



## Transforming McLuhan: Cultural, Critical, and Postmodern Perspectives

By Grosswiler, Paul

Peter Lang Publishing Inc. Microfilm. Book Condition: new. BRAND NEW, Transforming McLuhan: Cultural, Critical, and Postmodern Perspectives, Grosswiler, Paul, "Transforming McLuhan explores the radical, humanist line of descent in interpreting Canadian media and culture theorist Marshall McLuhan's work, rejecting the dominant view of McLuhan as a conservative, uncritical herald of technological determinism and capitalism. This McLuhan is the oppositional critic of modernity, resisting uncontrolled technological change, who seeks new media forms with a human face. Contributors from diverse international and academic perspectives include Douglas Kellner, Nick Stevenson, Gary Genosko, Richard Cavell, Lance Strate, Glenn Willmott, Patrick Brantlinger, Donna Flayhan, and Bob Hanke." "Marshall McLuhan was the first to theorize and to develop a concept of media, indicating their importance to all areas of society and culture. Today media are far more pervasive than in the 1950s and 1960s when he wrote. Yet his work has still not received its due attention. Transforming McLuhan will begin to correct this oversight."---Mark Poster, University of California-Irvine; Author of What's the Matter with the Internet? and Information Please" "Transforming McLuhan re-reads the McLuhan phenomenon in light of today's media-saturated, 24/7 news and smartphone world. Here we meet again with the visionary Tiresias in the..."



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