

MARSHALL MCLUHAN'S MEDIA THEORY AND RHETORIC

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Abstract: This article reviews Marshall McLuhan's media theory on the rhetorical perspective. *Understanding Media: The Extensions of Man* was published in 1964, so this year is the 60th anniversary of the book. Over the past several decades, McLuhan's media theory has influenced media and communication research in the world. His media theory: Media is the Extension of Man, the Media is the Message, and Hot, Cool media. These concepts, definitions, and propositions of media have inspired researchers of communications in the academic community dominated by the SMCRE paradigm. Under the intellectual atmosphere of the administrative research paradigm, McLuhan's idea about media was a new, creative thought at the same time provocative. This paper examines the rhetorical meaning of McLuhan's major media propositions.

Key words: Marshall McLuhan, media theory, message, rhetoric.

Marshall McLuhan's *Understanding Media: The Extensions of Man* was published in 1964. From 1964 to 2024, 60 years have passed. Over the several decades, his ideas and propositions of media have inspired and influenced researchers in communication studies. It is very meaningful to rethink McLuhan's ideas and rhetoric on the concept of media and communication in commemoration of the 60th anniversary of the book. Communication scholars have studied many models of communication. Harold Lasswell introduced a verbal model of communication in 1948.

The verbal model is:

Harold Lasswell's verbal model (1948) "The structure and function of communication in society": Who says? What? In which Channel? To Whom? With What Effect?

And David Berlo and researchers suggested in 1960 SMCRE model of communication:

Sender — Message — Channel — Receiver — Effect

In Korea, a professor's book on the retirement commemoration collection is S-M-C-R-E, Nanam Publishing Company, 2007.

Lasswellian perspective: dominant paradigm of communication research

Characteristics of A Lasswellian model is:

- communication effect-centered research;
- intentionality of communicator focus;
- interests of propaganda effects during WW1, 2 and advertising effect.

A famous communication scholar, Wilbur Schramm, mentioned the founding fathers of communication studies: Harold

DOI:
[https://doi.org/
10.62499/ijmcc.vi6.25](https://doi.org/10.62499/ijmcc.vi6.25)

Citation:

Shin, Dong Jin. 2024.
Moral Norms of the Marshall
McLuhan's Media Theory and
Rhetoric. International Journal
of Media and Communications
in Central Asia. Tashkent.
UzJOKU. Special issue. 72-74.

Lasswell, Kurt Lewin, Paul Lazasfeld, and Karl Hovland.

Dominant paradigm: optimization of the communication elements to fulfill the maximization of communication effects.

Korean scholar's articles and books about McLuhan:

- Contemporary Thoughts (1997), Special edition: Marshall McLuhan, Vol 1, No. 1.

- Kang, Jun Man (2017), Communication Thinkers, Persons and Thoughts.

- Song, Ki In (2015), Ten Great Scholars in Communication Studies, Communication Books.

- Lee, Jae Hyeon (2013), Digerati, Communication Books.

- Altschull, Herbert, From Milton to McLuhan: Ideas behind American Journalism. Translated in Korean by Seung Mok Yang.

- Kim, Dong Min (2019), McLuhan: Understanding with Perspective of Natural Sciences, Communication Books.

Herbert Marshall McLuhan: Prosopography approach:

- 1911, Edmonton Alberta, Canada.

- University of Manitoba, Engineering, (transferred) English Literature, BA, MA.

- U. of Cambridge, English Literature, BA, MA, Ph.D.

- U. of Wisconsin, U. of Toronto, Professor.

- Understanding Media: The Extensions of Man (1964). Influenced by Harold Innis's Empire and Communication

McLuhan's achievements and writings:

- The Mechanical Bride: Folklore of industrial man, 1951.

- The Gutenberg Galaxy: The Making of Typographic Man, 1962.

- Understanding Media: The Extensions of Man, 1964.

- The Medium is the Massage: An Inventory of Effects, 1967.

Marshall McLuhan's perspective of media and rhetoric.

Understanding Media: The Extensions of Man. Meaning and discussion. Clothing is an extension of the skin, a wheel is an extension of the foot, a book is an extension of the eye, and electricity is an extension of the central nervous system. McLuhan's media concept is very unique, creative, and provocative. According to McLuhan, media is an extension of human function. He is the first scholar to conceptualize like this way.

The Medium is the Message. Meaning and discussion. In general, it is recognized that the content of communication is more important than the external form. However, McLuhan argues that the media, the means of conveying the message, is more important than the content of the communication. This claim

is a very unique perspective compared to the media concept of SMCRE researchers, who emphasize the effect and influence of messages.

Hot media, Cool media. Meaning and discussion. McLuhan classified media into hot and cool from his media perspective. This classification is based on the amount of information in the message conveyed by the media and the degree of effort put into understanding the information by media users. For example, photographs are cool media because they convey a lot of information and do not require much effort on the part of the viewer, while television conveys only a small amount of information, so viewers have to pay more attention and use energy to understand while watching. However, this classification is very relative and has implications for content production.

Evaluation and meaning of McLuhan's media theory:

- He presented a media-centered perspective in the communication effect-centered paradigm.
 - He showed a unique view of communication technology as an extension of human senses.
 - His media perspective can be understood within the framework of technological determinism.
 - He provides perspectives on media technology, social change, and the development of multimedia and digital media.
- r should belong only to those who are worthy of it, who possess such positive qualities as conscience, courage, wisdom,

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