



The Essential McLuhan

By Eric McLuhan

[Download now](#)

[Read Online](#) 

The Essential McLuhan By Eric McLuhan

Marshall McLuhan's insights are fresher and more applicable today than when he first announced them to a startled world. A whole new generation is turning to his work to understand a global village made real by the information superhighway and the overwhelming challenge of electronic transformation. "Before anyone could perceive the electric form of the information revolution, McLuhan was publishing brilliant explanations of the perceptual changes being experienced by the users of mass media. He seemed futuristic to some and an enemy of print and literacy to others. He was, in reality, a deeply literate man of astonishing prescience. Tom Wolfe suggested aloud that McLuhan's work was as important culturally as that of Darwin or Freud. Agreement and scoffing ensued. Increasingly Wolfe's wonder seems justified." From the Introduction Here in one volume, are McLuhan's key ideas, drawn from his books, articles, correspondence, and published speeches. This book is the essential archive of his constantly surprising vision.

 [Download The Essential McLuhan ...pdf](#)

 [Read Online The Essential McLuhan ...pdf](#)

The Essential McLuhan

By Eric McLuhan

The Essential McLuhan By Eric McLuhan

Marshall McLuhan's insights are fresher and more applicable today than when he first announced them to a startled world. A whole new generation is turning to his work to understand a global village made real by the information superhighway and the overwhelming challenge of electronic transformation. "Before anyone could perceive the electric form of the information revolution, McLuhan was publishing brilliant explanations of the perceptual changes being experienced by the users of mass media. He seemed futuristic to some and an enemy of print and literacy to others. He was, in reality, a deeply literate man of astonishing prescience. Tom Wolfe suggested aloud that McLuhan's work was as important culturally as that of Darwin or Freud. Agreement and scoffing ensued. Increasingly Wolfe's wonder seems justified." From the Introduction Here in one volume, are McLuhan's key ideas, drawn from his books, articles, correspondence, and published speeches. This book is the essential archive of his constantly surprising vision.

The Essential McLuhan By Eric McLuhan Bibliography

- Sales Rank: #617282 in Books
- Published on: 1996-07-12
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .94" w x 6.00" l, 1.20 pounds
- Binding: Paperback
- 416 pages

 [Download The Essential McLuhan ...pdf](#)

 [Read Online The Essential McLuhan ...pdf](#)

Download and Read Free Online The Essential McLuhan By Eric McLuhan

Editorial Review

Amazon.com Review

Given the profound influence that the writings and teachings of Marshall McLuhan have had in the Information Age, it is surprising how few people have read anything more than context-free excerpts printed in indecipherable day-glo fonts over a background guaranteed to induce vertigo. But once you actually get around to reading McLuhan's ideas about the Global Village, the history of print, and the rise of digital media, you realize that behind the hype he did indeed make many substantive and influential contributions.

Surprisingly, most of McLuhan's seminal books are still out of print (as of 1996). Luckily, this collection of articles and excerpts from his most important books is a comprehensive and accessible overview of the musings of the "Patron Saint of the Digerati". It includes substantial passages from my favorite McLuhan book *The Gutenberg Galaxy* (a brilliantly provocative academic treatise about the history and consequences of writing and printing), as well as many articles and interviews you wouldn't find in any of his previously published books anyway.

The main weaknesses of this volume are that it does not include excerpts from the hyper-kinetic and image-packed "The Medium is the Massage" -- his main contribution to pop culture of the late '60s -- and that the sources of each passage are noted only in an appendix. It would have been nice if sources were noted at the beginning or end of each linear text, and I hope this is addressed in future editions. Other than these minor editorial quibbles, this book is highly recommended.

About the Author

Eric McLuhan, Ph.D., is the author of *Laws of Media* and *The City as Classroom* (both with Marshall McLuhan) and a forthcoming book on James Joyce's *Finnegan's Wake*. He has taught at the University of Toronto, York University, Wisconsin State University, and other colleges.

Frank Zingrone, Ph.D., is professor of communication at York University in Toronto. He has also taught at MIT and SUNY (Buffalo). He is an information scientist, poet, former associate editor of the *Canadian Journal of Communication* and a widely published media investigator.

Users Review

From reader reviews:

Samuel Stratton:

The particular book The Essential McLuhan will bring you to definitely the new experience of reading a book. The author style to elucidate the idea is very unique. In case you try to find new book you just read, this book very suitable to you. The book The Essential McLuhan is much recommended to you to learn. You can also get the e-book through the official web site, so you can more readily to read the book.

Cheryl Waller:

The publication untitled The Essential McLuhan is the e-book that recommended to you you just read. You

can see the quality of the book content that will be shown to you actually. The language that article author use to explained their ideas are easily to understand. The copy writer was did a lot of study when write the book, therefore the information that they share to you personally is absolutely accurate. You also can get the e-book of The Essential McLuhan from the publisher to make you more enjoy free time.

Mary Abrams:

This The Essential McLuhan is great book for you because the content that is full of information for you who all always deal with world and get to make decision every minute. This kind of book reveal it data accurately using great arrange word or we can declare no rambling sentences in it. So if you are read that hurriedly you can have whole information in it. Doesn't mean it only will give you straight forward sentences but tough core information with lovely delivering sentences. Having The Essential McLuhan in your hand like obtaining the world in your arm, facts in it is not ridiculous just one. We can say that no book that offer you world with ten or fifteen minute right but this publication already do that. So , this can be good reading book. Hello Mr. and Mrs. active do you still doubt which?

Lola Kelly:

Is it anyone who having spare time subsequently spend it whole day by watching television programs or just lying on the bed? Do you need something new? This The Essential McLuhan can be the solution, oh how comes? The new book you know. You are therefore out of date, spending your spare time by reading in this brand new era is common not a nerd activity. So what these publications have than the others?

Download and Read Online The Essential McLuhan By Eric McLuhan #5Z3CV6RD9OG

Read The Essential McLuhan By Eric McLuhan for online ebook

The Essential McLuhan By Eric McLuhan Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Essential McLuhan By Eric McLuhan books to read online.

Online The Essential McLuhan By Eric McLuhan ebook PDF download

The Essential McLuhan By Eric McLuhan Doc

The Essential McLuhan By Eric McLuhan MobiPocket

The Essential McLuhan By Eric McLuhan EPub