

# Understanding Media: The Extensions of Man Marshall McLuhan

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**Understanding Media:  
The Extensions of Man  
Marshall McLuhan**

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**McGraw-Hill Book Company**

New York   London   Sydney   Toronto

First McGraw-Hill Paperback Edition, 1965  
Fifth Printing, June 1966  
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Library of Congress Catalog Card Number: 64-16296

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The author wishes to thank the publishers of the *Times Literary Supplement* for granting him permission to reprint the editorial of July 19, 1963, which appears as the chapter on The Printed Word in this book.

Special acknowledgments are due to the National Association of Educational Broadcasters and the U.S. Office of Education, who in 1959-1960 provided liberal aid to enable the author to pursue research in the media of communication.



# Understanding Media: The Extensions of Man

## Marshall McLuhan

**Understanding Media** raises two fundamental questions about the modern world: what are communications and how do communications affect mankind? In answering these questions, Marshall McLuhan interprets the entire process of communication from the invention of movable type through the electronic age.

**Understanding Media** "... takes its place in that wide channel of cultural criticism of the twentieth century that includes writers like T. S. Eliot, Oswald Spengler, D. H. Lawrence, F. R. Leavis, David Riesman, Hannah Arendt." —Harold Rosenberg, *The New Yorker*

"When the growth of post-Einsteinian mythologies is recorded, McLuhan's work will have its distinct place. He stands at the frontier."—*The Times Literary Supplement*

"After a dozen years of reading McLuhan—reading all his books and articles and even the newspaper interviews with him—I'm convinced that he is a brilliantly original thinker and that he deals, in the most practical way, with the crucial issues of this period."—MacLean's

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