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Understanding Media: The Extensions of Man by Marshall McLuhan ©1964 CHAPTER 1 The Medium is the Message MARSHALL McCLUHAN In a culture like ours, long accustomed to splitting and dividing all things as a means of control, it is sometimes a bit of a shock to be reminded that, in operational and practical fact, the medium is the message.

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MARSHALL McLUHAN UNDERSTANDING MEDIA, THE EXTENSIONS OF MAN ROUTLEDGE, LONDON © 1964 --- Dr Jacques COULARDEAU This is the first leg of a longer study that is in the process of being written.

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This is a very important book to read. McLuhan effectively examines the effects of all media (telephones, electric lights, tv, print, ect..) upon society. His clear understanding of the power of man's extensions of self are well formed and outlined. His reference base swings from the Old Testament through James Joyce, to Oppenheimer.

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