

1. Record Nr.	UNINA9910783234503321
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Titolo	Marshall McLuhan [[electronic resource]] : cosmic media / / Janine Marchessault
Pubbl/distr/stampa	London, : SAGE, 2005
ISBN	1-4462-1727-2 1-280-36935-3 9786610369355 1-4129-3252-1
Descrizione fisica	1 online resource (xix, 253 p.)
Collana	Core Cultural Theorists series
Disciplina	302.23092
Soggetti	Mass media criticism Mass media and culture Communication - Philosophy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [229]-238) and index.
Nota di contenuto	Cover; Contents; Acknowledgements; Abbreviations; Introduction; Chapter 1 - Romantic Art; Chapter 2 - New Criticism; Chapter 3 - Catholicism; Chapter 4 - Early Media Studies and Mama's Boys; Chapter 5 - Experimental Seminar; Chapter 6 - Innis, New Media and the University; Chapter 7 - Galaxy; Chapter 8 - Sacred Technologies, Historical Imagination; Chapter 9 - The Project for Understanding Media; Chapter 10 - The Electronic Call Girl; Chapter 11 - Murder by Television; Chapter 12 - Globalization and Time; Afterword; Bibliography; Index
Sommario/riassunto	Why is McLuhan important? What use can we make of his approach to the media today? In this critical introduction, McLuhan's contribution is explained and his reputation reassessed.