

Marshall McLuhan, one hundred years later

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We are very happy to present this third issue of E-Compós 2011, dedicated to Marshall McLuhan's work, this year when his centennial is being celebrated everywhere in the world. One of the most controversial authors in the history of Communication as a scientific field, author of famous sound-bites and organizer of debates that are still alive today, Canadian author Herbert Marshall McLuhan (1911-1980) left his imprint in 20th century thought. McLuhan was one of the pioneers in taking means of communication and their effects on society as an object of research; many of his ideas were instrumental in establishing communication as a scholarly field. After a period of ostracism, during which his ideas were "out of fashion", the widespread use of the Internet all over the world in the late nineties once more brought back to the limelight the idea of a "global village", which made McLuhan look like a kind of "prophet" who was not really understood in his own time. Neither praising McLuhan naively nor criticizing him blindly, in this issue we wished to offer our readers a panel of contemporary points of view about the life and the work of this very important scholar in our research field.

Authors in this current issue include world-renowned specialists in McLuhan's work, such as Lance Strate, professor at Fordham

University, United States, with his paper *The Fall of Nations: The Fate of Social Systems in the New Media Environment*, in which he examines the impact of the new media environments on today's global organization in the light of McLuhan's theories. Another distinguished scholar is the author of *Figure/Ground: cracking the McLuhan code*: Robert K. Logan, professor at the University of Toronto, Marshall McLuhan's friend and personal contributor. In his paper, Prof. Logan offers a reading key to understanding McLuhan's texts, often accused of being difficult to understand -the notion of "figure/ground", which McLuhan mentions several times in letters and other texts that are not widely known in Brazil.

In addition to these two texts, the current issue includes the following articles: *McLuhan, Burawoy, McLuhan*, by Gregory Sandstrom, establishing a relationship between Marshall McLuhan's and Michael Burawoy and Eric McLuhan's works, particularly based on the notion of "human extension"; *Telegraph, Television and Twitter*, by Caroline Casali and Marco Bonito, in which these three communication technologies are considered by establishing a relationship between McLuhan's theory and the mediatization theory; *Images of the automotive industry for consumption*, by Vander Casaque, which explores McLuhan's theory about the car as a human extension in relation to the advertisement discourse about automobiles; and *Sensus communis*, by Irene Machado, which explores the methodological and epistemological articulations built by McLuhan concerning human understanding through perception and cognition in the media sound environment.

This issue is complemented by a review of the book *Extending McLuhan: from global village to global web – communication, memory and technology*, by Vinicius Pereira, and a historic interview with Marshall McLuhan himself, published in 1972

by French magazine L'Express, translated into Portuguese by ALCEU journal and republished by E-Compós thanks to the kind permission of Editora PUC-Rio, which we thank in the person of its editor Fernando Sá.

We wish you all a good reading!

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