



McLuhan and Baudrillard: Masters of Implosion

Gary Genosko

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Gary Genosko's timely study traces McLuhan's influence on the work of Jean Baudrillard, arguing that McLuhan's ideas have been far more influential than hitherto imagined in the development of postmodern theory. Genosko explores how McLuhan's ideas persist and are distorted through Baudrillard's work. He argues that it is through Baudrillard's influence that McLuhanism has had its greatest impact on contemporary cultural thought and practice.



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