

1. Record Nr.	UNINA9910810673803321
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Titolo	McLuhan : a guide for the perplexed / / W. Terrence Gordon
Pubbl/distr/stampa	New York, : Continuum, 2010
ISBN	1-62892-815-8 1-282-87108-0 9786612871085 1-4411-0620-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (214 p.)
Collana	Guides for the perplexed
Disciplina	302.23/092
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. 189-192) and index.
Nota di contenuto	Background, context, definitions, and-- stumbling blocks -- Literary links -- From Madison, Wisconsin to Madison Avenue: The mechanical bride and her electrical brood -- From media as political forms to Understanding media -- McLuhan's tool box: From Through the vanishing point to Laws of media -- Using McLuhan's tools.
Sommario/riassunto	"Marshall McLuhan was dubbed a media guru when he came to prominence in the 1960s. The Woodstock generation found him cool; their parents found him perplexing. By 1963, McLuhan was Director of the Centre for Culture and Technology at the University of Toronto and would be a public intellectual on the international stage for more than a decade, then linked forever to his two best known coinages: the global village and the medium is the message. Taken as a whole, McLuhan's writings reveal a profound coherence and illuminate his unifying vision for the study of language, literature, and culture, grounded in the broad understanding of any medium or technology as an extension of the human body. McLuhan: A Guide for the Perplexed is a close reading of all of his work with a focus on tracing the systematic development of his thought. The overriding objective is to clarify all of McLuhan's thinking, to consolidate it in a fashion which prevents misreading, and to open the way to advancing his own program: ensuring that the world does not sleepwalk into the twenty-first century with nineteenth-

