

The Gutenberg Galaxy

The Gutenberg Galaxy: The Making of Typographic Man is a 1962 book by Marshall McLuhan, in which the author analyzed the effects of mass media, especially the printing press, on European culture and human consciousness. It popularized the term global village, which refers to the idea that mass communication allows a village-like mindset to apply to the entire world; and Gutenberg Galaxy, which we may regard today to refer to the accumulated body of human art and knowledge, especially books.

McLuhan studied the emergence of what he calls Gutenberg Man, the subject produced by the change of consciousness brought by the advent of the printed book. "The medium is the message," McLuhan argued that technologies were not simply inventions which people employ but were the means by which people were re-invented. The invention of movable type was the decisive moment in the change from a culture in which all senses took a part in a common interplay, to a higher relevance of the visual sense. He also argued that the development of the printing press led to the creation of nationalism, dualism, domination of rationalism, automatization of scientific research, unification and standardization of culture and alienation of individuals.

Answer the questions properly:

1. Was the book published in 1926?
2. Did the author analyse the effects of printing press on culture?
3. Did he propose new concepts?
4. According to the author, did the medium affect the message?
5. According to him, were inventions simply inventions to employ?
6. Was the movable type irrelevant for his analysis?
7. Did printing press lead to the creation of unification?

Complete the answers with the correct information:

1. Who wrote the book *The Gutenberg Galaxy: The Making of Typographic Man*?
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2. Where did he study the effects of mass media?
—
3. Which concepts did he propose?
—
4. How was the Gutenberg Man created?
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By the change of consciousness wrought by the advent of the printed book - In America. - In Europe - Because of accumulated body of human art and knowledge . - The terms global village and Gutenberg Galaxy. - Mc Luhan .