

MARSHALL MCLUHAN

THE

UTENBERG

GALAXY

With new essays by
W. Terrence Gordon

Elena Lamberti

Dominique Scheffel-Dunand

Winner of the Governor General's Literary Award
One of the *New Statesman's* Ten Essential Books on Technology
Featured in the *Literary Review of Canada* 100:
Canada's Most Important Books

The Gutenberg Galaxy catapulted Marshall McLuhan to fame as a media theorist and, in time, a new media prognosticator. Fifty years after its initial publication, this landmark text is more significant than ever before.

This new edition of *The Gutenberg Galaxy* celebrates both the centennial of McLuhan's birth and the fifty-year anniversary of the book's publication. A new interior design updates *The Gutenberg Galaxy* for twenty-first-century readers, while honouring the innovative, avant-garde spirit of the original. This edition also includes new introductory essays that illuminate McLuhan's lasting effect on a variety of scholarly fields and on popular culture.

"The book that helped establish McLuhan as the original media guru."

The New York Times

"Think of anything and you can now get your fill of multimedia feedback and facts at the press of a button. McLuhan saw this coming, and wrote about its impact on us as individuals and members of the 'global village' in *The Gutenberg Galaxy*. Revisiting it ... is a revelation."

NIGEL BEALE, *The Guardian*

Cover photograph: Andriy Solovyov/Shutterstock

ISBN 978-1-4426-1269-3



9 781442 612693



UNIVERSITY OF TORONTO PRESS

utppublishing.com

The Gutenberg Galaxy

The Making of Typographic Man

MARSHALL McLUHAN

With new essays by W. Terrence Gordon, Elena Lamberti, and
Dominique Scheffel-Dunand

UNIVERSITY OF TORONTO PRESS
Toronto Buffalo London

Contents

W. TERRENCE GORDON McLuhan's Compass for the Voyage to a World of Electric Words	vii
ELENA LAMBERTI Not Just a Book on Media: Extending <i>The Gutenberg Galaxy</i>	XXV
DOMINIQUE SCHEFFEL-DUNAND The Invisible and the Visible: Intertwining Figure and Ground in <i>The Gutenberg Galaxy</i>	xlvii

THE GUTENBERG GALAXY

Prologue	1
The Gutenberg Galaxy	13
The Galaxy Reconfigured	299
Bibliographic Index	317
Index of Chapter Glosses	327