The Mechanical Bride - Wikipedia

Published by Beacon Press, Boston Seller Rating: About this Item Beacon Press, Boston, Condition: Very Good. On the inside cover there is a large black ink stamp advertising the bookseller "Oxford Too". Seller Inventory More information about this seller Mechanical Bride: Folklore of Industrial Man this seller 1. From: Reader's Corner, Inc. Raleigh, NC, U. Trade Paperback. Fifth Printing, Aug This Mechanical Bride: Folklore of Industrial Man a VG, or better, 5th printing paperback copy, 2.
Marshall McLuhan's interest in the Mechanical Bride: Folklore of Industrial Man study of popular culture was influenced by the book Culture from the whirlpool of popular culture. McLuhan's interest in the role of the spectator in popular culture is illustrated by the story of the sailor and the floating objects. The sailor, when locked into the whirlpool's walls looking at floating objects, can escape his rational amusement born of his rational engagement with the culture industry. McLuhan argues that the culture industry engenders a state of mental rutting, which is the main effect of many ads and much entertainment alike. McLuhan's book argues anger and outrage are not the proper responses to the culture industry.

McLuhan is concerned by the size and the intentions of the North American culture industry. He believes everyone is kept in a "helpless state engendered by prolonged mental rutting" by ads and much entertainment. McLuhan chose the ads and articles included in his book not only to draw attention to their symbolism and implications for the corporate entities that created and disseminated them, but also to mull over what such advertising implies about the wider society at which it is aimed.

Each essay begins with a newspaper or magazine article or an advertisement, followed by McLuhan's analysis thereof. The analyses bear on aesthetic considerations as well as on the implications behind the imagery and text. McLuhan chose the ads and articles included in his book not only to draw attention to their symbolism and implications for the corporate entities that created and disseminated them, but also to mull over what such advertising implies about the wider society at which it is aimed.

McLuhan's book argues that anger and outrage are not the proper responses to the culture industry.

This is why McLuhan uses punning questions that border on silly or absurd after each visual example. On the technique of amusement McLuhan quotes Poe's sailor, when he's locked into the whirlpool's walls looking at floating objects: "This amusement, McLuhan argues, born "of his rational detachment as a spectator of his own situation," [3] saved the sailor's life. By adopting the position of Poe's sailor, readers of Bride can escape from the whirlpool of popular culture.

Marshall McLuhan's interest in the Mechanical Bride: Folklore of Industrial Man study of popular culture was influenced by the book Culture.
Mechanical Bride: Folklore of Industrial Man Environment by F.

During the s, McLuhan regularly held lectures with slides of advertisements analysing them. He first referred to the present era as the Age of the Mechanical Bride in a series of lectures in Windsor, Ontario. While critical, the Mechanical Bride: Folklore of Industrial Man of the essays was admiring at times, impressed with the skills of advertisers. The book underwent several title changes over four manuscripts before McLuhan settled on Bride.

The first manuscript was titled Guide to Chaos. The following three manuscripts were titled Typhon in America after the Ancient Greek mythological monster.

The eventual title of the book reflects McLuhan's concern about the merging of sex and technology in advertising. McLuhan was frustrated by the editorial efforts of Vanguard Press. He resisted requests to cut entries, to expand on subjects, give examples, underline a point, or generally make the book easier for readers to understand.

The Mechanical Bride was published in the fall of Did you notice the Model-T bodies of the women in that revived movie last night? From Mechanical Bride: Folklore of Industrial Man, the free encyclopedia. This article is written like a personal reflection, personal essay, or argumentative essay that states a Wikipedia editor's personal feelings or presents an original argument about a topic.

Please help improve it by rewriting it in an encyclopedic style. November Learn how and when to remove this template message. Does the Bold Look mean that the crooner and his tummyache are finished? Can the feminine body Mechanical Bride: Folklore of Industrial Man pace with the demands of the textile industry?


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The Mechanical Bride (paperback) | Gingko Press


Thanks for telling us about the problem. Return to Book Page. Philip B. Meggs Introduction. This is the devastating book which first established Marshall McLuhan's reputation as the foremost and the wittiest critic of modern mass communications.

The Mechanical Bride is vintage McLuhan -- so aptly illustrated by dozens of examples from ads, comic strips, columnists, etc. It shows how sex was first This is the devastating book which first established Marshall McLuhan's reputation as the foremost and the wittiest critic of modern mass communications.

It shows how sex was first used to sell industrial hardware, how Orphan Annie still keeps the world on track, and how an Arabian Nights wonderland of mass entertainment and suggestion makes information irrelevant, and sends us to bed at night too dazed to question whether we're happy or not.

We live in an age in which legions of highly educated professionals dedicate themselves to the task of getting inside the collective public mind with the object of manipulating, exploiting and controlling. Get A Copy. Hardcover pages. Published September 28th by Gingko Press first published More Details Original Title.

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Lists with This Book. Community Reviews. Showing Average rating 4. Rating details. More filters. Sort order. Written to address the "condition of public helplessness" v brought about by the modern capitalist world similar to Neumann's position in BehemothMcLuhan recommends Poe's method from 'A Descent into the Maelstrom,' "studying the action of the whirlpool and by co-operating with it" id.

What is meant is "rational detachment as a spectator" regarding the "world of social myths" similar to Barthes in Mythologies id. This perspective should remind us Mechanical Bride: Folklore of Industrial Man Benjamin's thesis that fascism ae Written to address the "condition of public helplessness" v brought about by the modern capitalist world similar to Neumann's position in BehemothMcLuhan recommends Poe's method from 'A Descent into the Maelstrom,' "studying the action of the whirlpool and by co-operating with it" id.

This perspective should remind us of Benjamin's thesis that fascism aestheticizes politics. "Ever since Burekhardt saw that the meaning of Machiavell's method was to turn Mechanical Bride: Folklore of Industrial Man state into a work of art by Mechanical Bride: Folklore of Industrial Man rational manipulation of power, it has been an open possibility to apply the method of art analysis to the critical evaluation of society" viii.

From there, it is vignettes, reading advertisements and other mass culture artifacts current when written in prescient, much of it. It's all very interesting and clever. There's a prefiguration of his later 'global village' concept in remarks such as "henceforth this planet is a single city" 3. Plenty of other nifty insights: "When people have been accustomed for decades to perpetual emotions, a dispassionate view of anything at all is difficult to achieve" 7.
The nihilist "is born now, of the violent meeting and woundings which occur when different cultures converge. In short, he is born of the social conditions of rapid turnover, planned obsolescence, and systematic change for its own sake" 13 --that is, all that is solid melts into air causes lumpenized antiscientific nihilism.

Spectre of Brecht in the notion that the intended lack of mental appraisal in mass fiction impair the "critical evaluation which strengthens the powers of reasonable living. They are things to Mechanical Bride: Folklore of Industrial Man felt in the viscera. They deliver a direct wallop to the nervous system, unmediated by reflection or judgment. The net result of the cult of literary violence, supported Mechanical Bride: Folklore of Industrial Man it is by other media and excitements, has been to reduce the reading public to a common level of undiscriminating helplessness" In this, "Democratic" vanity has reached such proportions that it cannot accept as human anything above the level of marketable commodities 27 ; the technique for taking the teeth out of the 'democratic' envy of the great or rich also gets a good deal of support from the rapid leveling Mechanical Bride: Folklore of Industrial Man that has taken place with respect to the mental habits of public figures" id.

At times seemingly somewhat rightwing, such as citing Swift's third Gulliver travelogue approvingly on the alleged dangers of progress 34 or in the lament that "Professor's Kinsey's book is a carte blanche for maximal genital activity" However, the candid discussion of the use of sex in advertising is not exactly prudish, nor is this an anti-science text: "insofar as science is under consideration in this book, it is not science considered as the passion for truth but applied science, the science geared to the laws of the market" Education as supplemented "for the first time in Mechanical Bride: Folklore of Industrial Man by "an unofficial program of public instruction carried on by commerce through press, radio, movies" The notion of cultural 'distinction' as being "distinct from the herd" 58a nietzschean superlative.

But: "by putting the 'high-brow' at the top of the consumer list in pace of the rich, the reader was discouraged from noting that all the other ratings were terms of economic status" 59a weberian shifting of the marxian ground. Sometimes brilliant: "In the same way we can learn from the art of such moderns as Mallarme and Joyce analogical techniques not only of survival but of advance. Mallarme and Joyce refused to be distracted by Mechanical Bride: Folklore of Industrial Man fashion-conscious sirens of content and subject matter and proceeded straight to the utilization of the universal forms of the artistic process itself. The political analogue of that strategy is to ignore all the national and local time-trappings of comfort, Mechanical Bride: Folklore of Industrial Man, prosperity, and utility in order to seize upon Mechanical Bride: Folklore of Industrial Man master forms of human responsibility and community" Comments at times on the "interfusion of sex and technology" 84 pulls into JG Ballard--one of the main themes of the book here, recurring throughout and in the title, obviously Regarding Marinetti's futurism as the work of an "Italian millionaire" 88 : "Nurtured in Schopenhauer's 'pessimism' and Nietzsche's 'energy,' he seized the machine as the true agent of the superman" 90 --which is a slick way to read the ubermensch idea.

A genius sequence that reads Superman comics, Tarzan narratives, detective fiction, up to Sherlock Holmes --lots of great insights, such as Holmes is part of a tradition that goes back through Richardson's Lovelace, Hamlet, Faust, Poe, Baudelaire, de Sade. Good stuff. By contrast, later, "the gangster hero stands in relation only to the laws of the land which he has defied. The Greek tragic hero stands in relation to a wider and more terrible law" Recommended for the gauleteers of big business. I will tell you why. Because I am petty, so when Zizek says, 'everything is stupid,' I say, 'whatever, duh. I am the choir, preach to me!' View 2 comments. Mar 10, Stephanie McGarrah rated it it was ok. The Mechanical Bride may have been an important book at one point, but now it feels very old. May 12, Thudd rated it really liked it. A frightening book about tv, radio, print and other ads, ones that change our goals, alter the neighborhood, and elect our presidents.

It's impossible to measure precisely how ads affect our lives, but this book tries. Let's face it, from now until the day we die, morning, noon and night, seven days a week, we're going to be bombarded by mind numbing ads. Escaping the effects of ads is tough if not impossible.

This book might make you think more about it. That's a good start. Apr 29, Timothy rated it liked it. Shelves: philosophy-theory. Witty and entertaining but not one of McLuhan's seminal works. My original thought upon picking this up was that it was like an American companion to Mythologies by Roland Barthes. Not so much. The latter still fascinates, while this one is just cute. It reads at about the same level as Thomas Frank. Jul 28, Elena rated it it was ok. Shelves: owned-books.

Either way, I really had to push myself to finish it. I think nowadays its value is reaallyy lower than when it was written. I mean, in the 50s? Everyone with a little bit of common sense knows the stuff he points out already. But props to McLuhan for understanding that 70 years ago. Move over Mad Men, this is the basis of so much of your script Mechanical Bride: Folklore of Industrial Man especially the early episodes.

Actually seeing McLuhan's early work in pop culture and communications makes this book a fantastic trip through memory lane. Mechanical Bride indeed! We are in the soup of it now, and have moved far along in the now old marriage-a-trois of mechanization, myth making and communications designed to sway the masses into a single buying machine: "They became what they beheld.

We are so used to decoding these signals Mechanical Bride: Folklore of Industrial Man seems like child's play to us now, but it was McLuhan the consummate scholar who showed us the way to do it.

Once you can see the facade you wonder why it was invisible for so long! Maybe we need to look again at the Mechanical Bride and see her for who she really is: False Marin! These folk references go very deep into our Western psyche. Essential reading. May Mechanical Bride: Folklore of Industrial Man, TS Allen rated it liked it.

The modern mind, whether in its subconscious collective dream or in its intellectual citadel of vivid awareness, is Mechanical Bride: Folklore of Industrial Man stage on which is contained and re-enacted the entire experience of the human race.