

The Mechanical Bride: Folklore of Industrial Man by Marshall McLuhan

Posted on September 18, 2018

The Mechanical Bride: Folklore of Industrial Man narrates on technology transformation and the media power regarding the organizational society (Baudrillard, 240). Since the days of McLuhan, a lot of changes have been experienced in the motor industry (McLuhan, 86). By analyzing the events discussed by McLuhan, I have compared them with today's motor features. The new features seem to have evolved drastically into a high-tech design and overall car outlook. In this essay, I will consider the upgraded features that result from advanced technology. These features include the design of the spotlights, camera dashboard, pneumatic tires, ABS, Suspension system, and the ECU (Engine Control Unit) as the main aspect of the technology.

The world is dynamic; car technology has always upgraded to a gorgeous outlook and good road performance. Hence giving fantastic handling to the users. Spotlight design is one of the cutie appearances that leave a person gazing at the car. The lights are no longer duller than they used to be. Lighting technology has created a super comparison between the shape and the working system. The new outlook has been enhanced with further modifications and new components. In other words, the lighting system uses LED (light-emitting diodes). The diodes are improved in the system since they do not take a lot of heavy consumers of energy, produce satisfactory light, and also give eyes-friendly light.

The outer part of the spotlight is made up of a fantasizing shape that gives the cars a presentable figure. Just by the gaze of the sports lights, for the car guys who know the best about the car models, The lighting system has also included some advancement in the use of sensor units, thereby changing the light direction by showing a clear path as the driver turns around a corner. The purpose of the sensor units has been the most advanced technological aspect developed in the system, hence making a significant difference from the time of McLuhan. Therefore, the advancement of the lighting system has played a useful role in society. Just like the car, the economic development and business-oriented practices have included supportive infrastructure designed to attract more customers.

Everybody likes a good navigation system in a car. This desire has resulted in improvising the camera and dashboard system. Unlike those days of McLuhan's, cars are now connected to the camera system, whereby the driver uses the camera system when reversing as the most crucial assistance. The reverse camera to the new model acts as a necessity due to the high demand for drivers to focus on the reverse direction. Therefore, this gives the driver a more comfortable time than in those early days. In other cases, the camera system has been improved to provide drivers security while in the car and also to monitor what goes on in the car environment, be it in traffic or normal road usage. Camera technology has helped drivers gain confidentiality when on the road. Hence, it is a more

secure approach to use the car. This has been of great help to society and, more so, to the drivers. Considering the technological aspect, the camera system has assisted in providing safer cars, thereby reducing insecurity and small accidents. This is just more accidents caused by the drivers when reversing, parking, and driving in traffic jams.

For a car ride to be considered to be a fan, technology development has also incorporated pneumatic tires in the car wheel system. These tires are tubeless and found to be more convenient and economical. The technology used in this car assists a secure workforce when it comes to puncture repair. The tire system facilitates the driver in case of a tire burst. The driver can safely park the vehicle with assistance without any vehicle problems since they do not fail just in a minute like the old used tires. In any case, the wheel system is connected to sensors, whereby, in case of tire failure, the sensors report and an indication are viewed on the dashboard. This helps to secure the transport system. Moreover, these tires are also convenient for off-road usage. Hence, the technology is convenient and friendly to the users.

A car with a faulty brake system is just a dangerous zone; hence, ABS (Anti-Lock brake system) is essential to modern car systems. The ABS technology assists in skidding, thus providing road traction with adequate compatibility. This anti-lock system is more reliable, and it assists the driver when stopping the vehicle on a slippery surface. Hence, it provides a safe journey for car users. The Anti-lock brake system is connected to the wheel, thereby detecting the road roughness and, in response, performing the necessary traction action. This technological aspect has been fruitful to the users' thereby promoting high technology in cars.

Luxury and comfort riding is in demand in today's motor industry. This has led to the development of the Suspension system, which is one of the advanced technological systems. Unlike before, the system entails air suspension, hydraulic, and pneumatic suspension systems. Both the driver and the passengers enjoy comfortable rides without shocks, all related abstraction with respect to the road terrain. The suspension unit is designed to absorb all shocks, thereby maintaining the comfort of the person on board. Unlike the previously used suspension system that incorporated springs and leaf suspension, the modern suspension is luxurious and advanced for a comfortable ride. This is more secure and safe. Therefore providing a full demand aspect to the car's system, this technology is highly accepted in the market and thus good for the users more than it was in the days of McLuhan (Allan & Stan forth, 35).

Just like a human being, the brain unit is now manufactured and fed on the car technology, the ECU (Engine Control Unit) hence used as the brain unit for the new car development. The ECU is considered the central memory unit in the car, hence the central computer. For the various parts of the car system, there are components known as modules. This module is connected to sensors on the different parts while, on the other hand, compared to the ECU. Communication is done from the specific region, so a car to the respective module and finally to the ECU. All areas, including transmission, suspension, lighting, etc., are interconnected to the ECU. Ideally, the signal is then interpreted. The ECU unit is designed to run the central control car system. The ECU units are found in

both VVTI and EFI engines. Various software is used when it comes to car diagnoses. This software includes the OBDII diagnosing tool software, OBDuino, the Pass-through device, the Datalink Connector, and ELM327, only to mention a few. Therefore, this software assists in making health tests for modernized vehicles. ECU technology can, therefore, be considered essential since it has made it easy to carry out services and maintain cars (Hansen, 122).

In conclusion, in human nature, every aspect of life entails good things that create a happy moment for a human being. Changes in Motor vehicle technology have become impressive to the people. With advanced technology, cars are now built to sustain comfort when riding in and thus satisfy the needs of the community, hence standardization and uniformity by creating the norms of role and status. Consequently, dynamic and supportive car functionality has beautified the car industry more than it was in the days of McLuhan. The significant feature of the car can now keep customers close due to the look and personal desires. These great aspects of the car have initiated the development of infrastructure where people from various areas can interact. The changes experienced have helped to ease the life of human beings. This has also assisted economic growth and related contribution to the economy (Näser et al., 57).

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