

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 <i>as</i> Media: McLuhan and the Media Ecology Approach	
Lance Strate:	67

viii | TRANSFORMING McLuhan

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
- Contributors227
- Index231