

How does the medium influence the message? We are surrounded by many different types of media daily. But no matter what the medium is, it will always influence the message. Take advertising for example, I (a teenager) would pay more attention to an ad I saw on Tik Tok rather than an ad I saw in the newspaper. It also goes the other way because my mom would never pay any attention to an ad in TikTok (not like she would be ever be on TikTok) but she might pay a attention to an ad in the newspaper. That is how the medium influences the message. It also connects to Larry because one thing he said was "if I tell people who come to this site that I'm black or a college professor or a retired business woman, suddenly everything I say gets filtered through that". I think that is so true because we already have assumptions about different people and those assumptions can lead to different opinions and how people take the information. It is the same as some companies, let's say I had a bad experience with Apple, then no matter how good their products are I wouldn't buy from them because I already have something against them. Then these feelings could also be passed down to my children and they wouldn't buy from Apple because I had one bad experience. That brings me to the book McLuhan for beginners. 'He redefined "message as "any change in scale, pace, or pattern that a medium causes in societies.'" Hence, the message of Larry's sermons were not the sermons themselves rather than the reaction and changes in the people who read them.

I think different media gets shown to different people because of our demographics. I get a lot of ads about online games and social media platforms, while my parents probably get ads about politics and cars (I really don't know). One thing I've noticed is that when I start watching different stuff on YouTube I get different ads more related to what I was watching and I find that freaky. McLuhan said that "television has great power" but I think the internet has more because it keeps tabs on you and what your looking up and what ads you are stopping to look at. The reason different media reaches different people is because anything you do online is being documented to create a demographic for you. On Instagram I get recommended a lot of Harry Potter posts based on things I've liked in the past. On live TV, ads are based on the stereotypes of people who would be watching that program. I noticed these patterns when we were told to watch 30 minutes of live TV I ended up watching poker and I noticed the ads were most likely targeted at middle aged men because that is the stereotype of people who watch poker.

I think the message of The Gospel According to Larry is that the media (mostly in the form of advertising) takes advantage of the fact that we are prone to overconsumption. Larry understood this and wanted other people to know. I think sermon 93 represents this best. *"Slip on your Gap jeans, your Nike T-shirt, your Reeboks—or maybe even your Cons if you think that makes you cool and ironic in a Kurt Cobain kind of way. Grab your Adidas backpack, ride to school on your Razor, drink your Poland Spring, eat your PowerBar, write a paper on your iMac, slip on your Ralph Lauren windbreaker. Buy the latest CD from Tower, check the caller ID to see who's on the phone, eat your Doritos, drink your Coke. Stare at the TV till you're stupefied."* (You get the idea) Larry tried to get his message across by making a blog. Because the book takes place in the early 2000's a blog was a good idea to get his work out in mass media. Nowadays you can get your thoughts out in the world really fast just by typing a tweet or posting something on Instagram or TikTok. The power so many people hold these days is insane just because we have access to social media. Don't get me wrong I think it is great for people to be able to express themselves and spread positivity but there is also the factor of bullying and hating on people.

I watched on of McLuhan's lectures and one thing he said really made me connect to Larry. He said "when people have been stripped of their private identities, they develop nostalgia". I think that is very true because, in Larry's case, when he was outed he hated the attention and wanted to go back to being unknown. Also in Larry's case when he was outed, he was treated as a celebrity his message got lost because all anyone wanted to know about was the face behind Larry.

I was so confused when I was first told to write about this because I didn't understand any of it. After I read many different blogs with different points of view and watched one of McLuhan's lectures I think I finally understand it.