The medium and the message

You may remember the famous line by Marshall McLuhan:

> *The medium is the message.*

What does that mean? According to Wikipedia:

> *meaning that the form of a medium embeds itself in the message, creating a symbiotic relationship by which the medium influences how the message is perceived.*

All that is somewhat esoteric…and when McLuhan was writing his observations in 1964, the new frontier was television.

Television may or may not be on the decline, but we are definitely in a world where the Internet and social media are our mass communication media.

I came across an article by Jeremy Porter, on his blog Jounalistics, entitled "Are Blog Posts Better Than Press Releases?" Now, I am a huge fan of blogging and blogs, but I don't think blogs are "better" than any other form of communication. However, blogs may be *better suited* to some types of communication.

In my opinion, there is no hierarchy among the media (this one is better than that one) but rather there is a "right-er" medium for the message. For instance:

- If your message is short and ephemeral (an observation, a quick update, etc.) use **Twitter**.
- If your message is long and requires complicated explanations, use a **white paper**.
- If your message is newsworthy, and you want to get out to journalists, use a **press release.**

Choosing which media to use is your job as a communicator. If

you don’t understand the differences between media, then you are going to have a hard time communicating your message to its target audience.

What are your thoughts? Is there a medium that can be used for all messages? Is there a better medium? Let me know in the comments.