

# Understanding Media: The Extensions Of Man : Critical Edition By Marshall McLuhan

**By Marshall McLuhan**

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With the arrival of electric technology, man has extended, or set outside himself, a live model of the central nervous system itself. To the degree that this is so

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Marshall McLuhan, in Understanding Media, argues that a medium is best understood, from a functional perspective, as a technological extension of a human sense.

This reissue of Understanding Media marks the thirtieth anniversary (1964-1994) of Marshall McLuhan's classic expose on the state of the then emerging phenomenon of

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In his works, Marshall McLuhan outlined his vision of the changes that were occurring as a result of the extension of different media. He proclaimed that new forms

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*Understanding Media: The Extensions of Man*) His interest in the critical study of popular culture was 2009; US edition: Marshall McLuhan: You Know

All technological extensions The above quote is McLuhan re-presenting one his main themes in *Understanding Media*, I'm keenly interested in understanding the

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*Understanding Media* by Marshall McLuhan: *Understanding Media: The Extensions of Man* He is the author of four books on digital media and critical theory,

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*Understanding Media: The Extensions of Man*. By Marshall McLuhan McGraw-Hill City as Classroom: *Understanding Language and Media*. By Marshall McLuhan,

and is at the mercy of time. It cannot pause to reflect or to understand more fully without missing another part of the action, nor can it go back or forward.

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Understanding Media: The Extensions of Man: Marshall This is a beautiful edition. And the critical commentary by Terrence Gordon provides a helpful structure