

## The Mechanical Bride Folklore Of Industrial Man By

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### **The Mechanical Bride Folklore Of**

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

### **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

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Bride is vintage McLuhan -- so aptly illustrated by dozens of examples from ads, comic strips, columnists, etc., that those who were stung by McLuhan were hard put for rebuttals.

### **The Mechanical Bride: Folklore of Industrial Man by ...**

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

### **The Mechanical Bride: Folklore of 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 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, 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 ...

### **The Mechanical Bride: Folklore of Industrial Man by ...**

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

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effects of electronic media before anyone else, and coined the phrase "the global village" to describe the new interconnected world we live in today.

### **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 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] Ÿ The Mechanical Bride: Folklore of ...**

THE MECHANICAL BRIDE: Folklore of Industrial Man. By Herbert Marshall McLuhan. New York Times October 21, 1951. A Touch of Humor Wouldn't Hurt. 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, 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**

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.

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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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## **The Mechanical Bride: Folklore of... book by Marshall McLuhan**

THE MECHANICAL BRIDE is vintage McLuhan so aptly illustrated by dozens of examples from ads, comic strips, columnists, etc., that those who were stung by McLuhan were hard 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 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), Philip B. Meggs (Introduction) 4.6 out of 5 stars 6 ratings. See all formats and editions.

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### **The Mechanical Bride: Folklore of Industrial Man: McLuhan ...**

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

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