

# **Marshal Mc Luhan : *The Mechanical Bride* :**

## ***Folklore of Industrial Man***

(MA English Semester IV Paper XIV B Canadian Literature)

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**Objectives:**

The modest objective of this e content is to:

- i. to develop ICT resources as e content for Canadian Literature in English.
- ii. contribute to formal and non formal education of the stakeholders concerned.
- iii. facilitate the e learning of the students of MA English in Canadian Literature.
- iv. associate literary studies with behavioral knowledge .

**Learning Outcome :**

- i. After following this e content, the learners shall-
- ii. add to their understanding of Marshal Mc Luhan's Marshal Mc Luhan : *The Mechanical Bride : Folklore of Industrial Man*
- iii. associate the context of *The Mechanical Bride : Folklore of Industrial Man* with the socio cultural contexts of the other streams in New Literatures in English.
- iv. shall get familiar with socio historical contexts of Canadian Literature

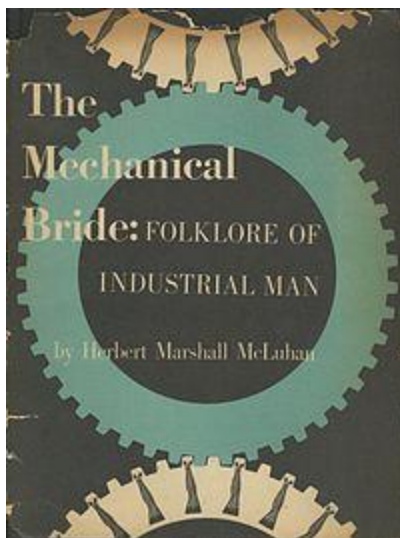
**Subject Mapping /Structure:**

- 1 Central points
2. Appreciation and association
3. Questions

**Marshal Mc Luhan : *The Mechanical Bride : Folklore of Industrial Man***

1. Published in 1951 , it is a classic text in popular culture
2. In *The Mechanical Bride: Folklore of Industrial Man* ,Marshal Mc Luhan has used media advertisements, newspapers , comics etc for illustrating his points .

3. The style of Marshal Mc Luhan is refereed as “Mosaic Style”.....There are short essays .
4. Each essay in this book begins with some media advertisement .The author later offers a comment on it .
5. The contexts and connotations , the symbolism and appeal of these advertisements are will analyzed by Marshal Mc Luhan.
6. It shows how popular culture affects the collective public mind , and how does it negotiate the cultural history .
7. It also analyses the impact of popular cuture on individual and society .
8. Marshal Mc Luhan’s *The Mechanical Bride : Folklore of Industrial Man* shows as to how sex and related images was first used to sell industrial hardware
9. It offers the patterns of mass entertainment
10. Issues of information dissemination and different mediating facts are also mentioned .



### **Background Reading**

Read the essays of *The Mechanical Bride: Folklore of Industrial Man* and explain the following terms :

- i. Cultural History
- ii. Popular Culture
- iii. Collective Public Mind
- iv. North America

v. culture industry

### **Assignment**

Visit the available sources on internet and prepare an annotated bibliography of some 10 works on *The Mechanical Bride: Folklore of Industrial Man* .

### **References**

Marshal Mc Luhan : *The Mechanical Bride : Folklore of Industrial Man*

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"McLuhan, Marshall (1911-80)" .*Routledge Encyclopedia of Post-Colonial Literatures in English*. Benson, Eugene; Conolly, L.W. (eds). London: Routledge, 2005.

Theall, Donald F. *The Virtual Marshall McLuhan*, McGill-Queen's Press - MQUP, 2001.

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