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Nota di contenuto	Contents; Figures; Acknowledgments; Preface. Every Sound There Is; PART I. LIVING IN ACOUSTIC SPACE; CHAPTER ONE. Notes from the Electric Age; CHAPTER TWO. Who Is McLuhan?; CHAPTER THREE. Mapping Acoustical Space; PART II. I'D LOVE TO TURN YOU ON; CHAPTER FOUR. The Simultaneous Worlds of Sgt. Pepper; CHAPTER FIVE. Mystery Tours in the Global Village; CHAPTER SIX. Revolution: Splitting the Definitive; PART III. WE ARE ALL TOGETHER; CHAPTER SEVEN. The Poetry of Sound; Afterword. Cliche as Probe; Appendix A. Interview with John Lennon and Yoko Ono (December 20, 1969) Appendix B. John Lennon and Yoko Ono Meet Marshall McLuhan (December 20, 1969) Appendix C. Interview with Michael McLuhan, MPA (March 23, 2012); Bibliography; Index; About the Author
Sommario/riassunto	The Beatles and McLuhan: Understanding the Electric Age examines how the incorporation of electric technology in The Beatles' art would enhance their musical impact. MacFarlane surveys the relationship between McLuhan's ideas on the nature and effects of electric technology and The Beatles own engagement of that technology; offers analyses of key works from The Beatles' studio years; and collates these data to offer stunning conclusions about The Beatles' creative process in the recording studio and its cultural implications.