

The book cover features a dark background with vibrant, abstract blue light patterns that resemble digital waves or a stylized human profile. The text is centered and rendered in a clean, white, sans-serif font.

Marshall McLuhan's Mosaic

Probing the Literary Origins of Media Studies

Elena Lamberti

'Marshall McLuhan's *Mosaic* is the truly refreshing and fresh engagement with McLuhan's writing that the digital age has been waiting for. In this personal and passionate reclaiming of the humanist McLuhan, Elena Lamberti explores in depth the literary ground (and grounding) of a media guru, revealing en route much that is new about his approach to and insights into media studies.'

Linda Hutcheon, University Professor Emeritus of English and Comparative Literature, University of Toronto

'Elena Lamberti's *Marshall McLuhan's Mosaic* stands as a milestone in literary theory, filling in a major gap in the discipline and in the process making an essential contribution to McLuhan studies and the field of media ecology. Lamberti's emphasis on method is a much needed balance to the contemporary emphasis on theory and criticism in the humanities and opens the door to a new constellation of scholarship.'

Lance Strate, Professor of Communication and Media Studies, Fordham University; author of *On the Binding Biases of Time and Echoes and Reflections*; and co-editor of *The Legacy of McLuhan*

'Marshall McLuhan's *Mosaic* is a breathtakingly wide-ranging study, taking in the history of knowledge, rhetoric, and media from the middle ages to the present. Elena Lamberti demonstrates convincingly that it was McLuhan's literary training in Renaissance literature and rhetoric, and his engagement with Modernist writers, that gave him the conceptual framework and the language with which to analyse contemporary media. Her brilliant readings of these modernists in terms of McLuhan's ideas constitute a new history of media studies, and provide a new understanding of his creative use of language and style.'

Max Saunders, Professor of English and Co-Director, Centre for Life-Writing Research, King's College London

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