

McLUHAN (ref. 3)

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*“La nueva era electrónica e interdependencia recrea la imagen del mundo como una aldea global”, escribió Marshall Mc Luhan en 1962 (The Gutenberg Galaxy)”*

*“Decir (que el medio es el mensaje) es para decir que las consecuencias sociales y personales de cualquier medio -esto es, de cualquier extensión de nosotros mismos se producirá por la nueva dimensión que supone introducir en nuestras vidas la extensión de nosotros mismos o mediante cualquier nueva tecnología”, McLuhan 1964 (Understanding Media: The Extensions of Man)*

Otras fuentes de consulta a las que acceder::

Universidades de [Harvard](#), [Toronto](#), California, y foros como [Mis-understandig McLuhan](#), y

[McLuhan Center for Global Communications](#)

En la Universidad de Toronto hacen la siguiente introducción de la figura de Marshall McLuhanMcLuhan, que es objeto de diferentes interpretaciones en el mundo académico internacional, y que entre otras cosas cuenta con una destacada entrevista realizada entonces (1969) con gran despliegue por la revista Play Boy, y a cuyo texto completo se puede acceder desde aquí:

*Signs abound indicating that Marshall McLuhan live again in the 1990s, as the media and cultural transformations that he diagnosed continue to unfold. Wired magazine re-releases The Medium is the Massage.*

*Lewis Lapham writes that McLuhan makes more sense now than ever in his introduction to the republished Understanding Media. TV and radio shows mention McLuha. Plays are written, and performed in San Francisco and Ottawa. A CD-ROM appears, demonstrating how well McLuhan’s ideas hold up in new media formats. Even the Economist routinely refers to the Canadian media guru in discussions of the meaning of new media.*

*McLuhan as intellectual and pop icon has become a fixture of late 20C thought. A computer-savvy generation turns to McLuhan as they explore the new media ecology. Baby boomers watch in amazement as the revolutionary impacts of television collide with the effects of the networked medium. The Oxford English Dictionary lists 346 references to McLuhan. His phrases turn up in surprising places. Take for example the U.S. federal court decision to overturn the Communications Decency Act: "Any content-based regulation of the Internet, no matter how benign the purpose, could burn the global village to roast the pig." Time Magazine (June 24, 1996). Everywhere his metaphors have new currency, his clichés have become a rchetypes.*

*Every day The McLuhan Program receives local and global requests for information, advice and speakers, asa result of this revival of interest in McLuhan and his work.*

*"After three thousand years of explosion, by means of fragmentary and mechanical technologies, the Western world is imploding. During the mechanical ages we had extended our bodies in space. Today, after more than a century of electric technology, we have extended our central nervous system itself in a global embrace, abolishing both space and time as far as our planet is concerned. Rapidly, we approach the final phase of the extensions of man - the technological simulation of consciousness, when the creative process of knowing will be collectively and corporately extended to the whole of human society, much as we have already extended our senses and our nerves by the various media."*

Marshall McLuhan [regresar al vínculo de referencia](#)