

1 The age of writing has passed. We must invent a new metaphor, restructure our thoughts and feelings.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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2 The new media are not bridges between man and nature. They are nature.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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3 Societies have always been shaped by the nature of the media by which humans communicate than by the content of the communication.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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4 When new technologies impose themselves on societies long habituated to older technologies, anxieties of all kind result.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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5 We have become like the most primitive Paleolithic man, once more global wanderers, but information gatherers rather than food gatherers. From now on the source of food, wealth and life itself will be information.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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6 The role of the artist is to create an Anti-environment as a means of perception and adjustment.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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7

Without an Anti-environment, all environments are invisible.

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8

Literate man, civilized man, tends to restrict and to separate functions, whereas tribal man has freely extended the form of his body to include the universe.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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9

Any new technology is an evolutionary and biological mutation opening doors of perception and new spheres of action to mankind.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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10

The unique innovation of the phonetic alphabet released the Greeks from the universal acoustic spill of tribal societies.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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11

Literacy, in translating man out of the closed world of tribal depth and resonance, gave man an eye for an ear and ushered him into a visual open world of specialized and divided consciousness.

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12

Today man has no physical body. He is translated into information, on an image.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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13

Unlike previous environmental changes, the electric media constitute a total and near-instantaneous transformation of culture, values and attitudes.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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14

When the evolutionary process shifts from biology to software technology the body becomes the old hardware environment. The human body is now a probe, a laboratory for experiments.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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15

Today computers hold out the promise of a means of instant translation of any code or language into any other code or language.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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16

At the very high speed of living, everybody needs a new career and a new job and a totally new personality every ten years.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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17

The metropolis today is a classroom, the ads are its teachers. The traditional classroom is an obsolete detention home, a feudal dungeon.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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18

Ads represent the main channel of intellectual + artistic effort in the modern world.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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19 **When technology extends one of our senses, a new translation of culture occurs as swiftly as the new technology is interiorized.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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20 **Each new technology is a reprogramming of sensory life.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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21 **Language does for intelligence what the wheel does for the feet and the body. It enables them to move from thing to thing with greater ease and speed and less involvement.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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22 **All media exist to invest our lives with artificial perception and arbitrary values.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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23 **The media work us over completely. They are so pervasive in their personal, political, economic, aesthetic, psychological, moral, ethical, and social consequences that they leave no part of us untouched, unaffected, unaltered. The medium is the message.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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24 **The bias of each medium of communication is far more distorting than the deliberate lie.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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25 **With TV, came the icon, the inclusive image, the inclusive political posture or stance.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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26 **New media are new archetypes, at first disguised as degradations of older media.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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27 **The TV generation is postliterate and retribalized. It seeks by violence to scrub the old private image and to merge in a new tribal identity, like any corporate executive.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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28 **The book is a private confessional form that provides a “point of view”.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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29 **In an age of multiple and massive innovations, obsolescence becomes the major obsession.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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30 **Every innovation scraps its immediate predecessor and retrieves still older figures. It causes floods of antiques or nostalgic art forms and stimulates the search for “museum pieces”.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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31 **Obsolescence is the moment of superabundance.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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32 **The meaning of experience is typically one generation behind the experience. The content of new situations, both private and corporate, is typically the preceding situation.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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33 **The audience, as ground, shapes and controls the work of art.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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34 **All words at every level of prose and poetry and all devices of language and speech derive their meaning from figure/ground relation.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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35 **All words, in every language, are metaphors.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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36 **Language alone includes all the senses in interplay at all times.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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37

Color is not so much a visual as a tactile medium.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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38

Our senses are not receptors so much as reactors and makers of different modalities of space. Perhaps touch is not just skin contact with things, but the very life of things in the mind.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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39

All media of communications are clichés serving to enlarge man's scope of action, his patterns of association and awareness. These media create environments that numb our powers of attention by sheer pervasiveness.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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40

The reader is the content of any poem or of the language he employs, and in order to use any of these forms, he must put them on.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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41

Typography extended its character to the regulation and fixation of languages.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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42

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

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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43

By surpassing writing, we have regained our wholeness, not on a national or cultural but cosmic plane.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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44

Dialectic functions by converting everything it touches into figure. But metaphor is a means of perceiving one thing in terms of another.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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45

Effects are perceived, whereas causes are conceived.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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46

Environments are not just containers, but are processes that change the content totally.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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47

Great ages of innovation are the ages in which entire cultures are junked or scrapped.

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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48

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

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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49 **Man works when he is partially involved. When he is involved totally, he is at play or at leisure.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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50 **Omnipresence has become an ordinary human dimension.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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51 **Paradox is the technique for seizing the conflicting aspects of any problem.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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52 **Paradox coalesces or telescopes various facets of a complex process in a single instant.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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53 **Privacy invasion is now one of our biggest knowledge industries.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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54 **The images of mankind have become the most basic thing about them. And they're all software, and disembodied.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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55 **The present is always invisible because it's environmental. No environment is perceptible, simply because it saturates the whole field of attention.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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57 **Visual space is the space of detachment. Audile-tactile space is the space of involvement.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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58 **War has become the environment of our time if only because it is an accelerated form of innovation and education.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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59 **We are swiftly moving at present from an era when business was our culture into an era when culture will be our business. Between these poles stand the huge and ambiguous entertainment industries.**

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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

McLuhan Marshall & Carson David. (2003) The Book of Probes, Edited by Eric McLuhan and William Kuhns. Corte Madera, CA: Gingko Press. p. 16-17

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