

**“The medium is the
message”**

Marshall McLuhan

On “the medium* is the message”:

*the material or form used by an artist, composer, or writer

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- Marshall McLuhan was a Canadian professor
- **From marshallmcluhan.com:** “Each medium, independent of the content it mediates, has its own intrinsic effects which are its unique message.”
- **Wikipedia:** “the form of a [medium](#) embeds itself in any [message](#) it would transmit or convey, creating a symbiotic relationship by which the medium influences how the message is perceived.”
- From his book *Understanding Media: The Extensions of Man* (1964)

Instapoem- “Why am I so tired?”

Remember the poem I showed you on Friday?

Here it is in its final form:

<https://www.instagram.com/instapoem367/>

How does the poem’s meaning differ from when it was on paper?

Examples

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- <https://blogs.ubc.ca/teachingwriting/2016/12/13/poetry-is-everywhere/>
- <https://blogs.ubc.ca/teachingwriting/2016/11/19/nutritional-poetry/>
- <http://pixel.nymag.com/imgs/daily/vulture/2014/10/27/t-swift-lyrics/27-taylor-swift-lyrics-new-york.w1200.h630.png>
- <https://medium.com/phoneme>
- https://www.instagram.com/the_poetrybandit/
- <http://dailyfig.figment.com/2013/04/25/all-the-feels-a-poem-in-gifs/>
- <http://books.bc.ca/2016-poetry-in-transit/>

Your task for the next 10 minutes: find examples of poetry on different types of media*. Be prepare to share!

*plural for medium

Class examples

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- Instagram: poemsporn_
- Poems embedded nature (rocks, trees, grass, sand, snow, rain?, sunshine?, dirt, mud)
- Flesh/tattoos
- Haircuts- images
- Tumblr
- Poetrysoup.com
- Graffiti on walls, alleys, bridge, public spaces
- Bathroom stalls
- Trains
- Signs, billboards, ads, etc.
- Moving trucks
- Icing on a cake

Draft 4 requirements

- You will choose what type of medium your poem will appear on (**aka how you will visually present your poem**). You may choose to have your poem appear in snow, sand, Snapchat, etc. **Regardless of what you choose, you must consider how the medium relates to your poem and the theme of identity. You may also make any changes to your poems as needed.**
- You will let me know by Tuesday at latest as to what medium your poem will be appear on. However, everyone must submit a hard copy of the poem on Thursday.

If you are done:

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- Begin writing your paragraph: “You will also write a short paragraph briefly explaining what your poem is about and what you hope the reader/audience will be able to learn about you. Follow the PEE structure (point, example, explain). *This is meant to be short and straight to the point!*”