Spanning Herbert Marshall McLuhan's writing career, this selected bibliography covers his development as a scholar, beginning with his education and scholarly growth in the classical and literary traditions, continuing with his turning toward society and more popular concerns—especially communication, and concluding with his synthesizing of these two traditions into a new style, sometimes referred to as "McLuhanisms." Included are articles, books, and one movie—all listed separately but chronologically—both by and about McLuhan, as well as reviews of his books. (JM)
A SELECTED BIBLIOGRAPHY OF HERBERT MARSHALL McLUHAN (1911-1973)

Compiled by Richard Katula, Ph.D.
University of Rhode Island

Biographical Highlights:

Born: July 21, 1911 - Edmonton, Alberta, Canada
Parents: Herbert Ernest - Real Estate and Insurance Salesman
          Elsie Naomi - Actress

Education: B.A. - Manitoba University - 1933 - Literature
          M.A. - Manitoba University - 1934 - Literature
          B.A. - Trinity Hall, Cambridge University - 1936 - Literature
          M.A. - Trinity Hall, Cambridge University - 1940 - Medieval Education
          Ph.D. - Trinity Hall, Cambridge University - 1942 - Elizabethan Rhetoric
          Dissertation: "The Place of Thomas Nashe in the Learning of his Time"

Book Awards: 1963 Governor-General's Award for Prose Literature for Gutenberg
          Galaxy (Canada's top literary award)

Teaching Positions:
1937 - St. Louis University, St. Louis, Missouri
1944 - Assumption University, Windsor, Ontario
1946 - St. Michael's College, Toronto, Ontario, Canada (Roman Catholic Branch of
       the University of Toronto)
1967 - Albert Schweitzer Chair in Humanities - Fordham University (one year app't.)
1968 - University of Toronto - Centre for Culture and Technology
An Introductory Essay

The ideas of Herbert Marshall McLuhan have had an enormous impact on contemporary thinking. Whether one assesses McLuhan as charlatan or prophet, it is undeniable that he has influenced such diverse fields as art, architecture, advertising, communications, literature, sociology, and education. "Even if he is wrong, it matters," is a remark by George Elliot which seems to sum up McLuhan's career most concisely.

McLuhan is best known for his work in the 1960s having to do with the media, and his "Medium is the message," theme has been viewed by some as a profound insight into our knowledge of the process of communication. Little, if anything, however, is known about Herbert Marshall McLuhan prior to his burst onto the national scene in 1964 with Understanding Media, The Extensions of Man. Similarly, since the 1960s, McLuhan's star has dimmed somewhat, and while he continues to write, fewer continue to read him, (judging at least by book reviews, and sales.) As a result, few people know the whole story of Herbert Marshall McLuhan.

It was with these thoughts in mind that I undertook the task of collating McLuhan's writing career into bibliographical form. What emerges, I believe, is the growth of a scholar in three phases: (1) McLuhan's education in the finest classical and literary traditions and his growth as a scholar in this field; (2) his turning toward the society at large and more "popular" concerns (versus the esoteric concerns of the classicist); and (3) his synthesizing of these two traditions into a new idea, and a new style, sometimes called "McLuhanisms," or "McLuhanesque," or, as Ronald Theall calls it in The Medium is The Rear View Mirror, the "Essai Concrete." Looking at these three phases of his growth, it is evident that McLuhan has been engaged in a dialectic which spans four decades, and which has borne fruit in each.

To really understand McLuhan requires one to look at his whole career, and this bibliography is intended to serve that end. The entries come from all the major literary indices, as well as many minor indices. I also scanned bibliographies in books about McLuhan for entries not listed elsewhere. Some entries lack page numbers due to their unavailability, and although McLuhan has been published frequently in foreign nations, these are mostly translations, and thus have been omitted, except for Canada.
A SELECTED BIBLIOGRAPHY:

ARTICLES

1934


1936


1937

_______. "The Cambridge English School." Fleur de Lis (Student Magazine) St. Louis University (1937).

_______. "Creative Thought vs. Pragmatism." ibid.

_______. "The Non-Being of Non-Being." ibid.

1943


_______. "Education of Free Man." Studies in Honour of St. Thomas Aquinas (St. Louis University) 1 (1943).

_______. "On Herbert's Virtue." The Explicator 1, no. 2 (October, 1943).

_______. "Dagwood's America." Columbia 23 (January, 1944).

1944


_______. "Eliot's Hippopotamus." The Explicator 2, no. 7 (May, 1944).

_______. "Kipling and Forster." Sewanee Review 52, no. 3 (July, 1944).

_______. "Lewis." Studies in Honour of St. Thomas Aquinas (St. Louis University) 2 (1944).

_______. "Poetic vs. Rhetorical Exegesis." Sewanee Review 52, no. 2 (April, 1944).

1945

1946


1947


. "Mr. Connally and Mr. Hook." ibid. no. 1 (July, 1947).


1948


1949


1950


1951


. "The Folklore of Industrial Man." Neurotica 8, no. 3 (Spring, 1951).


1952


. "Baseball Is Culture." CBC Times (October 25, November 1, and November 8, 1952).


1953


Richard Katula

4.

"Culture Without Literacy." Explorations 1 (December, 1953).

"James Joyce: Trivial and Quadrivial." Thought 28, no. 108 (Spring, 1953).

"The Later Innis." Queen's Quarterly 60, no. 3 (Autumn, 1953): 385-94.

"Maritain on Art." Renaissance 6 (Autumn, 1953).


1954


"Media as Art Forms." Explorations 3 (August, 1954).

"New Media as Political Forms." ibid.


1955


"Radio and Television vs. the ABCED-Minded." Explorations 5 (June, 1955).
1956


———. "Educational Effects of Mass Media of Communications." Teacher's College Record 57, no. 6 (March, 1956): 400-403.

———. "The Media Fit the Battle of Jericho." Explorations 6 (July, 1956).

———. "Mimesis." Renascence 9, no. 2 (Winter, 1956).


1957


———. "Classroom Without Walls." Explorations 7 (March, 1957).


———. "David Reisman and the Avant-Garde." Explorations 7 (March, 1957).


———. "Jazz and Modern Letters." ibid.


The following articles appeared in Explorations 8 (October, 1957).

"The Alchemy of Social Change."
"American Model, 1795."
"The Bathroom Baritone and the Wide Open Spaces."
"The Bespoke Tailor."
"Brainstorming"
"Characterization in Western Art, 1600-1900."
"Churchill Mobilizes the English Language."
"Electronics as ESP."
"Eminent Extrapolators."
"The Journalists Dilemma."
"The Liturgical Review."
"Milton Had His Daughters, I Have My Dictaphone."
"No Upside Down in Eskimo."
"Oral-Anal."
"The Organization Man."
"The pattern of Oral Strategy in the USSR."
"Picture of the World."
"Prin as Patterkiller."
"Sherlock Holmes vs. the Bureaucrats."
"Stress."
"Television Murders Telephony."
"The Third Program in the Human Age."
"Verbi-Voco-Visual."

1958


. "One Wheel, All Square." Renascence 10, no. 4 (Summer, 1958).

1959

. "Joyce or No Joyce." review of Joyce Among the Jesuits. in Renascence 12, no. 1 (Autumn, 1959).


1960


1961


8. "Inside the Five Sense Sensorium." Canadian Architect 6, no. 6 (June, 1961).


1962


"Prospect of America." University of Toronto Quarterly 32, no. 1 (October, 1962).

"Two Aspects of the Communication Reevaluation." Canadian Communications 2, no. 2 (1962).


1963


"We Need a New Picture of Knowledge." in New Insights and the Curriculum Development (Washington: National Education Association, 1963.)
1964


———. "Masks and Roles and the Corporate Society." Varsity Graduate 11, no. 2 (Summer, 1964).


1965


1966


________. "Electronics and the Psychic Drop-out." This Magazine Is About Schools 1, no. 1 (April, 1966).


Taylor, S., reviewer. "Understanding Media." Film Quarterly 19, no. 3 (Spring, 1966): 58-64.

1967


Battle, B. "Gone With McLuhan." Record 69 (December, 1967): 281-283.


1968


Richard Katula 15.


Rabil, A. "Future as History and History as the End: An Interpretation of Marshall McLuhan." Sound 51 (Spring, 1968): 80-100.


1969


Richard Katula

16.


1970


1971


1972


1973


BOOKS

1951


1956


1960


1962


1964


1965


1967


1968


1969


1970


1971


1972


MOVIES

1968

REVIEWS

1. Reviews of The Mechanical Bride.

Kirkus, 19 (February 1, 1951): 90.
Morris, Rudolph E. Untitled review. Renascence (Spring, 1952).
New Republic 125 (November 26, 1951): 21

2. Reviews of Understanding Media.

Oboler, E. M. Library Journal 89 (June 1, 1964): 2359.
Ricks, Christopher, New Statesman 68 (December 11, 1964): 925.
Rosenberg, Harold. New Yorker 41 (February 27, 1965): 129.

3. Reviews of The Medium Is The Massage.

Dillon, H. W. Library Journal 92 (June 1, 1967): 2172.
*Times Literary Supplement* (September 28, 1967): 887

4. **Reviews of Through The Vanishing Point**


5. **Reviews of War and Peace in The Global Village**


6. **Reviews of Counterblast**

7. Reviews of *The Interior Landscape*


*Virginia Quarterly Review* 46 (Summer, 1970).


8. Reviews of *Culture Is Our Business*

Little, S. W. *Saturday Review* 53 (May 9, 1970): 68


9. Reviews of *From Cliche to Archetype*


10. Reviews of *Take Today: The Executive as Dropout*


Nordberg, R. B. *Best Seller* 32 (June 1, 1972): 121.