



THE MEDIUM & THE MESSAGE

by Bruno Bertelli



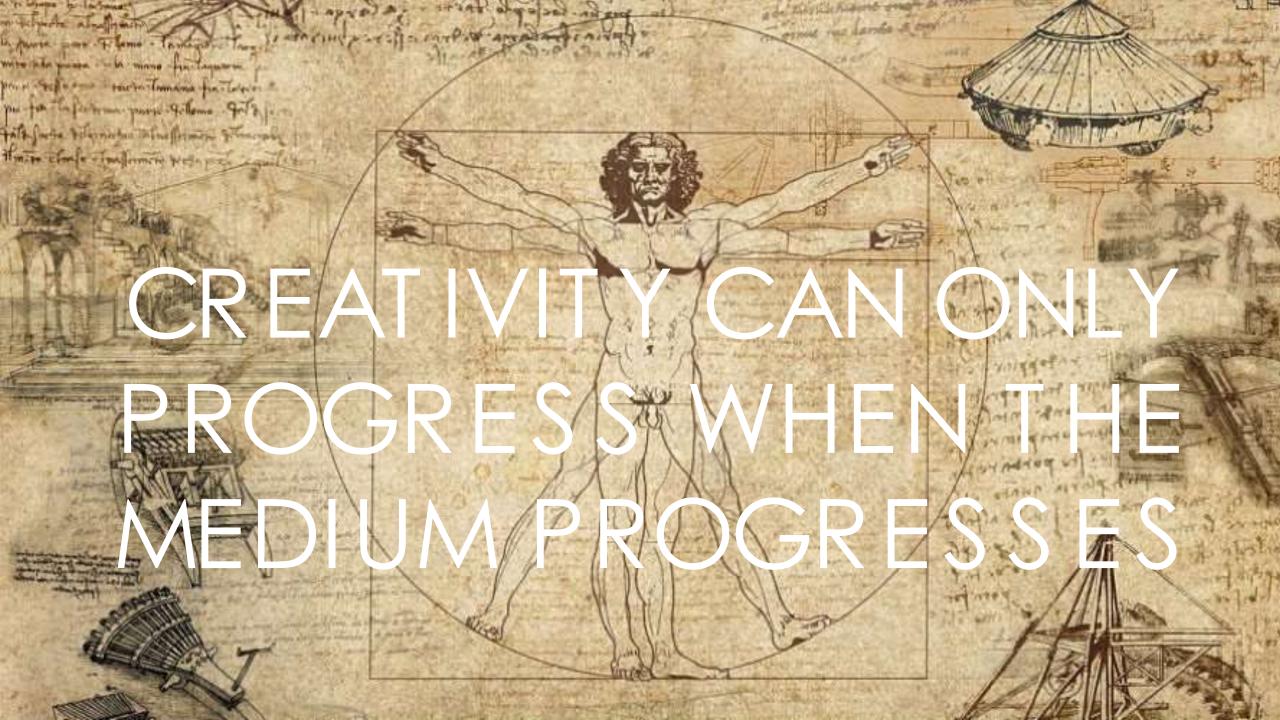


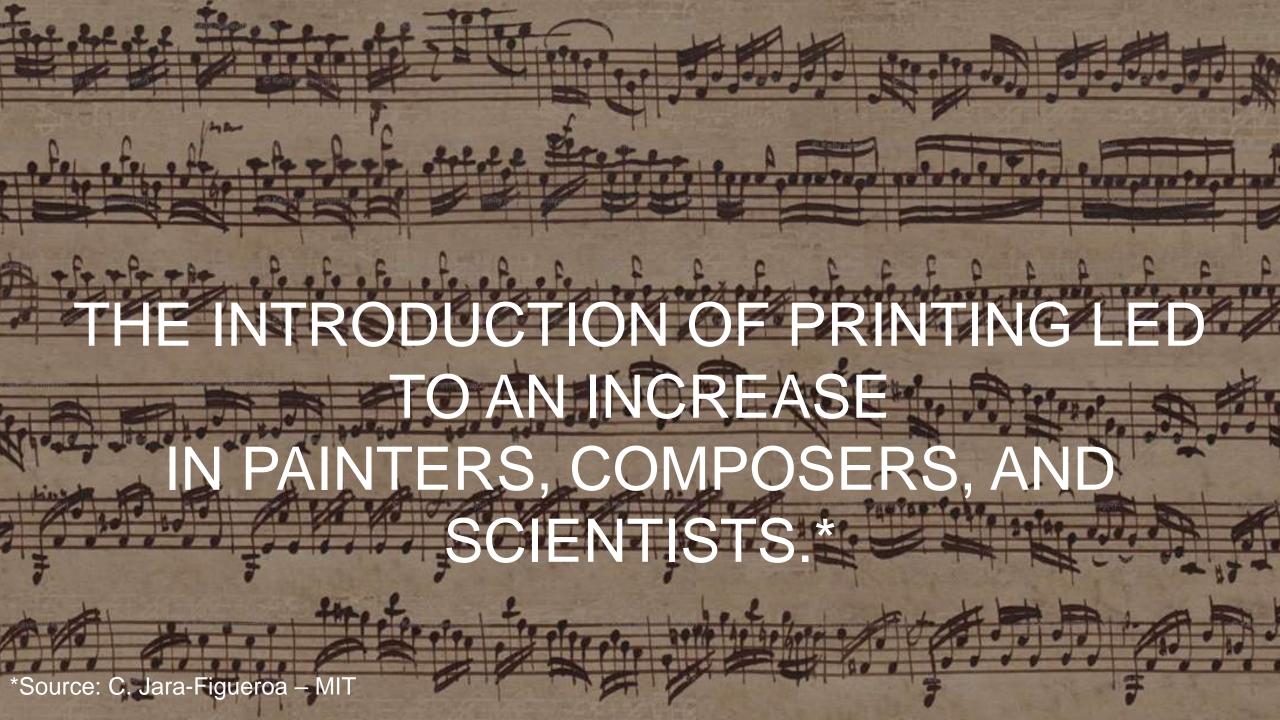
ABALANCINGACT BETWEEN WHAT WE SAY AND HOW WE SAY IT





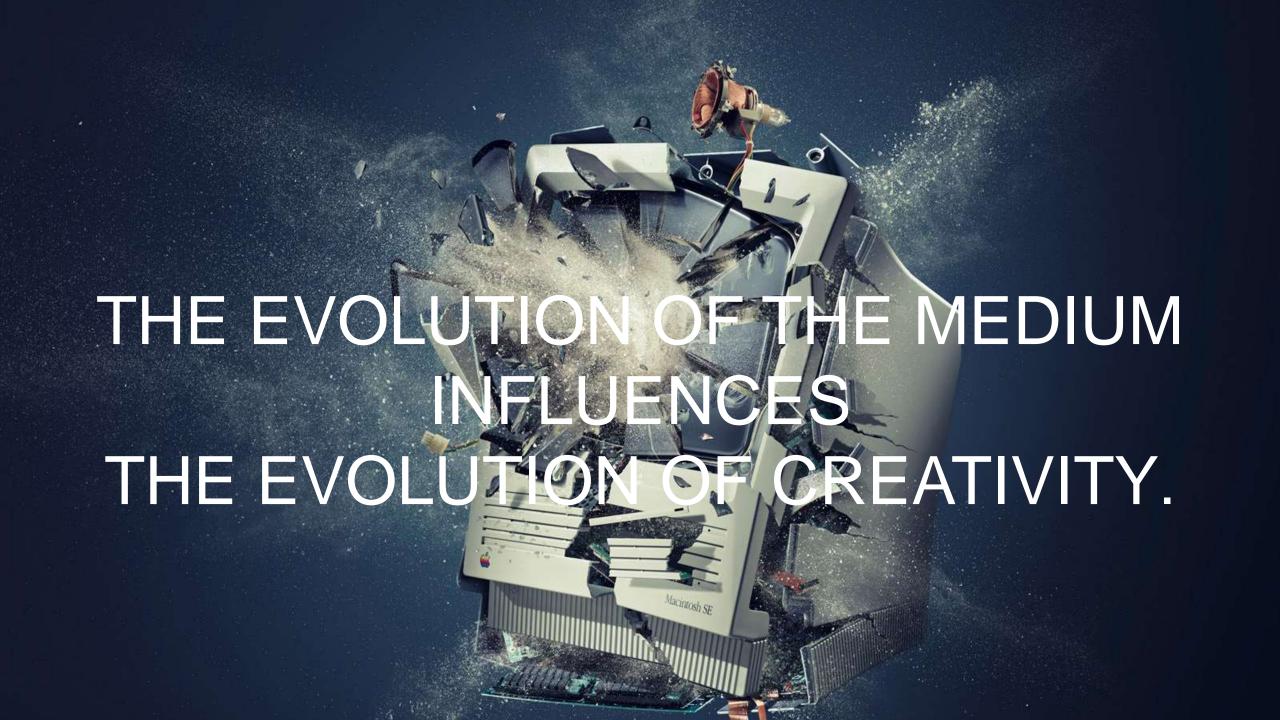
CREATIVITY ALWAYS TRIESTO PUSH THE BOUNDARIES OF THEMEDIUM





THE INTRODUCTION OF RADIO CAUSED A SIGNIFICANT SHIFT TOWARDS THE PERFORMING ARTS.*

THE INTRODUCTION OF TV LED TO AN INCREASE IN RECORDED SPORTS PLAYERS.*





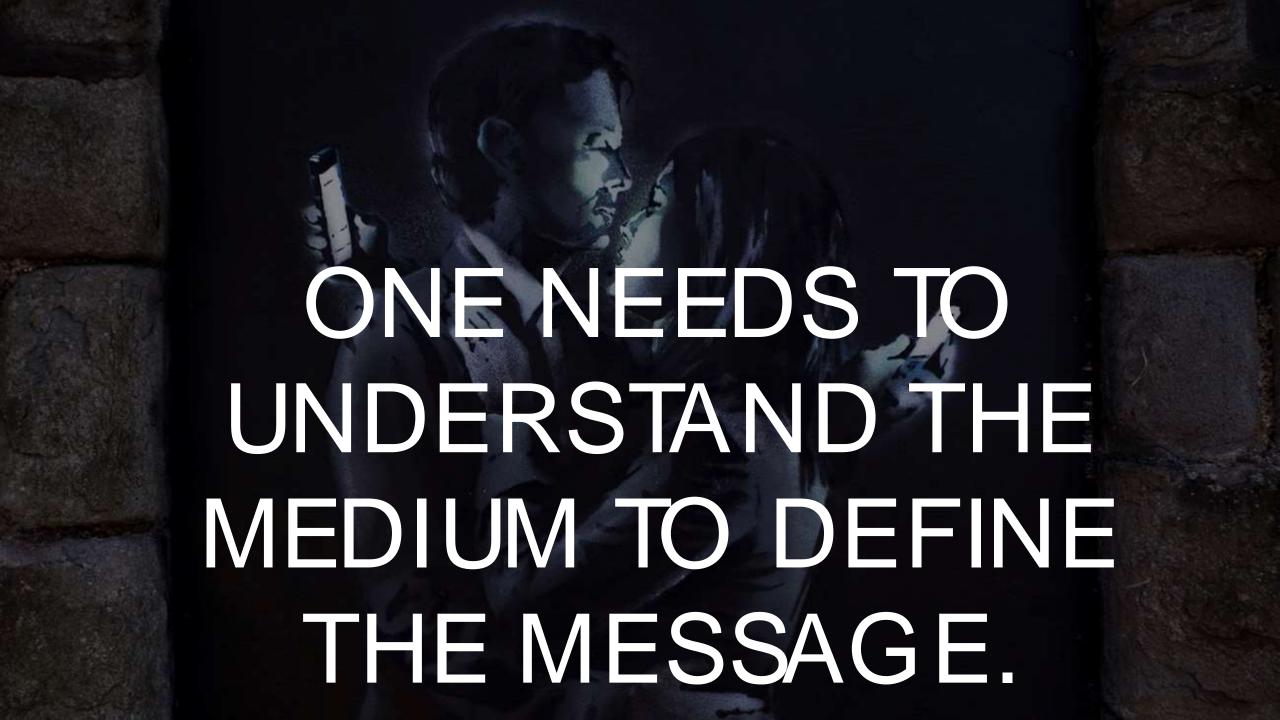




THE MEDIUM THE MEDIUM IS THE MESSAGE MESSAGE MESSAGE "THE MEDIUMIS THE MESSAGE."

WHAT DOES THAT







OTHERWISE



THERWISE



OTHERWIS

IS THE MESSAGE

THE MEDIUM IS THE MESSAGE THE MEDIUM IS THE MESSAGE THE MEDIUM IS THE MESSAGE THE MEDIUM IS THE MESSAGE

WHAT MATTERS

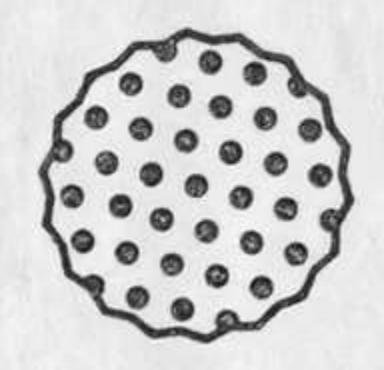
WOR E ?



IS THE MESSAGE IS THE MESSAGE THE MEDIU



OR THE MESSAGE?



1/8 tsp BLACK PEPPER



YOU CAN'T HAVE ONE WITHOUTTHE OTHER.

