

Robert K. Logan's McLuhan in Reverse

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Review of Robert K. Logan's *McLuhan in Reverse*

A very personal review by Edna Pasher
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I first met Bob Logan while studying for my PhD in the Media Ecology pioneering program at NYU from 1978 to 1981. Logan was a guest speaker in one of the weekend mandatory conferences for the students led by my late teacher Neil Postman.

Logan's talk on The Poetry of Physics was a defining experience for me. As a liberal arts undergraduate student and a social sciences graduate student, I had always envied my friends in the natural sciences. It seemed to me that their methods were more accurate and closer to reality than ours.

And then I listened to Logan describing the history of physics as a series of metaphors and it absolutely blew my mind! The poetry of physics! Unbelievable! Reverse of everything I had known till then!

It was then no surprise for me that I later learned he followed McLuhan, whom I had read but never met, whose ideas were breakthroughs as well. No wonder then, that I have enjoyed this unique book by Logan on McLuhan.

"McLuhan in Reverse" by Logan is an insightful and thought provoking exploration of the influential ideas and concepts put forth by Marshall McLuhan. In this engaging book, Logan takes us on a captivating journey through McLuhan's groundbreaking theories and their relevance in our modern digital age.

What sets "McLuhan in Reverse" apart is Logan's unique approach of examining McLuhan's theories from a reverse perspective. Rather than merely reiterating McLuhan's ideas, Logan encourages readers to question and critically analyze them in the context of our contemporary media landscape. By looking at these concepts in reverse, Logan prompts us to consider the implications and consequences of our digital culture, providing valuable insights into the challenges and opportunities we face. "McLuhan in Reverse" is a captivating book that breathes new life into the groundbreaking ideas of Marshall McLuhan. Robert K. Logan's skillful presentation and thought provoking analysis offer a fresh perspective on McLuhan's theories and their application in our ever changing digital world. Whether you are a seasoned scholar or someone curious about the impact of media on our lives, this book is a must read that will challenge your assumptions and stimulate your thinking.