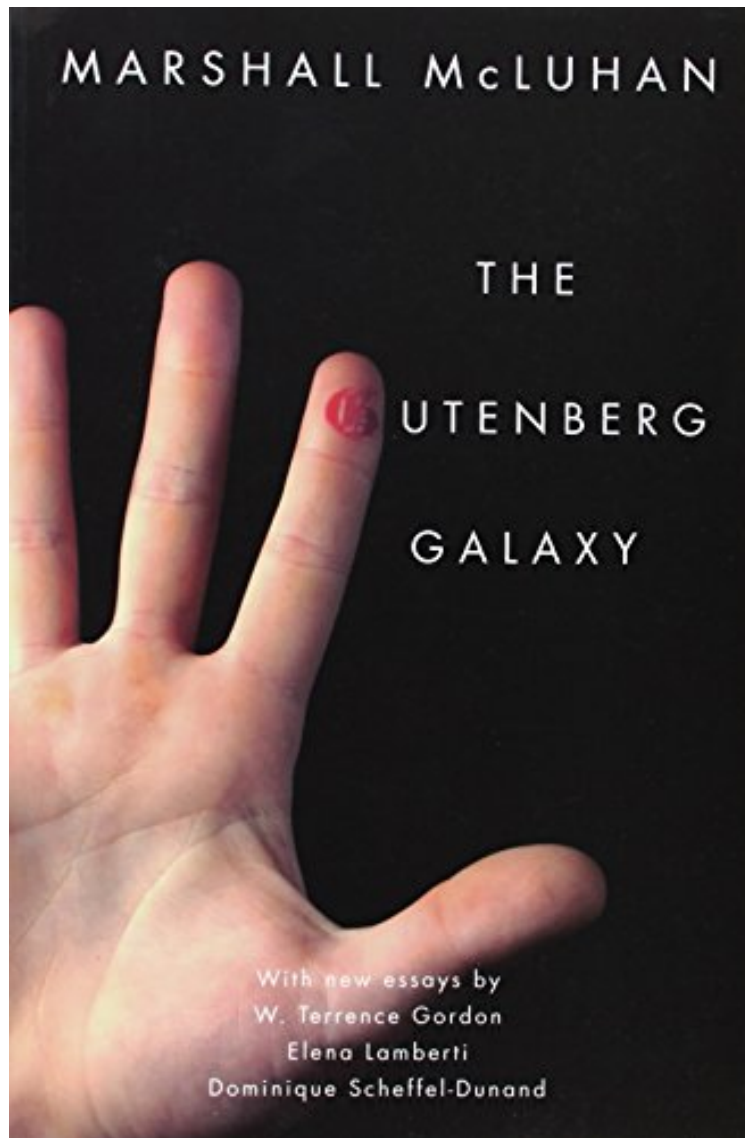


The Gutenberg Galaxy

Marshall McLuhan

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Marshall McLuhan : The Gutenberg Galaxy before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Gutenberg Galaxy:

8 of 8 people found the following review helpful. A Challenging but Very, Very Rewarding Read! By GaryinBoston For those interested in the impact "media" has had on the evolution of societal and individual perception and thought, this scholarly book is a must read. Written in the early 1960's, McLuhan meticulously traces the transition from oral/audile/tactile societies (tribal, Greek, early Medieval) to those that arose after the widespread use of the

visual phonetic alphabet and mass production of printed material. He also begins to examine, with astonishing foresight, the potential impact of what he calls in sixties lingo the "emerging electro-magnetic era" (TV, radio, and, as we know now, much much more). Although you may find yourself, as I did, re-reading many paragraphs two or three times to comprehend the point he was making (geniuses being what they are), it is well worth the effort. The Gutenberg revolution did not just enable the rise of such things as Nationalism or the spread of the Reformation, it fundamentally changed human perception-- what McLuhan calls the sense-ratio.³⁴ of 35 people found the following review helpful. A reader's reservation
By Shalom Freedman
Other readers have commented that this is McLuhan's most accessible early work, and one called it a 'pre-quel' to 'Understanding Media' the work he is best known for. I remember reading this work with a mixture of amazement and bafflement, with a sense that something truly significant was being said without my being sure that I got it. The literary critic McLuhan as cultural critic was making all kinds of connections, and using all kinds of sources I knew nothing about. The whole business of the era of print, being the era of the eye of the spectator and passive audience, and the previous era being one of the ear did really go down well with me. The implication that the activity I most loved, reading, was in some sense about to be put in a lesser place by the new electronic communication did not please me at all. For as I understood it, and in a way still understand it 'reading' is the activity which really requires creative participation if it is to be done right, and the 'electronic watching television' requires much, much less. But despite my objection I understood that McLuhan was saying startling new (for me anyway) things in a brilliant way. He was connecting fields of endeavor exhibiting a kind of thinking, I could only admire. I might not understand the epigrammatic flashes he scatters throughout the work but I had a sense of them being deep and profound. In another sense it was clear to me McLuhan was the cultural critic who himself is a remarkable kind of creator. Now it is over forty years since this book was published and we live in an Internet era in which the degree of participation of individuals in producing material for a wider public is far greater than before. This small review is evidence of that for it can conceivably reach any of millions of readers. In the past I could write such a review for myself and put it in the drawer. Or try to get it into a magazine where it might be read by a few hundred or maximum a few thousand before being forgotten about. Yet just as it is possible to have great reservations about what has and what is going to happen to the overall intellectual development of Mankind (thanks to the Internet) so it is possible to have reservations for the electronic age global community which produces hate-literature and pornography in vast quantities (not to speak of millions and millions of mediocre pages which no one should be asked to read) This book does not as I understand it hold the key to the Age we live in, or to the human future. But it is chucked full of wonderful insights suppositions suggestions connections that the reader can be illuminated and inspired by.
1 of 1 people found the following review helpful. McLuhan Writes Galactically
By George K Prometheus
This book exceeds my expectations. Based on how much I have underlined, there is not a page that isn't marked up with wonderful quotes and intellectual insights. A broad ranging book and too bad McLuhan wasn't around to opine on Twitter's impact. But alas, even it's name alludes to sound and not sight as does the book written word. Passing it along to my friends. Wish we all had read it before last month's book club discussion of The Circle

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 McLuhans prescience, unmatched by anyone since, predicting as he did the dramatic technological innovations that have fundamentally changed how we communicate. The Gutenberg Galaxy foresaw the networked, compressed global village that would emerge in the late-twentieth and twenty-first centuries despite having been written when black-and-white television was ubiquitous. This new edition of The Gutenberg Galaxy celebrates both the centennial of McLuhans birth and the fifty-year anniversary of the books 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 McLuhans lasting effect on a variety of scholarly fields and popular culture. A must-read for those who inhabit today's global village, The Gutenberg Galaxy is an indispensable road map for our evolving communication landscape.

Endlessly stimulating, informative, and liberating. (The Observer Weekend)
The book that helped establish McLuhan as the original media guru. (The New York Times)
Think of anything and you can now get your fill of multimedia feedback and facts at the press of a button. McLuhan saw this coming, and wrote about its impact on us as individuals and members of the global village in The Gutenberg Galaxy. Revisiting it is a revelation. (Nigel Beale The Guardian)
About the Author Marshall McLuhan (1911 - 1980) was a literature scholar and the founder of the Centre for Culture and Technology at the University of Toronto.