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Marshall McLuhan - Part-1 (CH-05)**The Gutenberg Galaxy The Making**

The Gutenberg Galaxy: The Making of Typographic Man is a 1962 book by Marshall McLuhan, in which the author analyzes the effects of mass media, especially the printing press, on European culture and human consciousness.

The Gutenberg Galaxy - Wikipedia

The Gutenberg Galaxy is still as relevant today as when it was first published. It is really a foundation document for everyone engaged in communications of any kind.

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Since its first appearance in 1962, the impact of The Gutenberg Galaxy has been felt around the world. It gave us the concept of the global village; that phrase has now been translated, along with the rest of the book, into twelve languages, from Japanese to Serbo-Croat. It helped establish Marshall McLuhan as the original 'media guru.'

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[PDF] The Gutenberg galaxy : the making of typographic man ...

The Gutenberg Galaxy: The Making of Typographic Man Volume 39 of Canadian university paperbooks: Author: Marshall McLuhan: Edition: reprint: Publisher: University of Toronto Press, 1962: ISBN: 0802060412, 9780802060419: Length: 293 pages: Subjects

The Gutenberg Galaxy: The Making of Typographic Man ...

The Gutenberg Galaxy catapulted Marshall McLuhan to fame as a media theorist and, in time, a new media prognosticator. Fifty years after its initial publication, this landmark text is more significant than ever before. Readers will be amazed by McLuhan's prescience, unmatched by anyone since, predicting as he did the dramatic technological innovations that have fundamentally changed how we ...

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In 1962 McLuhan published The Gutenberg Galaxy: The Making of Typographic Man, the first of several books in which he examined communications and society. His other works include The Mechanical Bride: Folklore of Industrial Man (1951), Understanding Media: The Extensions of Man (1964), The Medium Is the Massage: An...

The Gutenberg Galaxy: The Making of the Typographic Man ...

This new edition of The Gutenberg Galaxy celebrates both the centennial of McLuhan's birth and the fifty-year anniversary of the book's publication. A new interior design updates The Gutenberg Galaxy for twenty-first-century readers, while honouring the innovative, avant-garde spirit of the original. This edition also includes new introductory essays that illuminate McLuhan's lasting effect on a variety of scholarly fields and popular culture.

Amazon.com: The Gutenberg Galaxy (9781442612693): McLuhan ...

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The Gutenberg Galaxy: The Making of Typographic Man

Western Culture and Some Critical Remarks on The Gutenberg Galaxy. In The Gutenberg Galaxy McLuhan tries to apply his theory regarding the organization of the sensorium as shaper of cultures to the whole of Western civilization after the introduction of movable type press in the fifteenth century. What the Canadian thinker tries to accomplish is, in fact, to give an account of how Gutenberg's invention has molded Western culture in any and every aspect.