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Autore	Marchessault Janine
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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.