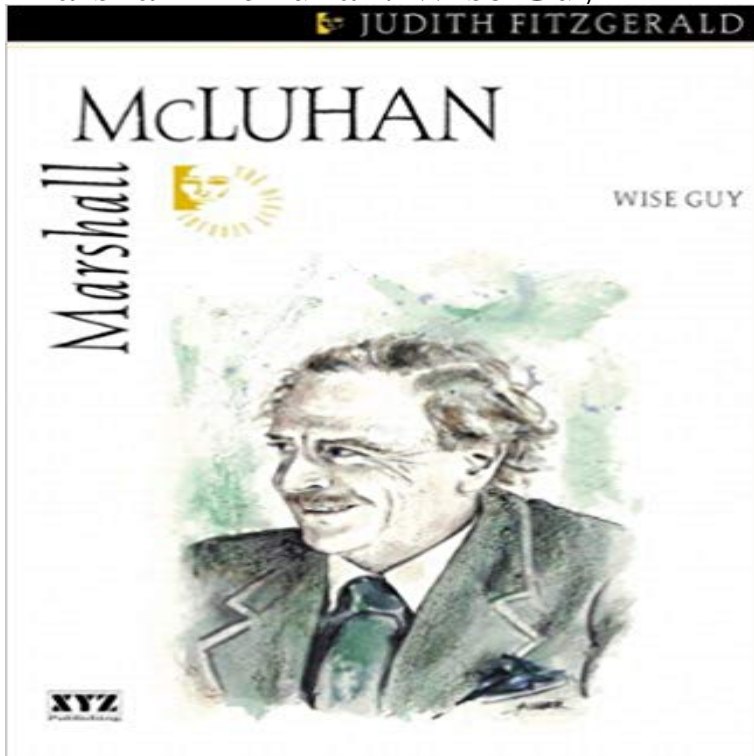


Marshall McLuhan: Wise Guy



Communications theorist Marshall McLuhan (1911-1980) predicted the effects of electronic media on modern culture as early as 1964. McLuhan published several breakthrough books and coined terms like hot and cool media, the global village, and the medium is the message.

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