

McLuhan Discussion

- **Group 1:** Pick a medium/technology and discuss how it “massages” meaning. Pick a page or two from McLuhan to support your ideas. *Think about examples from the *Black Mirror* Episodes for this week: The Grain and Smartelligence consciousness duplication
- **Group 2:** If McLuhan holds that we have moved from the ear to the eye to the ear + eye/the nervous system, what kinds of senses and body parts are we engaging with contemporary media? How are they changed by that media? Point us to pages where he talks about bodily extensions.
- **Group 3:** How can McLuhan’s ideas around privacy, isolation, alienation, and detachment be applied to our no-phone experiment? Pick some pages that touch on these themes to support your thoughts.
- **Group 4:** If media works to control, manipulate, and massage such that “all media work us over completely,” how does McLuhan propose that we respond? Highlight pages where he discusses social change/the public.
- **Group 5:** What does McLuhan mean by the idea of a “global village”? On which pages does he address this, as well as ideas of travel, transportation, interconnectivity, and networks?