

TABLE OF CONTENTS

Acknowledgments	
Paul Grosswiler:	ix
Introduction: Transforming McLuhan	
Paul Grosswiler:	xi

Section One: McLuhan and Cultural Studies

1: Coping with the McLuhans: The Passively Active Receiver in Communication Theory and Cultural Studies	
Gary Genosko:	3
2: Marshall McLuhan and Media and Cultural Studies	
Nick Stevenson:	17
3: Waking Up to the Call Girl	
Glenn Willmott:	37
4: Studying Media as Media: McLuhan and the Media Ecology Approach	
Lance Strate:	67

Section Two: McLuhan and Critical Theory

5: Radical or Reactionary? A Closer Look at Critical Theory,
Media Ecology and Marxisms
Donna Flayhan:83

6: McLuhan and Marxisms Past and Present
Paul Grosswiler:109

Section Three: McLuhan and Postmodernism

7: Specters of McLuhan: Derrida, Media, and Materiality
Richard Cavell:135

8: McLuhan, Crash Theory, and the Invasion of the Nanobots
Patrick Brantlinger:163

9: Reflections on Modernity and Postmodernity in McLuhan and Baudrillard
Douglas Kellner: 179

10: McLuhan, Virilio and Speed
Bob Hanke:203

Contributors 227

Index231