**A reflection to Medium Is The Message**

**The Medium Is The Message – Marshall McLuhan**

Marshall McLuhan discusses how the medium is the message, when discussing in relation to how social and personal consequences of a medium, it is basically an extension of our own selves. There are advances with technology and automation, these can be seen as creating patterns that replace humans at certain jobs, eliminating them for humans, although he describes this as a negative result of automation. Although, the positive result of automation, as McLuhan describes, it can also create roles for people and aid them in the jobs that they do, making their lives simpler but without replacing them. The message, in this case, can be seen as what a person has done with a machine and how they had changed it, rather than it entirely being the automation and actions of the machine.

McLuhan describes that what makes up one medium is another medium, and that is what the characteristic of all media is. He also uses the analogy of a train and its movement and transportation, and how it had an impact on human society, considering how it created new work, leisure and how it created new cities. He then mentions how the airplane had began to make the railways a bit more obsolete because it had accelerated the mode of transportation. All of this is derived through example with his description of the electric light and it connection, it is a medium with no message and it is just information. McLuhan describes many authors and how their work had been developed in a way, that shows that the medium is a message.

Basically, McLuhan describes that the message is a pattern that is created by new inventions that change the way that humans live their lives. It is a description of communication and how machines can do things that as humans, our bodies are not capable of. He is trying to explain that the way we explain, communicate and how we have conversations, that mode is more important than the actual information that is being communicated and what is rather being said, also how the way the medium had changed the way that humans behave. The way that McLuhan uses the light bulb as an example in comparison to media, it shows that messages are communicated and transferred through media, although something that is electronic, as simple as a bulb, it cannot communicate any messages, although it does have very simplistic information.