



Marshall McLuhan (Core Cultural Theorists series)

Janine Marchessault

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'In quite a profound, high-modernist way, this succinct but comprehensive book deems its subject worthy of careful scholarly analysis. I applaud and recommend it for taking much of the nonsense out of McLuhan' - *Topia Journal*

'Feted and reviled in his own lifetime, Marshall McLuhan has made a dramatic comeback in recent years. Marchessault gives a balanced and carefully considered appraisal of McLuhan's contribution to cultural theory, which may be even more pertinent now, in the early twenty-first century, than when he originally formulated it in the 1950s and '60s'

Jim McGuigan, *Professor of Cultural Analysis, Loughborough University*

Why is McLuhan important? What use can we make of his approach to the media today? In this insightful critical introduction, McLuhan's contribution is carefully explained and his reputation reassessed. The book:

- Explains McLuhan's key ideas
- Engages with critical issues in media and contemporary art
- Demonstrates the relevance of his work for students

of media and communications

- Addresses his methodological contribution
- Revises our understanding of his place in the history of ideas.

Illustrated with many examples from the network society, the book works as a guide to anyone who wants to know why McLuhan is important.

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Spent a free time and energy to be fun activity to accomplish! A lot of people spent their down time with their family, or their particular friends. Usually they doing activity like watching television, about to beach, or picnic from the park. They actually doing same thing every week. Do you feel it? Do you wish to something different to fill your own free time/ holiday? May be reading a book may be option to fill your cost-free time/ holiday. The first thing that you ask may be what kinds of publication that you should read. If you want to test look for book, may be the publication untitled Marshall McLuhan (Core Cultural Theorists series) can be excellent book to read. May be it could be best activity to you.

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