

A  
98

# *Understanding Media*

The Extensions of Man, by  
**MARSHALL McLUHAN**



**SPHERE BOOKS LIMITED**  
30/32 Gray's Inn Road, London, W.C.1

## CONTENTS PART 1

	Introduction	11
1	The Medium Is the Message	15
2	Media Hot and Cold	31
3	Reversal of the Overheated Medium	43
4	The Gadget Lover: Narcissus as Narcosis	51
5	Hybrid Energy: <i>Les Liaisons Dangereuses</i>	58
6	Media as Translators	67
7	Challenge and Collapse: The Nemesis of Creativity	73

## PART II

8	The Spoken Word: Flower of Evil?	87
9	The Written Word: An Eye for an Ear	91
10	Roads and Paper Routes	99
11	Number: Profile of the Crowd	117
12	Clothing: Our Extended Skin	130
13	Housing: New Look and New Outlook	134
14	Money: The Poor Man's Credit Card	142
15	Clocks: The Scent of Time	157
16	The Print: How to Dig It	169
17	Comics: <i>Mad</i> Vestibule to TV	176
18	The Printed Word: Architect of Nationalism	182
19	Wheel, Bicycle, and Airplane	192

20	The Photograph: The Brothel- without-Walls	201
21	Press: Government by News Leak	217
22	Motorcar: The Mechanical Bride	232
23	Ads: Keeping Upset with the Joneses	241
24	Games: The Extensions of Man	249
25	Telegraph: The Social Hormone	262
26	The Typewriter: Into the Age of the Iron Whim	275
27	The Telephone: Sounding Brass or Tinkling Symbol?	283
28	The Phonograph: The Toy That Shrank the National Chest	293
29	Movies: The Reel World	303
30	Radio: The Tribal Drum	317
31	Television: The Timid Giant	329
32	Weapons: War of the Icons	361
33	Automation: Learning a Living	369