



Media and Formal Cause

By Marshall McLuhan

NeoPoiesis Press, LLC. Paperback. Book Condition: New. Paperback. 188 pages. Dimensions: 8.4in. x 5.4in. x 0.5in. Reviews No one understood causality, whether Aristotelian or electric, like Marshall McLuhan. Now, in *Media and Formal Cause*, no one reveals understanding of formal cause in the digital environment better than McLuhans protg son, Eric. In the foreword, Lance Strate writes that M. McLuhans *Understanding Media* was one of the most important books of the 20th century. For anyone who wishes to understand how things truly work, *Media and Formal Cause* is one of the most important books of the 21st. Arguably formal cause has been the least understood but the most intellectually important of all of Aristotles four agents or processes of causation. This small volume proffers a large understanding of this formative, previously mysterious level of invisible creation. Three essays by Marshall (one with co-author Barry Nevitt) and a powerful new essay by Eric give new meaning to ye olde clich, like father, like son. While reading writing that is engaging, encyclopedic, and electric, we discover that formal cause is not what you think. . . but it is vital to how you think. -Thomas Cooper, Professor of Visual and Media Arts, Emerson...

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