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Nota di contenuto	Front matter -- Table of Contents -- Acknowledgements -- Foreword: The Toronto School and Communication Research / Katz, Elihu -- Introduction: Innis, McLuhan and the Toronto School / Blondheim, Menahem / Watson, Rita -- Part I. Interpretations -- 1. Between Essentialism and Constructivism: Harold Innis and World Order Transformations / Diebert, Ronald J. -- 2. "The Significance of Communication" According to Harold Adams Innis / Blondheim, Menahem -- 3. Marshall McLuhan: Genealogy and Legacy / Carey, James W. -- 4. McLuhan: Where Did He Come From, Where Did He Disappear? / Katz, Ruth / Katz, Elihu -- 5. Northrop Frye and the Toronto School of Communication Theory / Siegel, Arthur -- Part II. Extensions -- 6. The Bias of Bias: Innis, Lessing and the Problem of Space / Frosh, Paul -- 7. Monopolies of News: Harold Innis, the Telegraph and Wire Services / Allen, Gene -- 8. Revitalizing Time: An Innisian Perspective on the Internet / Zhao, Xiaoquan -- 9. Articulating Mcluhan: A Cognitive-Pragmatic Perspective on the Consequences of

Communication Media / Watson, Rita -- Part III. Applications -- 10. The Global Village, the Nation State and Ethnic Community: Audiences of Communication and the Boundaries of Identity / Nosseck, Hillel / Adoni, Hanna -- 11. Rare to Medium: A Full Taxonomy of Elements for Assessing How Well (Done) the Internet's Unique Capabilities are Currently Exploited by e-Magazines / Cohen-Avigdor, Nava / Lehman-Wilzig, Sam -- 12. Conceptualizing the Right to Privacy: Ethical and Legal Considerations / Cohen-Almagor, Raphael -- 13. From the Spider to the Web: Innis' Ecological Approach to the Evolution of Communication Technologies / Shifman, Limor / Blondheim, Menahem -- Afterword Whatever Happened to the Toronto School? / Olson, David R. -- List of Contributors

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## Sommario/riassunto

While never formally recognized as a school of thought in its time, the work of a number of University of Toronto scholars over several decades - most notably Harold Adams Innis and Marshall McLuhan - formulated a number of original attempts to conceptualize communication as a phenomenon, and launched radical and innovative conjectures about its consequences. This landmark collection of essays re-assesses the existence, and re-evaluates the contribution, of the so-called Toronto School of Communication. While the theories of Innis and McLuhan are notoriously resistant to neat encapsulation, some general themes have emerged in scholarly attempts to situate them within the discipline of communications studies that they helped to define. Three such themes - focus on the effects and consequences of communications, emphasis on communications as a process rather than as structure, and a sharp focus on the technology of communication, or the 'medium' - are the most fundamental in characterizing the unique perspective of the Toronto School. This collection not only represents a crucial step in defining the 'Toronto School,' it also provides close analysis of the ideas of its individual members.

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