

Contents

W. TERRENCE GORDON

McLuhan's Compass for the Voyage to a World of
Electric Words

vii

ELENA LAMBERTI

Not Just a Book on Media: Extending *The Gutenberg Galaxy* XXV

DOMINIQUE SCHEFFEL-DUNAND

The Invisible and the Visible: Intertwining Figure and
Ground in *The Gutenberg Galaxy*

xlvii

THE GUTENBERG GALAXY

Prologue	1
The Gutenberg Galaxy	13
The Galaxy Reconfigured	299
Bibliographic Index	317
Index of Chapter Glosses	327