

Vinicius Andrade Pereira\*

This paper aims at exploring some classic concepts in the field of Communication Studies such as medium, content, and message, inspired by Marshall McLuhan's thought. The paper will also recover a perspective which is still considered useful to the understanding of digital media: the idea that each technology of communication must be recognized as a kind of grammar capable of creating and shaping new modes of communication. Therefore, the dictum 'the medium is the message' will be analyzed by re-evaluating the different meanings that the ideas of medium and content assume throughout McLuhan's work.

Keywords: media theory, McLuhan, grammar

\*Universidade do Estado do Rio de Janeiro, Brazil

[vinianp@yahoo.com](mailto:vinianp@yahoo.com)