

"In a culture like ours, long accustomed to splitting and dividing all things as a means of control, it is sometimes a bit of a shock to be reminded that, in operational and practical fact, the medium is the message. 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 7) Thus begins the classic work of Marshall McLuhan, *Understanding Media*, in which he introduced the world to his enigmatic paradox, "The medium is the message."

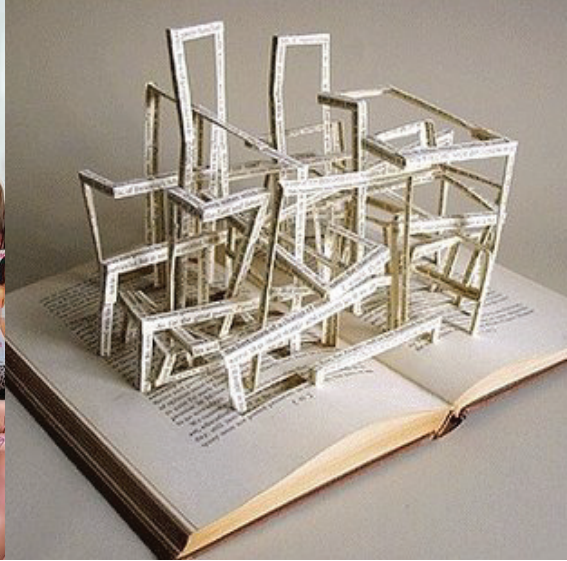


# Media Who?



## old media

In a magazine the text is divided into blocks of varying shapes and sizes, and readers find themselves pulled back and forth among the blocks. The page layout reflects the topical nature of the material -- a combination of advertisements, notices, and long and short articles.



## new media

Computer animation can take a variety of forms. It is not only a matter of programmed motion pictures, still images shown one after another to give the illusion of a continuous scene. Computer text and graphics can be animate in the sense of having their own organic impulse, of appearing to move or change according to their own logic and in their own time.