

Table of Contents

Introduction	vii
Acknowledgments	xiii
Chapter One. World Communication Series	
Eric and Marshall McLuhan	1
Chapter Two. Wyndham Lewis: His Theory of Art and Communication	
Marshall McLuhan	5
Chapter Three. Formal Causality in Chesterton	
Marshall McLuhan	15
Chapter Four. Francis Bacon's Theory of Communication and Media	
Eric McLuhan	21
Chapter Five. Pound, Eliot and the Rhetoric of <i>The Waste Land</i>	
Marshall McLuhan	31
Chapter Six. Thomas Aquinas's Theory of Communication	
Eric McLuhan	53
Chapter Seven. Rhetorical Spirals in <i>Four Quartets</i>	
Marshall McLuhan	67

Chapter Eight. Poetic vs. Rhetorical Exegesis: The Case for Leavis Against Richards and Empson Marshall McLuhan	77
Chapter Nine. Joyce and McLuhan Eric McLuhan	85
Chapter Ten. Introduction: <i>Paradox in Chesterton</i> Marshall McLuhan	95
Chapter Eleven. The Bias of Communication Marshall McLuhan	103
Chapter Twelve. Media Ad-vice Marshall McLuhan	111
Chapter Thirteen. The Emperor's Old Clothes Marshall McLuhan	121
Chapter Fourteen. The Emperor's New Clothes Marshall McLuhan and Harley Parker	129
Chapter Fifteen. Culture and Communication: The Two Hemispheres Marshall McLuhan and Eric McLuhan	151
Chapter Sixteen. Marshall McLuhan's Theory of Communication: The Yegg Eric McLuhan	171
Appendix One: Aristotle's Theory of Communication Eric McLuhan	189
Appendix Two: Cicero's Theory of Communication Eric McLuhan	193
Appendix Three: Mimesis, or Making Sense Marshall McLuhan and Wilfred Watson	197
Appendix Four: On Formal Cause Eric McLuhan	201
Appendix Five: The Theories of Communication of Judaism and Catholicism Eric McLuhan	227
Notes	233