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**The Mechanical
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The Mechanical Bride:
Folklore of Industrial
Man is a study of
popular culture by
Marshall McLuhan,
treating newspapers,
comics, and
advertisements as

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poetic texts. Like his later 1962 book *The Gutenberg Galaxy*, *The Mechanical Bride* is unique and composed of a number of short essays that can be read in any order - what he styled the "mosaic approach" to writing a book. Each essay begins with a newspaper or magazine article or an advertisement, followed by McLuhan's analysis thereof. The ...

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The Mechanical Bride - Wikipedia

It shows how sex was first. This is the devastating book which first established Marshall McLuhan's reputation as the foremost (and the wittiest) critic of modern mass communications. The Mechanical Bride is vintage McLuhan -- so aptly illustrated by dozens of examples

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from ads, comic strips, columnists, etc., that those who were stung by McLuhan were hard put for rebuttals.

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In The Mechanical Bride, he is still analyzing the content of the media, deciphering what the subliminal messages are saying to us unconsciously; but

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after reading Innis, he realized that it was not the message that was important (at least not for him) but rather the type of medium through which the message was conveyed, for Innis's discussions of how particular kinds of media affected the nature and structure of ancient empires caused McLuhan to realize that it was actually the medium

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that ...

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**The Mechanical
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Industrial Man:
McLuhan ...**

Mechanical Bride:
Folklore of Industrial
Man. Marshall
McLuhan. This book
details how sex was
first used to sell
industrial hardware,
how Orphan Annie still
keeps the world on
track, and how an
Arabian Nights

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wonderland of mass
entertainment and
suggestion makes
information irrelevant,
and sends us to bed at
night too dazed to
question whether we're
happy or not.

Mechanical Bride: Folklore of Industrial Man | Marshall ...

The Mechanical Bride is
vintage McLuhan -- so
aptly illustrated by
dozens of examples
from ads, comic strips,

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columnists, etc., that those who were stung by McLuhan were hard put for rebuttals. It shows how sex was first used to sell industrial hardware, how Orphan Annie still keeps the world on track, and how an Arabian Nights wonderland of mass entertainment and ...

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THE MECHANICAL
BRIDE: FOLKLORE OF
INDUSTRIAL MAN
(1951) by Marshall
McLuhan. Marshall
McLuhan was called
"the prophet of the
digital age." He
predicted the social
and psychological
effects of electronic
media before anyone
else, and coined the
phrase "the global
village" to describe the
new interconnected
world we live in today.

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Book review: "THE MECHANICAL BRIDE: Folklore of Industrial

...

The Mechanical Bride:
Folklore of Industrial
Man Marshall McLuhan
Herbert Marshall
McLuhan, CC, was a
Canadian educator,
philosopher, and
scholar a professor of
English literature, a
literary critic, and a
communications
theorist McLuhan s

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work is viewed as one of the cornerstones of the study of media theory McLuhan is known for coining the expressions the medium is the message and the global village.

[Marshall McLuhan] The Mechanical Bride: Folklore of ...

THE MECHANICAL
BRIDE: Folklore of
Industrial Man. By
Herbert Marshall

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McLuhan. New York
Times October 21, 1951. A Touch of
Humor Wouldn't Hurt. By

By DAVID L. COHN. The present book," says its author, "makes a few attempts to attack the very considerable currents and pressures set up around us today by the mechanical agencies of the press, radio, movies, and advertising."

Marshall McLuhan,
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Read Free The Mechanical Bride Folklore Of **review of The Mechanical Bride**

Myth and Mass Media,
1959. My book, The
Mechanical Bride:
Folklore of Industrial
Man, is a case in point.
Turning literary guns
on the new iconology
of the Madison Avenue
world is easy. It is easy
to reveal mechanism in
a post-mechanical era.

**On The Mechanical
Bride | McLuhan's
New Sciences**

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In other words, his is a popular dream art which works trance-like inside a situation that is never grasped or seen. And this trance seems to be what perpetuates the widely occurring cluster image of sex, technology, and death which constitutes the mystery of the mechanical bride.

The Mechanical Bride -

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The mechanical bride:
folklore of industrial
man by Marshall
McLuhan. Published
1967 by Routledge &
K. Paul in London.
Written in English

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foremost critic of
modern mass

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communications. The
Mechanical Bride is...
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THE MECHANICAL
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McLuhan so aptly
illustrated by dozens of
examples from ads,
comic strips,
columnists, etc., that
those who were stung
by McLuhan were hard

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put for rebuttals. What remains paramount are McLuhan's global standpoint and zest for the new.

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The mechanical bride : folklore of industrial man. [Marshall McLuhan] -- Marshall McLuhan is internationally recognized as one of the great pioneering

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philosophers of media studies and was undoubtedly one of the most provocative, talked-about and controversial thinkers of ...

The mechanical bride : folklore of industrial man (Book

...

The Mechanical Bride:
Folklore of Industrial
Man. Hardcover - Nov.
1 2002. by Marshall
McLuhan (Author),

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Folklore Of
Philip B. Meggs
(Introduction) 4.6 out
of 5 stars 6 ratings.
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McLuhan's first book,
The Mechanical Bride:
Folklore of Industrial
Man (1951), is a
pioneering study in the
field now known as
popular culture. In the

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book, McLuhan turns his attention to analysing and commenting on numerous examples of persuasion in contemporary popular culture.

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