

Miscellaneous

24. Porter, John. The Vertical Mosaic. Toronto, University of Toronto Press, 1964; especially Chapter XV.

Porter's pioneering study of the organization and effects of power in Canadian society contains a chapter (no. XV) on the relationship between the mass media and the overall social structure. Its influence may be noted in the Senate Committee's report (see p.1)

25. Black, Edwin R. "Canadian Public Policy and the Mass Media", Canadian Journal of Economics I, 1968

An overview of the continuing interest expressed by several royal commissions and embodied in statute in preserving Canadian culture.

26. Innis, Harold Adams. The Bias of Communication. Toronto, University of Toronto Press (rev. ed.) 1964.
Empire and Communications. Toronto, U. of Toronto Press (rev. ed.) 1972
 Two important works by a leading Canadian scholar on the development of means of communication, and the effects of different forms on the history of societies.

27. McLuhan, Herbert Marshall. The Mechanical Bride: Folklore and Industrial Man. New York, Vanguard Press, 1951.

28. _____. The Gutenberg Galaxy: The Making of Typographic Man. Toronto, University of Toronto Press, 1962.

29. _____. Understanding Media: The Extension of Man. New York, McGraw-Hill, 1964.

30. _____, and Fiore, Quentin. The Medium is the Message. New York, Random House, 1967.

Four main works by a Canadian thinker with a world-wide reputation. In the first, Professor McLuhan discusses the significance of various forms of popular communication, including advertising and comics. In the last three, he develops his theories about the historical effects of printing and other forms of communication, and about the great changes being brought to humanity by the growth of electronic media.