



A Few Selections from the Writings of Marshall McLuhan

MARGARET STEWART

Listed in chronological order from 1943 to 1975
With an appendix of recent publications 1976-78

(112 page booklet prepared by Margaret Stewart)

- 1943 *The Place of Thomas Nashe in the Learning of His Time* — Ph.D. Thesis, Cambridge University.
- 1951 *The Mechanical Bride: A Folklore of Industrial Man* — New York: Vanguard Press, 1951.
—London, Routledge & Kegan-Paul, 1967.
—reissued in hard cover by Vanguard Press, 1967.
—paperback by Beacon Press, 1967.
—Japan: *Kikai No Hanayome* — Translated by Isaka Manabu, Tokyo: Takeuchi Shoten, 1968.
- 1954 *Counterblast* — University of Toronto Press, 1954 (unpaged, side-stapled, 9 leaves, blue paper cover)
- 1956 *Selected Poetry of Tennyson* — Marshall McLuhan, ed., Rinehart, New York, 1956.
- 1957 “The Third Program in the Human Age” — *Explorations*, Vol. 8 (Oct. 1957).
- 1960 ————all five articles in *Explorations in Communication*, Edmund Carpenter and Marshall McLuhan eds., Boston: Beacon Hill Press, 1960. (Published in Italy, 1966 — Spain, 1968 — Japan, 1968.)

Report on Project in Understanding New Media prepared for and published by The National Association of Educational

Broadcasters for the Department of Education, Washington, D.C., 1960. (137 pp.)

1962 *The Gutenberg Galaxy: The Making of Typographic Man*, Marshall McLuhan. Toronto: University of Toronto Press, 1962, 293 pages. Paperback edition in Canadian University Paperbacks series by the same publisher. (Also published in Germany, 1968 — Stockholm, 1969 — Japan, 1968 — Montreal, 1967 — Spain, 1969 — etc. I twenty-two translations in all.)

1964 *Understanding Media* — Marshall McLuhan. New York: McGraw-Hill Publishing Company, May, 1964. Paperback edition by same publisher, Spring, 1965. Signet paperback edition, November, 1966. Published in Italy, 1967 — Norway, 1968 — Denmark, 1967 — Sweden, 1967 — England, 1967 — Germany, 1968 — Japan, 1968 — Finland, 1968 — Spain, 1968 — France, 1968 — Mexico, 1969 — Sao Paulo, 1969 — Montreal, 1968 — Utrecht, 1969 —

Voice of Literature, Volume I — an anthology of verse in two volumes by Marshall McLuhan and Richard Schoeck, New York: Holt, Rinehart and Winston, 1964, 247 pages.

1965 *Voices of Literature, Volume II* — Marshall McLuhan and Richard Schoeck, New York: Holt, Rinehart and Winston, 1965. 247 pages.

Patterns of Literary Criticism — General Editors: Marshall McLuhan, R.J. Schoeck, Ernest Sirluck. University of Chicago Press, 1965-71. Series — Volumes 1 to 10.

1967 *Verbi-Voco-Visual Explorations* — Something Else Press, New York, N.Y. 1967. Reprint of *Explorations 8*.

The Medium Is The Message — Marshall McLuhan and Quentin Fiore, Bantam paperback, N.Y. and Toronto, 1967. —published in hard cover, 1967. —published in England by Penguins, 1967 — France, 1968 — Germany, 1969 — Buenos Aires, 1969 — Italy, 1968 — Japan, 1968.

1968 *War and Peace in the Global Village* — Marshall McLuhan and Quentin Fiore, New York: McGraw-Hill, 1968. Bantam paperback.

Through the Vanishing Point: Space in Poetry and Painting — Marshall McLuhan and Harley Parker, New York: Harper & Row, 1968.

McLuhan Dew-Line Newsletters — published by The Human Development Corporation, 119 Fifth Avenue, New York, N.Y.

- 1969 *Counterblast* — Marshall McLuhan and Harley Parker, New York: Harcourt-Brace, 1969. (London, England: Rapp & Whiting — Canada: McClelland and Stewart Ltd.)

Mutations 1990 — Book of selected essays by Marshall McLuhan published by Maison Mame, France. The book includes “What TV is Really Doing to Your Children” — “Great Changeovers For You” — “The Future of Education” — “The Future of Sex.” (Published by Editions HMH, Montreal, 1969 — Holland, 1970).

The Interior Landscape: Selected Literary Criticism — Marshall McLuhan, edited by Eugene McNamara, New York: McGraw-Hill, 1969. Published by Classen Verlag GmbH, Dusseldorf, Germany, 1974.

- 1970 *Culture is Our Business* — Marshall McLuhan — New York: McGraw—Hill, 1970.

McLuhan Dew-Line Newsletters — published by The Human Development Corporation, New York.

Voices of Literature: Sounds, Masks, Roles, Volume III, Marshall McLuhan and R.J. Schoeck. New York: Holt, Rinehart and Winston, 1970.

From Cliche to Arhetype — Marshall McLuhan and Wilfred Watson, New York: Viking Press, 1970.

- 1972 *Take Today: The Executive as Dropout* — Marshall McLuhan and Barrington Nevitt — New York: Harcourt, Brace, Jovanovich Inc., 1972. 304 pp.

“Everybody Into Nobody” — Marshall McLuhan and Barrington Nevitt — *New York Times*, page 3, July 16, 1972.

“Understanding McLuhan — and fie on any who don’t” — *Globe and Mail*, Toronto, on Monday, September 10, 1973 on page 7 (full page with picture). Professor McLuhan wrote this

article in reply to an article by Richard Schickel entitled "Misunderstanding McLuhan" which appeared in the *Globe and Mail* on Friday, August 31, 1973.

- 1974 *Cliche a Archetype* — French version of *From Cliche to Archetype* published by Maison Mame in Paris, France, and HMH Hurtubise, Montreal, Quebec, 1974 (Completely rewritten book, translation by Derrick de Kerckhove.)
- 1975 *Serialization of Take Today: The Executive Today as Dropout* — Marshall McLuhan and Barrington Nevitt (Harcourt, Brace, Jovanovich Inc., N.Y. — Canada: Longmans) op. cit. 1972 in *Modern Office Procedures* (614 Superior Avenue West, Cleveland, Ohio 44113) from February, 1975 to May, 1976.
- 1977 *The City as Classroom* — Marshall McLuhan, Eric McLuhan and Kathy Hutchon. Toronto: The Book Society of Canada, 1977. (A Media Textbook for High Schools).

Appendix

McLuhan, H.M. (with Logan, R.K.) "Alphabet, Mother of Invention" (*Et Cetera*, Vol. 34 No. 4, 1977, pp. 373-383).

McLuhan, H.M. (with Babin, P.) *Autre homme, autre chrétien à l'âge électronique*. Lyon, France: Editions du Chalet, 1977. pp. 191.

McLuhan, H.M. "The Brain and the Media: The "Western: Hemisphere" (*Journal of Communication*, Vol. 28 No. 4, 1978. pp. 54-60)

———(a) "Brain Structure and the Arts" (b) "Art as an Essential Part of Human Environment" (c) "Art and the Third World"; in *Place and Function of Art in Contemporary Life*. Paris: UNESCO Report, June 1977. pp. 18-30.

———"Canada: The Borderline Case"; in *The Canadian Imagination*. Ed. David Staines. Cambridge, Mass.: Harvard University Press, 1977. pp. 226-248.

McLuhan, H.M. (with Hutchon, K. and McLuhan E.) *City as Classroom*. Agincourt: The Book Society of Canada Ltd., 1977. pp. 184.

McLuhan, H.M. *D'Oeil à oreille*. trans. D. de Kerckhove. Montreal: Editions Hurtubise HMH, 1977. pp. 166.

—————“The Gap is Where the Action is” (*Ontario Dentist*, Vol. 53 No. 6, 1976. p. 65).

—————“Inside on the Outside, or the Spaced-Out American” (*Journal of Communication*, Vol. 26 No. 4, 1976. pp. 46-53.)

McLuhan, H.M. “Laws of the Media” (*Et Cetera*, Vol. 34 No. 2, 1977 pp. 173-179.)

McLuhan, H.M. (with Nevitt, B.) “Leave ‘Em Alone and They’ll Come Home: Can the Bottom Line Hold Quebec?” in *Canada’s Third Option* ed. Berkowitz and Logan. Toronto: MacMillan Company, 1978. pp. 108-117. (Also published as “Culture in the Electronic World: Can the Bottom Line Hold Quebec?” (*Perception*, Vol. 1 No. 2, 1977, pp. 66-69).

McLuhan, H.M. *Pound Lecture: The Possum and the Midwife*. Fourth Annual Pound Lecture, given at University of Idaho, April, 1978. Published by University of Idaho, 1978. pp. 21.

—————“Predicting 1983 and the Fourth World” in *Man and the Future of Organizations*. Georgia: Georgia State University, 1976. pp. 14-20.

—————“The Relation of Environment to Anti-Environment” in *Esthetics Contemporary*, ed. Richard Kostelanetz. Buffalo, N.Y.: Prometheus Books, 1978. pp. 83-92.

—————“Rhetorical Spirals in *Four Quartets*” in *Figures in a Ground*, ed. Bessai and Jackel. Saskatoon: Western Producer Prairie Books, 1978. pp. 76-86.

—————“The Rise and Fall of Nature” (*Journal of Communication*, Vol. 27 No. 4, 1977, pp. 80-81).

—————Wohin steuert die Welt? trans H. Jelinek. Vienna: Europaverlag, 1978. pp. 259.

**Co-authored by Marshall McLuhan
and Barrington Nevitt**

1970 Management Structures and Strategies. *McLuhan Emergency Strategy Seminar*, Bahamas, January. Sessions tape-recorded for participants.

The Man Who Came to Listen. In Tony H. Bonaparte and John E. Flaherty (Eds.), *Peter Drucker: Contributions to Business Enterprise*. New York University Press, New York: 35-55.

The Executive as Dropout: Managing as Past, Present, and Future Merge, *Explorations*, Winter: 117-119.

- 1971 How McLuhan Critics Should Read McLuhan; or McLuhan Critics of the World United, *Toronto Star*, March 16.

The Case of Eric Kierans and The Executive as Dropout, *Explorations*, Spring: 111-118.

Reply to Dr. Jonathan Miller's letter of July 15, 1971, in the *Listener*, August 26.

Reply to Dr. Jonathan Miller's letter of July 15, 1971, in the *Listener*, October 28.

- 1972 *Take Today: The Executive as Dropout*. Harcourt, Brace, Jovanovich, New York; and unpublished chapters on "Management as a Comedy of Errors".

Everybody Into Nobody, *New York Times*, July 16.

- 1973 Causality in the Electric World, *Technology and Culture*, Vol. 14, January: 1-18.

Cybernetics and Management, *Kybernetes*, Vol. 2, Editorial: 1.

The Future of "New" Media. In proposed *Encyclopedia of the Future*, Helstar, Paris.

Understanding McLuhan—and lie on any who don't, *Globe and Mail*, September 10.

- 1974 Meaning Medium message, *Communication (UK)*, Vol. 1: 27-33.

A Media Approach to Inflation, *New York Times*, September 21.

Series of sixteen articles on "Take Today: The Executive Dropout", *Modern Office Procedures* 1975-76.