



Aphorisms by Marshall McLuhan

The medium is the message.

In the electric age, we wear all mankind as our skin.

Truth is what we make in our encounter with the world that is making us.

On Spaceship Earth there are no passengers, only crew.

Affluence creates poverty.

Education is civil defense against media fallout.

A moral point of view serves as a substitute for understanding in technological matters.

Language does for intelligence what the wheel does for the feet.

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

Whereas convictions depend on speed-ups, justice requires delay.

With telephone and TV it is not so much the message as the sender that is "sent."

Money is the poor man's credit card.

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

Invention is the mother of necessities.



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

People don't actually read newspapers. They step into them every morning like a hot bath.

The road is our major architectural form.

Today each of us lives several hundred years in a decade.

Today the business of business is becoming the constant invention of new business.

The price of eternal vigilance is indifference.

All advertising advertises advertising.

"Camp" is popular because it gives people a sense of reality to see a replay of their lives.

The specialist is one who never makes small mistakes while moving toward the grand fallacy.

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

The missing link created far more interest than all the chains and explanations of being.

In big industry new ideas are invited to rear their heads so they can be clobbered at once.

Food for the mind is like food for the body: the inputs are never the same as the outputs.

Men on frontiers, whether of time or space, abandon their previous identities. Neighborhood gives identity. Frontiers snatch it away.

The future of the book is the blurb.

At the speed of light, policies and political parties yield place to charismatic images.

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