

- The Medium is the Message -

The famous **quote** / "the **medium** is the message" / is actually a **misquote**. // The **original** saying is / "the medium is the massage." // The way something is said changes its **meaning**, / as the first quote points out. // To say "the strawberries are good this year" / at home to a family member / is quite different / from hearing "the strawberries are good this year" / in an **advertisement** on TV. //

However, / the original saying "the medium is the massage" / is really about / how the **method directly** changes meanings. // The first American presidential **debate** / to be **broadcast** on both radio and television (1960) / put Nixon against JFK. // TV viewers felt / that JFK – easily the better looking of the two – had won, / but radio listeners felt / that Nixon had been **victorious**. // What changed the message? // What changed the people? //

The medium is the message. // Shakespeare said "all the world's a stage," / but now all the world is a **sage**. // We once acted in the world / but now the world acts on us. //

有名な言葉 / 「媒体はメッセージである」は、 / 実は引用ミスである / 元々の格言では / 『媒体はマッサージである』である // 物事の言い方が、言葉の意味を変えてしまうのだ / 最初に述べた言葉が指摘するように // 「今年はイチゴがおいしいね」と言うこと / 家庭において家族に向かって / は全く違う / 「今年はイチゴがおいしいね」と聞くことと / テレビの広告において //

しかし / 元々のことわざである『媒体はマッサージである』は / 本当の意味は / (伝える) 手段が直接的に意味を変化させる // 最初のアメリカ大統領討論会では / ラジオとテレビの両方で放送された (1960年) / ニクソンとジョン・F・ケネディが対戦した // テレビの視聴者が感じたのは / JFK (その2人において明らかに見た目が良かった) の勝利だが / ラジオのリスナーが感じたのは / ニクソンが勝者であった // 何がメッセージを変えたのか? // 何が人々を変えたのか? //

媒体はマッサージである // シェイクスピアは「世界は(人生という名の)舞台である」と言った / しかし今や世界は賢者である // 私たちはかつて世界の中で(自分の人生を)演じていたが / 今は世界が私たちの上で演じている (= 私たちを動かしている / 影響を与えている) //

Vocabulary and Phrases

quote	引用する	method	方法
medium	媒体	directly	直接的に
message	伝言	debate	討論する
misquote	誤引用	broadcast	放送する
original	実物の、元の	victory	勝利
advertisement	宣伝	sage	賢者、かしこい人

Total Number of words used

: 168 words

Time for 100 wpm

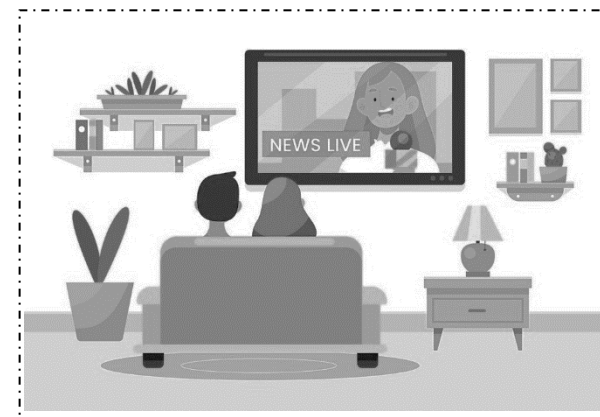
: 100.8 sec.

Time for 120 wpm

: 84 sec.

Your BEST TIME

: _____ sec.



【Listen & Fill Blank】

The famous _____ "the medium is the _____" is actually a _____. The original saying is "the medium is the _____." The way something is said changes its meaning, as the first quote points out. To say "the _____ are good this year" at home to a family member is quite _____ from hearing "the strawberries are good this year" in an _____ on TV.

However, the original saying "the _____ is the message" is really about how the _____ directly changes, or messages, the person who _____ it as well as the person who sends it. The first American _____ debate to be broadcast on both radio and _____ (1960) put Nixon against JFK. TV _____ felt that JFK —easily the _____ of the two— had won, but radio _____ felt that Nixon had been victorious. What changed the _____? What _____ the people?

The medium is the _____. Shakespeare said "all the world's a _____," but now all the world is a _____. We once acted in the world, but now the world acts on _____.

【Q&A / A&Q】

Question 1: What is the original quote?

Question 2: What is an example of a medium?

Question 3: What is your favourite media?

Ask 1: message をする medium について例を具体的に英語で挙げてください

Ask 2: JFK についての質問を英語で書いてください

Ask 3: 本文について知りたいことを英語で1つ書いてください

Sample Answer 1: “The medium is the message.”

Sample Answer 2: Car/train/TV/letter/YouTube/speech/etc...

Sample Answer 3: Puppet shows/ wrestling / TV/ letters/ etc...

Sample Question 1: Who said “all the world’s a stage”?

Sample Question 2: Who is JFK? /

Why did JFK win the debate on TV but not on the radio?/

etc...

Sample Question 3: Who is Shakespeare?

Why are strawberries tasty?

How does a medium massage people?

Etc...