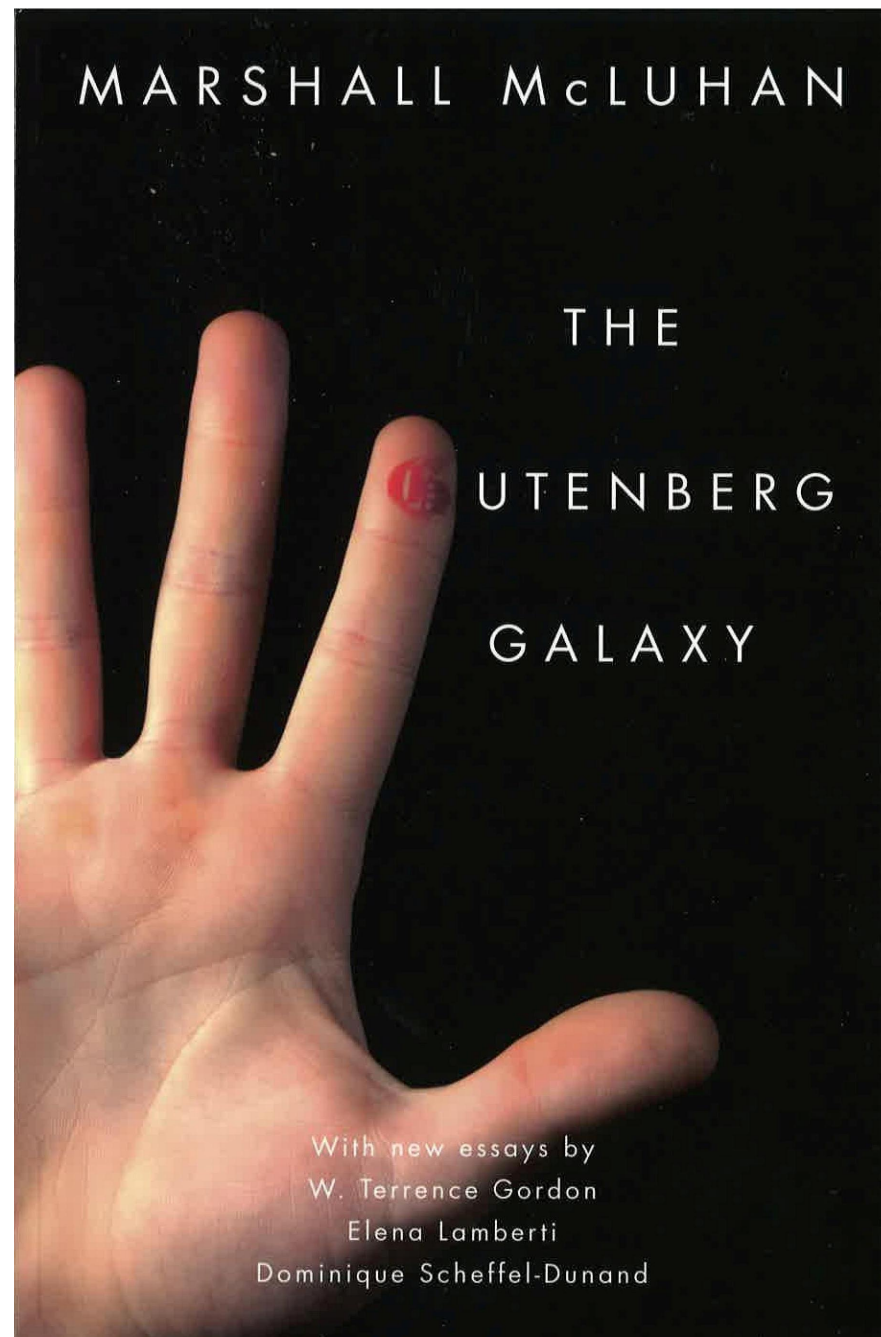
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Is the medium the message?

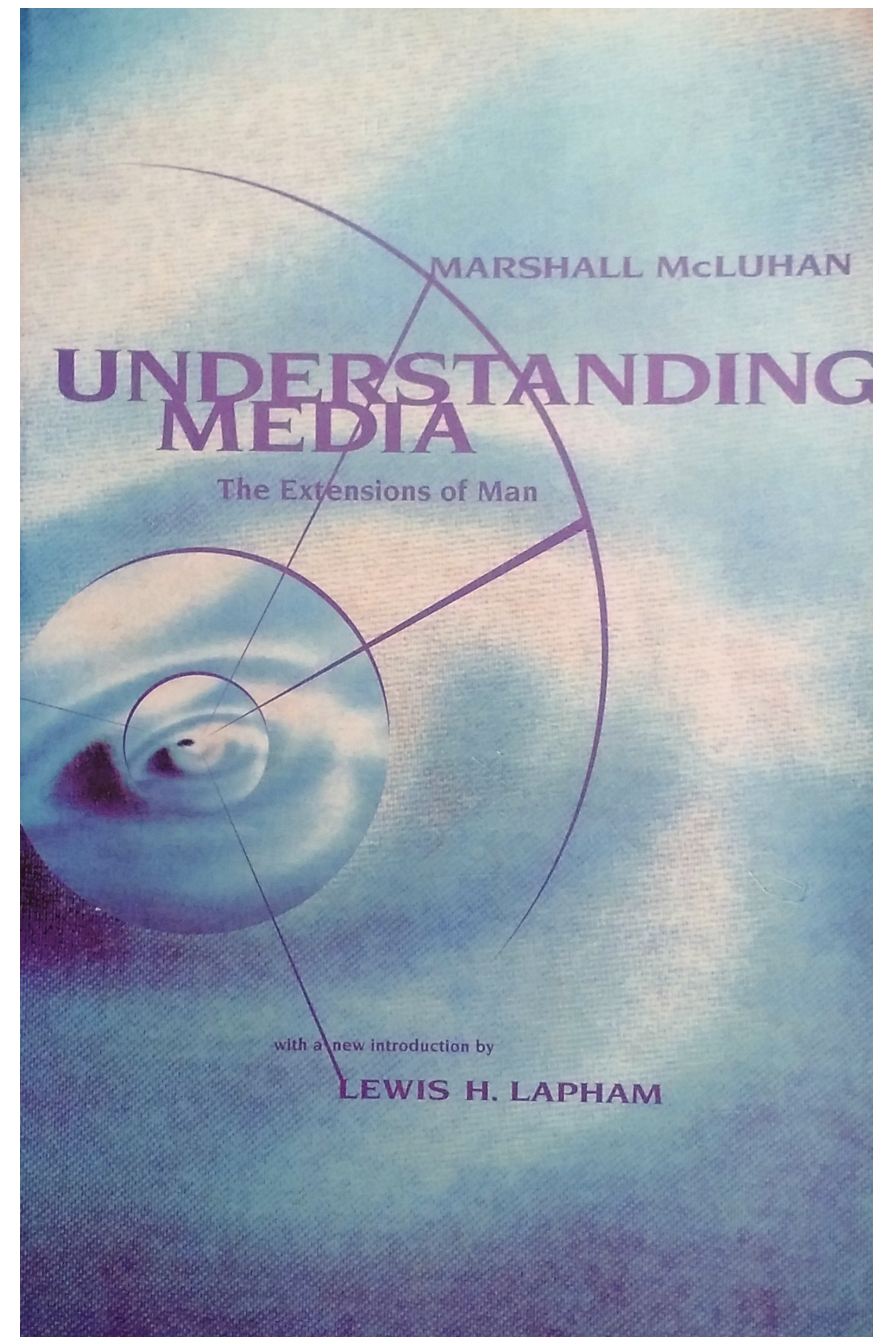
Prof. Dr. Philipp Schweighauser



Marshall McLuhan



1

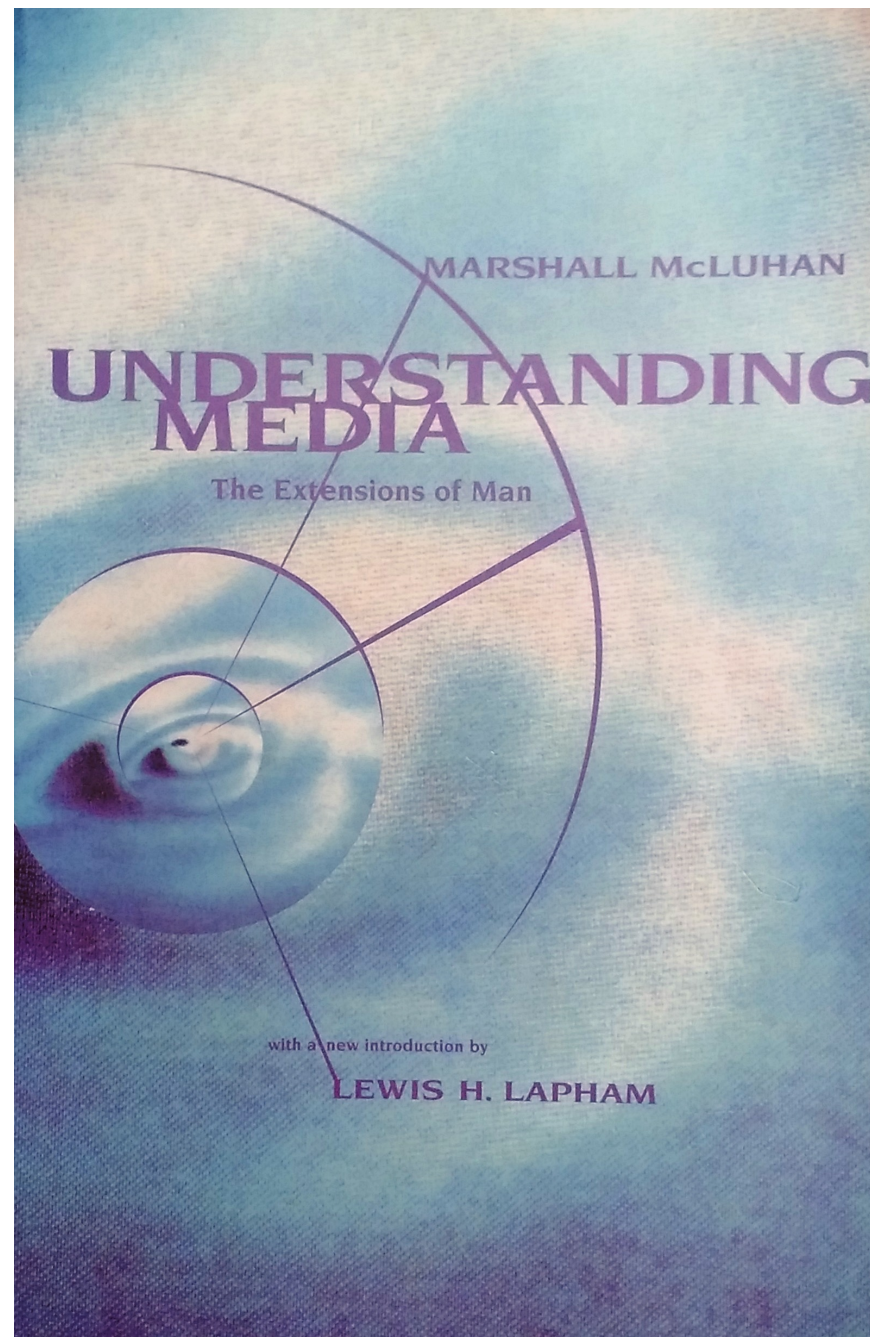


2

¹ University of Toronto Press, <https://utorontopress.com/9781442612693/the-gutenberg-galaxy>

² The MIT Press, <https://mitpress.mit.edu/9780262631594/understanding-media>

Mediality, materiality



The medium is the message

(Marshall McLuhan, *Understanding Media: The Extensions of Man*)

The MIT Press, <https://mitpress.mit.edu/9780262631594/understanding-media>

mediality

materiality



The 'message' of any medium or technology is the change of scale or pace or pattern it introduces into human affairs

(Marshall McLuhan, *Understanding Media: The Extensions of Man*)

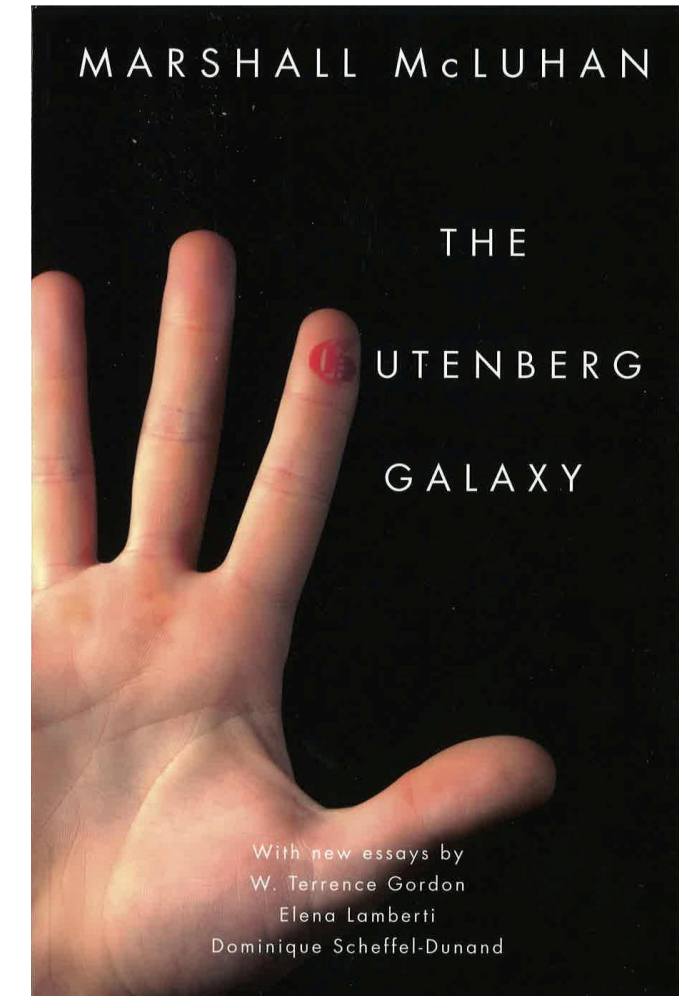
Johannes Gutenberg



1



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³ University of Toronto Press, <https://utorontopress.com/9781442612693/the-gutenberg-galaxy>

We shape our tools, and thereafter
our tools shape us

(Marshall McLuhan, Understanding
Media: The Extensions of Man)

