

1. I would like to know why McLuhan's concept of probes is sometimes seen as a challenging aspect of his method.
2. what factors shaped Marshall McLuhan's unique perspective and sparked his innovative ideas?
3. The article states that McLuhan is paired with Sigmund Freud and Albert as one of the world's greatest thinkers. If that is the case, why has he been lost too time?
4. What are the critical concepts in McLuhan's "Three Ages of Man" framework?
5. What impact did the transition from an oral to a written culture have on human communication and culture?
6. How did writing help people become more literate and educated? During the written age.
7. How has the electric age affected modern society and brought about cultural changes?
8. "the portable book was like a hydrogen bomb." is this a metaphor for the "global catastrophe" the portal book caused due to information being spread worldwide?
9. How did McLuhan explain 'translation' in the context of learning, and how important was it to interpret and re-interpret?
10. "the medium is the message"? It means that how we receive information affects how we understand it and how it affects society.



I chose this quote on page (40) due to its symbolic reminder. By exploring the various perceptual spaces created by different forms of media, we can better understand how they shape our experiences and perspectives of the world.