

DOCUMENT RESUME

ED 093 022

CS 500 770

AUTHOR Katula, Richard, Comp.  
TITLE A Selected Bibliography of Herbert Marshall McLuhan  
(1911-1973).  
PUB DATE 73  
NOTE 24p.  
EDRS PRICE MF-\$0.75 HC-\$1.50 PLUS POSTAGE  
DESCRIPTORS \*Bibliographies; Book Reviews; Communication (Thought  
Transfer); Literature; \*Mass Media  
IDENTIFIERS \*McLuhan (Marshall)

ABSTRACT

Spanning Herbert Marshall McLuhan's writing career, this selected bibliography covers his development as a scholar, beginning with his education and scholarly growth in the classical and literary traditions, continuing with his turning toward society and more popular concerns--especially communication, and concluding with his synthesizing of these two traditions into a new style, sometimes referred to as "McLuhanisms." Included are articles, books, and one movie--all listed separately but chronologically--both by and about McLuhan, as well as reviews of his books. (JM)

A SELECTED BIBLIOGRAPHY OF HERBERT MARSHALL MCLUHAN (1911-1973)

Compiled by Richard Katula, Ph.D.  
University of Rhode Island

Biographical Highlights:

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Richard Katula

Born: July 21, 1911 - Edmonton, Alberta, Canada  
Parents: Herbert Ernest - Real Estate and Insurance Salesman  
Elsie Naomi - Actress

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Education: B.A. - Manitoba University - 1933 - Literature  
M.A. - Manitoba University - 1934 - Literature  
B.A. - Trinity Hall, Cambridge University - 1936 - Literature  
M.A. - Trinity Hall, Cambridge University - 1940 - Medieval Education  
Renaissance Literature  
PhD. - Trinity Hall, Cambridge University - 1942 - Elizabethan Rhetoric  
Dissertation: "The Place of Thomas Nashe in the Learning of his Time"

Book Awards: 1963 Governor-General's Award for Prose Literature for Gutenberg  
Galaxy (Canada's top literary award)

Teaching Positions:

1937 - St. Louis University, St. Louis, Missouri  
1944 - Assumption University, Windsor, Ontario  
1946 - St. Michael's College, Toronto, Ontario, Canada (Roman Catholic Branch of  
the University of Toronto)  
1967 - Albert Schweitzer Chair in Humanities - Fordham University (one year app't.)  
1968 - University of Toronto - Centre for Culture and Technology

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## An Introductory Essay

The ideas of Herbert Marshall McLuhan have had an enormous impact on contemporary thinking. Whether one assesses McLuhan as charlatan or prophet, it is undeniable that he has influenced such diverse fields as art, architecture, advertising, communications, literature, sociology, and education. "Even if he is wrong, it matters," is a remark by George Elliot which seems to sum up McLuhan's career most concisely.

McLuhan is best known for his work in the 1960s having to do with the media, and his "Medium is the message," theme has been viewed by some as a profound insight into our knowledge of the process of communication. Little, if anything, however, is known about Herbert Marshall McLuhan prior to his burst onto the national scene in 1964 with Understanding Media, The Extensions of Man. Similarly, since the 1960s, McLuhan's star has dimmed somewhat, and while he continues to write, fewer continue to read him, (judging at least by book reviews, and sales.) As a result, few people know the whole story of Herbert Marshall McLuhan.

It was with these thoughts in mind that I undertook the task of collating McLuhan's writing career into bibliographical form. What emerges, I believe, is the growth of a scholar in three phases: (1) McLuhan's education in the finest classical and literary traditions and his growth as a scholar in this field; (2) his turning toward the society at large and more "popular" concerns (versus the esoteric concerns of the classicist); and (3) his synthesizing of these two traditions into a new idea, and a new style, sometimes called "McLuhanisms," or "McLuhanesque," or, as Ronald Theall calls it in The Medium is The Rear View Mirror, the "Essai Concrete." Looking at these three phases of his growth, it is evident that McLuhan has been engaged in a dialectic which spans four decades, and which has borne fruit in each.

To really understand McLuhan requires one to look at his whole career, and this bibliography is intended to serve that end. The entries come from all the major literary indices, as well as many minor indices. I also scanned bibliographies in books about McLuhan for entries not listed elsewhere. Some entries lack page numbers due to their unavailability, and although McLuhan has been published frequently in foreign nations, these are mostly translations, and thus have been omitted, except for Canada.

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