

# Medium is the Message Manifesto

*A manifesto created through a translation of Marshall McLuhan's Medium is a Message (1967) into the form of a Conditional Design Manifesto produced by Andrew Blauvelt et al. (2013) in the book 'Conditional Design Workbook.'*

"The medium is the message" is a phrase created by Canadian philosopher and communication theorist Marshall McLuhan in 1967 (Zingrone, 2015). "This is merely to say that the personal and social consequences of any medium - that is, of any extension of ourselves - result from the new scale that is introduced into our affairs by each extension of ourselves, or by any new technology" (McLuhan, 1967). In his opinion, the primary focus of study should be the communication medium itself, not the messages it carries, because

the way we send and receive information is more important than the information itself. At the same time, the forms and the way to communicate and spread information have a significant impact on the messages we deliver.

## Medium is the Message

The change in scale, velocity, pattern technology, or any other media introduced to society is a message.

Every medium affects our "sense ratios" - the way we think and interact.

Modern communication technology might easily be considered a "medium as a message."

The message is embedded in the medium's form.

The characteristics of the medium shape its content.

The type of medium used to share information affects the way the message is received.

Nowadays, the mass media are the most prominent force of social change.

Medium are information machines used to deliver a message

Manifestations of the mind are mediums.

Anything that influences how individuals communicate or deliver messages to one another is referred to as a medium.

Medium is anything that influences how individuals communicate or deliver messages to one another.

The content of any medium is considered medium.

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McLuhan, M. Fiore, Q. ([1967] 2001). 'The Medium is the Message: An Inventory of Effects'. Berkeley: Gingko Press

Blauvelt, Andrew et al. (2013). 'Conditional Design Workbook'. Amsterdam: Valiz. Excerpt pp. ii-xiv

Zingrone, Frank D. (2015). 'Marshall McLuhan'. [online] Available at: <https://www.thecanadianencyclopedia.ca/en/article/herbert-marshall-mcluhan> (Accessed 16 November 2022)

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