

# #8: Evolutionary Thinking



## EXTEND YOURSELF.

As the Media Revolution rolls, here are three ways to upgrade your brain into a bit of McLuhanThink.

**1. Everything is an Extension.** This is McLuhan's "fits all sizes" concept. Shoes are extensions of our feet, the car is an extension of our legs, media is an extension of our sensory awareness. (A travel brochure extends your awareness onto a cruise ship.)

**2. The Medium is the Message.** Here, he means that the medium itself has a profound effect on human behavior. It's not the phone call, it's the fact of the phone—connecting us all—and, now, with mobility added, society and our behavior will be affected further.

**3. Hot/Cool.** If you're a bit removed from the medium, it's cool. If you're immersed, it's hot. And don't be overly simplistic about any one type of media. Background music is one, and an iPod pounding into your brain at top volume is something else. It's a measure of the degree to which you are engaged. And, while some media forms may be inherently "hotter" or "cooler" than others, we also help set the temperature.

Now you have a basic grasp of the concepts.

Let's use them to notice the continuing change in the media environment that surrounds you.

Very often, the cutting edge of technology will offer you some new opportunities to make those fresh connections.

OK, let's give those brand new brain cells a bit of exercise with McLuhan's E.O.R.F.

### 1. E = Extension.

Start by choosing an important part of your life. First, your cell phone. Then, something else.

Think. What is being extended?

What is amplified?

For your cell phone: \_\_\_\_\_

For \_\_\_\_\_: \_\_\_\_\_

### 2. O = Obsolescence.

What is now becoming obsolete?

For your cell phone: \_\_\_\_\_

For \_\_\_\_\_: \_\_\_\_\_

### 3. R = Retrieval.

What is being retrieved or brought back?

By your cell phone: \_\_\_\_\_

By \_\_\_\_\_: \_\_\_\_\_

### 4. F = "Flip."

Where is "The Flip?"

How might the cell phone be transformed?

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