

## CONTENTS

<b>PART I</b>	1
Introduction	3
1 The Medium is the Message	7
2 Media Hot and Cold	24
3 Reversal of the Overheated Medium	36
4 The Gadget Lover: Narcissus as Narcosis	45
5 Hybrid Energy: <i>Les Liaisons Dangereuses</i>	53
6 Media as Translators	62
7 Challenge and Collapse: the Nemesis of Creativity	68
 <b>PART II</b>	 81
8 The Spoken Word: Flower of Evil?	83
9 The Written Word: an Eye for an Ear	88
10 Roads and Paper Routes	97
11 Number: Profile of the Crowd	115
12 Clothing: Our Extended Skin	129
13 Housing: New Look and New Outlook	133

14	Money: the Poor Man's Credit Card	142
15	Clocks: the Scent of Time	157
16	The Print: How to Dig it	170
17	Comics: <i>Mad</i> Vestibule to TV	178
18	The Printed Word: Architect of Nationalism	185
19	Wheel, Bicycle, and Airplane	195
20	The Photograph: the Brothel-without-Walls	204
21	Press: Government by News Leak	220
22	Motorcar: the Mechanical Bride	236
23	Ads: Keeping Upset with the Joneses	246
24	Games: the Extensions of Man	254
25	Telegraph: the Social Hormone	267
26	The Typewriter: into the Age of the Iron Whim	281
27	The Telephone: Sounding Brass or Tinkling Symbol?	289
28	The Phonograph: the Toy that Shrank the National Chest	300
29	Movies: the Reel World	310
30	Radio: the Tribal Drum	324
31	Television: the Timid Giant	336
32	Weapons: War of the Icons	369
33	Automation: Learning a Living	378