

Marshall McLuhan

Quotes

*Media, Men, Technology, Art, Space, People, World, Light, Mean, Science,
Environment, Age, Identity, Patterns, Culture, Business, Doe, Perception,
Writing, Artist*

World War III is a guerrilla information war with no division between military and civilian participation.

~Marshall McLuhan

There are no passengers on spaceship earth. We are all crew.

~Marshall McLuhan

As technology advances, it reverses the characteristics of every situation again and again. The age of automation is going to be the age of 'do it yourself.'

~Marshall McLuhan

Obsolescence never meant the end of anything, it's just the beginning.

~Marshall McLuhan

Publication is a self-invasion of privacy.

~Marshall McLuhan

Madison Avenue is a very powerful aggression against private consciousness. A demand that you yield your private consciousness to public manipulation.

~Marshall McLuhan

The modern Little Red Riding Hood, reared on singing commercials, has no objection to being eaten by the wolf.

~Marshall McLuhan

The computer is the most extraordinary of man's technological clothing; it's an extension of our central nervous system. Beside it, the wheel is a mere hula-hoop.

~Marshall McLuhan

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

~Marshall McLuhan

In an age of multiple and massive innovations, obsolescence becomes the major obsession.

~Marshall McLuhan

the only people who have proof of their sanity are those who have been discharged from mental institutions

~Marshall McLuhan

Politics will eventually be replaced by imagery. The politician will be only too happy to abdicate in favor of his image, because the image will be so much more powerful than he could ever be.

~Marshall McLuhan

In television, images are projected at you. You are the screen. The images wrap around you. You are the vanishing point.

~Marshall McLuhan

The alphabet was one thing when applied to clay or stone, and quite another when set down on light papyrus.

~Marshall McLuhan

Don't ask whether it is right or wrong. Instead try to find out what is going on.

~Marshall McLuhan

The suddenness of the leap from hardware to software cannot but produce a period of anarchy and collapse, especially in the developed countries.

~Marshall McLuhan

We become what we behold. We shape our tools and then our tools shape us.

~Marshall McLuhan

The new electronic independence re-creates the world in the image of a global village.

~Marshall McLuhan

Computers can do better than ever what needn't be done at all. Making sense is still a human monopoly.

~Marshall McLuhan

Advertising is an environmental striptease for a world of abundance.

~Marshall McLuhan

Most of our assumptions have outlived their usefulness.

~Marshall McLuhan

Man works when he is partially involved. When he is totally involved he is at play or leisure.

~Marshall McLuhan

All media exist to invest our lives with artificial perceptions and arbitrary values.

~Marshall McLuhan

The more the data banks record about each one of us, the less we exist.

~Marshall McLuhan

I don't necessarily agree with everything I say.

~Marshall McLuhan

The age of automation is going to be the age of "do it yourself".

~Marshall McLuhan

I wouldn't have seen it if I hadn't believed it.

~Marshall McLuhan

Environments are not just containers, but are processes that change the content totally.

~Marshall McLuhan

In the land of the blind, the one-eyed man is a hallucinating idiot...for he sees what no one else does: things that, to everyone else, are not there.

~Marshall McLuhan

A point of view can be a dangerous luxury when substituted for insight and understanding.

~Marshall McLuhan

The future masters of technology will have to be light-hearted and intelligent. The machine easily masters the grim and the dumb.

~Marshall McLuhan

It is the weak and confused who worship the pseudosimplicities of brutal directness.

~Marshall McLuhan

Today the tyrant rules not by club or fist, but disguised as a market researcher, he shepherds his flocks in the ways of utility and comfort.

~Marshall McLuhan

Societies have always been shaped more by the nature of the media by which men communicate than by the content of the communication.

~Marshall McLuhan

Only the small secrets need to be protected. The large ones are kept secret by public incredulity.

~Marshall McLuhan

We go forward looking in the rearview mirror.

~Marshall McLuhan

There are many people for whom 'thinking' necessarily means identifying with existing trends.

~Marshall McLuhan

The news automatically becomes the real world for the TV user and is not a substitute for reality, but is itself an immediate reality.

~Marshall McLuhan

The poet, the artist, the sleuth, whoever sharpens our perception tends to antisocial; rarely 'well adjusted,' he cannot go along with currents and trends.

~Marshall McLuhan

The successor to politics will be propaganda. Propaganda, not in the sense of a message or ideology, but as the impact of the whole technology of the times.

~Marshall McLuhan

One of the effects of living with electric information is that we live habitually in a state of information overload. There's always more than you can cope with.

~Marshall McLuhan

The future of work consists of learning a living.

~Marshall McLuhan

What goes on inside the school is an interruption of education.

~Marshall McLuhan

Anyone who tries to make a distinction between education and entertainment doesn't know the first thing about either.

~Marshall McLuhan

Most people are alive in an earlier time, but you must be alive in our own time.

~Marshall McLuhan

Historians and archaeologists will one day discover that the ads of our time are the richest and most faithful reflections that any society ever made of its entire range of activities.

~Marshall McLuhan

What we call art would seem to be specialist artifacts for enhancing human perception.

~Marshall McLuhan

Diaper backward spells repaid. Think about it.

~Marshall McLuhan

Politics offers yesterday's answers to today's problems.

~Marshall McLuhan

All words, in every language, are metaphors.

~Marshall McLuhan

Faced with information overload, we have no alternative but pattern-recognition.

~Marshall McLuhan

The mother tongue is propaganda.

~Marshall McLuhan

Everybody experiences far more than he understands. Yet it is

experience, rather than understanding, that influences behavior.

~Marshall McLuhan

Education is civil defence against media fallout.

~Marshall McLuhan

Violence, whether spiritual or physical, is a quest for identity and the meaningful. The less identity, the more violence.

~Marshall McLuhan

Gutenberg made everybody a reader. Xerox makes everybody a publisher.

~Marshall McLuhan

Art is anything you can get away with.

~Marshall McLuhan

Television brought the brutality of war into the comfort of the living room. Vietnam was lost in the living rooms of America - not on the battlefields of Vietnam.

~Marshall McLuhan

Television is teaching all the time. Does more educating than the schools and all the institutions of higher learning.

~Marshall McLuhan

Advertising is the greatest art form of the 20th century.

~Marshall McLuhan

Affluence creates poverty.

~Marshall McLuhan

The percept takes priority of the concept.

~Marshall McLuhan

The spoken word was the first technology by which man was able to let go of his environment in order to grasp it in a new way.

~Marshall McLuhan

'Time' has ceased, 'space' has vanished. We now live in a global village... a simultaneous happening

~Marshall McLuhan

The electric age ... established a global network that has much the character of our central nervous system.

~Marshall McLuhan

If it works, it's obsolete.

~Marshall McLuhan

Photography turns people into things and their image into a mass consumer product.

~Marshall McLuhan

We are all robots when uncritically involved with our technologies.

~Marshall McLuhan

Ads are carefully designed by the Madison Avenue frog-men of-the-mind for semiconscious exposure.

~Marshall McLuhan

The car has become an article of dress without which we feel uncertain, unclad, and incomplete in the urban compound.

~Marshall McLuhan

Far more thought and care go into the composition of any prominent ad in a newspaper or magazine than go into the writing of their features and editorials.

~Marshall McLuhan

The scientist rigorously defends his right to be ignorant of almost everything except his specialty.

~Marshall McLuhan

The movie, by sheer speeding up of the mechanical, carried us from the world of sequence and connections into the world of creative configurations and structure.

~Marshall McLuhan

Fish did not discover water.

~Marshall McLuhan

As a rule, I always look for what others ignore.

~Marshall McLuhan

The village had institutionalized all human functions in forms of low intensity.... Participation was high and organization was low. This is the formula for stability.

~Marshall McLuhan

It has always been the artist who realizes that the future is the present and uses his work to prepare the grounds for it

~Marshall McLuhan

The school system is the homogenizing hopper into which we toss our integral tots for processing.

~Marshall McLuhan

The car has become the carapace, the protective and aggressive shell, of urban and suburban man.

~Marshall McLuhan

Everybody tends to merge his identity with other people at the speed of light. It's called being mass man.

~Marshall McLuhan

All discoveries in art and science result from an accumulation of errors.

~Marshall McLuhan

I may be wrong, but I'm never in doubt.

~Marshall McLuhan

The most human thing about us is our technology.

~Marshall McLuhan

Innumerable confusions and a feeling of despair invariably emerge in periods of great technological and cultural transition.

~Marshall McLuhan

Education in a technological world of replaceable and expendable parts is neuter.

~Marshall McLuhan

Today we are beginning to notice that the new media are not just mechanical gimmicks for creating worlds of illusion, but new languages with new and unique powers of expression.

~Marshall McLuhan

Antipathy, dissimilarity of views, hate, contempt, can accompany true love.

~Marshall McLuhan

Electricity does not centralize, but decentralizes.

~Marshall McLuhan

Pornography and violence are by-products of societies in which private identity has been ... destroyed by sudden environmental change.

~Marshall McLuhan

Darkness is to space what silence is to sound, i.e., the interval.

~Marshall McLuhan

The price of eternal vigilance is indifference.

~Marshall McLuhan

Mysticism is just tomorrow's science dreamed today.

~Marshall McLuhan

Only puny secrets need protection. Big discoveries are protected by public incredulity.

~Marshall McLuhan

The new media are not ways of relating to us the 'real' world; they are the real world and they reshape what remains of the old world at will.

~Marshall McLuhan

What is very little understood about the electronic age is that it angelizes man, disembodies him. Turns him into software.

~Marshall McLuhan

Moral indignation is a technique used to endow the idiot with dignity.

~Marshall McLuhan

Radio affects most intimately, person-to-person, offering a world of unspoken communication between writer-speaker and the listener.

~Marshall McLuhan

It is the framework which changes with each new technology and not just the picture within the frame.

~Marshall McLuhan

The mark of our time is its revulsion against imposed patterns.

~Marshall McLuhan

The alphabet and print technology fostered and encouraged a fragmenting process, a process of specialism and detachment. Electric technology fosters and encourages unification and involvement.

~Marshall McLuhan

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