



**Quote 1:** "In literature an archetype is a symbol or image (person, place, or thing) that we recognize because we meet the type repeatedly" pg 108

**Quote 2:** "We meet cliches repeatedly too. It's because they are repeated so often that they are cliches" pg 109

In this image, I tried to portray McLuhan's idea on how Archetypes and Cliches relate to each other due to them both being repetitive matters. Archetypes are symbols and images presented, cliches are presenting artistic, saying, or meaning which is used repeatedly and overused as well. The ear represents the hearing part and the different colors right next to it represent how much volume is spoken when things are constantly repeated to an individual. The comparison of

repeated use and repeatedly overused meaning is what McLuhan tried to portray with a comparison.