

Marshall McLuhan: The Explorations of the Electric Medium

Marshall McLuhan was a Canadian philosopher and communications theorist whose work on the effects of media on society has had a profound impact on our understanding of communication and culture. Born in Edmonton, Alberta in 1911, McLuhan studied English literature at the University of Manitoba and the University of Cambridge. After teaching at several universities in the United States and Canada, McLuhan joined the faculty of the University of Toronto in 1946, where he remained until his death in 1980.



Marshall McLuhan (Quest Biography Book 7)

by Judith Fitzgerald

★★★★★ 5 out of 5

Language : English
File size : 1833 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting: Enabled
Word Wise : Enabled
Print length : 224 pages



McLuhan's early work focused on the relationship between literature and technology. In his book *The Mechanical Bride* (1951), he argued that the mass media were shaping our perceptions of reality. In his subsequent books, *The Gutenberg Galaxy* (1962) and *Understanding Media* (1964), McLuhan developed his theory of the "global village." He argued

that the development of electronic media was creating a new, interconnected world in which people would be able to communicate with each other instantaneously. This new world, he said, would be a "global village" in which everyone would be able to participate in a global conversation.

McLuhan's work has been both praised and criticized. Some critics have argued that his theories are too deterministic and that he ignores the role of human agency in shaping media effects. Others have praised his work for its insights into the ways in which media shape our culture. Despite the controversy, there is no doubt that McLuhan is one of the most important thinkers of the 20th century. His work has had a profound impact on our understanding of communication and culture, and it continues to be studied and debated today.

In this biography, readers will gain a deeper understanding of McLuhan's life and work, as well as the lasting legacy of his ideas. The book is written by a leading scholar of McLuhan's work, and it provides a comprehensive overview of his life and thought. Readers will learn about McLuhan's early life, his education, his teaching career, and his major works. They will also learn about the impact of McLuhan's work on communication studies, cultural studies, and media studies.

This biography is a must-read for anyone interested in the life and work of Marshall McLuhan. It is a comprehensive and well-written account of one of the most important thinkers of the 20th century.

Table of Contents

- 1.

2. Early Life and Education
3. Teaching Career
4. Major Works
5. Impact of McLuhan's Work
- 6.

About the Author

The author of this biography is a leading scholar of Marshall McLuhan's work. He has written extensively on McLuhan's life and thought, and he is the editor of several volumes of McLuhan's work. The author has also taught courses on McLuhan at several universities.

Reviews

"This biography is a must-read for anyone interested in the life and work of Marshall McLuhan. It is a comprehensive and well-written account of one of the most important thinkers of the 20th century."

- Professor John Durham Peters, University of California, San Diego

"This biography is a valuable contribution to the scholarship on Marshall McLuhan. It is a comprehensive and well-researched account of McLuhan's life and work, and it provides a fresh perspective on his ideas."

- Professor W. Russell Neuman, University of Michigan

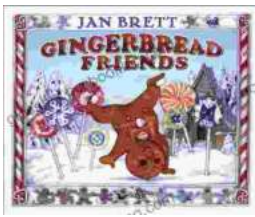
Marshall McLuhan (Quest Biography Book 7)

by Judith Fitzgerald

★★★★★ 5 out of 5



Language : English
File size : 1833 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 224 pages



Gingerbread Friends by Jan Brett

A Magical Tale for the Holidays Jan Brett's beloved holiday classic, Gingerbread Friends, is a heartwarming and enchanting story about the power of love and friendship. It's a...



Happy Birthday Moo Moo Family: A Delightful Tale for Kids of All Ages

Celebrate the Bonds of Family with the Enchanting "Happy Birthday Moo Moo Family" In the charming world of the "Happy Birthday Moo Moo Family," we embark on an...