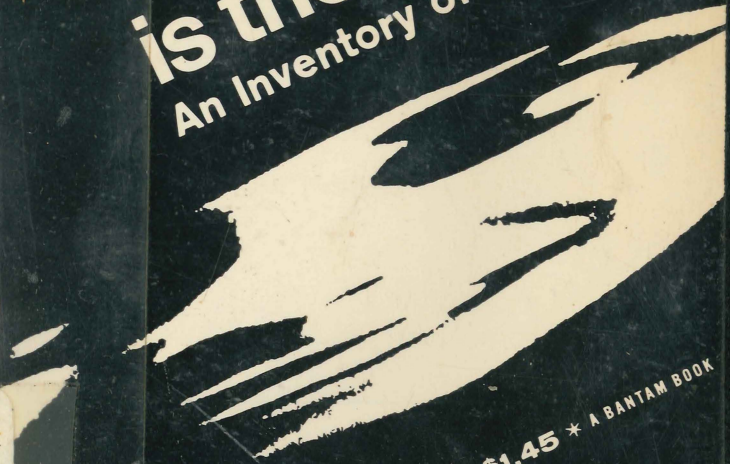


Marshall McLuhan
Author of UNDERSTANDING MEDIA

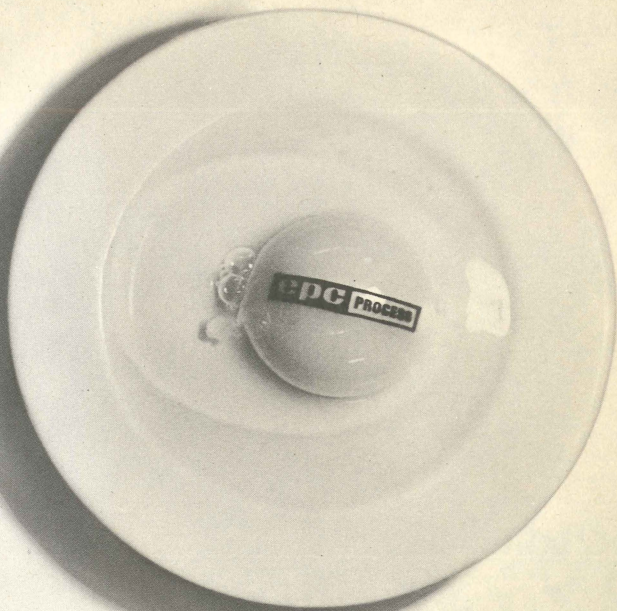
Quentin Fiore

**The Medium
is the Message**
An Inventory of Effects



 R3348 * \$1.45 * A BANTAM BOOK

Good Morning!



~~001/5~~
~~M/16~~

P
90
M258
1967a

MONASTIC LIBRARY
Abbey of Gethsemani
Trappist, Kentucky

The Medium is the Massage

Marshall McLuhan

Quentin Fiore

Co-ordinated by Jerome Agel

Bantam Books New York · London · Toronto

All rights reserved. © Copyright, 1967, by Bantam Books, Inc.
Published simultaneously in the United States and Canada.
Printed in the United States of America.



**"The Medium is the Massage" is
a look-around to see what's happening—
and why!**

**You are changing. Your family is changing. Your job is
changing. Your education, your neighborhood, your gov-
ernment, your relation to "the others" are changing.
Dramatically!**

"The Medium is the Massage" reveals how the medium,
or process, of our time—electric technology—is reshap-
ing and restructuring patterns of social interdependence
and every aspect of your personal life. How it is forcing
you to reconsider and re-evaluate practically every
thought and every institution you formerly took for granted.

"The Medium is the Massage" is a great new experience.
It explores, probes, analyzes our new world with insight,
illustrations... and humor. There has never been a book
like **"The Medium is the Massage."**



Marshall McLuhan co-author. "One of the major
intellectual influences of our time." —Fortune

"One of the most brilliant socio-cultural theo-
rists writing today." —Commentary

"What remains paramount are McLuhan's global
standpoint and his zest for the new. He has given
a needed twist to the great debate on what is happening to
man in this age of technological speedup." —The New Yorker

Professor McLuhan is Director of the Center for Culture and
Technology, University of Toronto; author of "The Mechanical
Bride," "The Gutenberg Galaxy," and "Understanding Media,"
and contributor to many periodicals and books on a variety of
contemporary themes.



Quentin Fiore co-author. Distinguished, award-
winning graphics designer and artist for leading
foundations, publishers, and corporations.

Co-ordinated by Jerome Agee