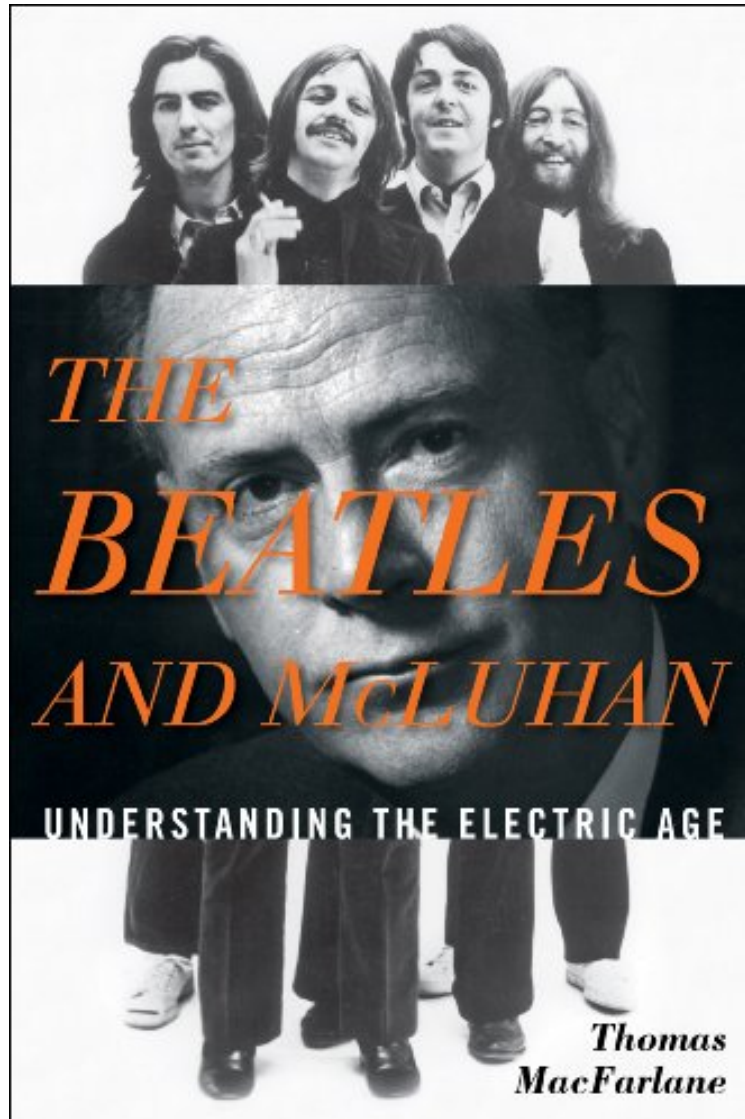


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The Beatles and McLuhan: Understanding the Electric Age

Thomas MacFarlane

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Thomas MacFarlane : The Beatles and McLuhan: Understanding the Electric Age before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Beatles and McLuhan: Understanding the Electric Age:

In the 1960s, The Beatles would address like no other musical act a radical shift in the cultural mindset of the late

twentieth century. Through tools of electric technology, this shift encompassed the decline of visual modes of perception and the emergence of a way-of-knowing based increasingly on sound. In this respect, the musical works of The Beatles would come to resonate with and ultimately reflect Marshall McLuhans ideas on the transition into a culture of all-at-once-ness: a simultaneous world in which immersion in vibrant global community increasingly trumps the fixed viewpoint of the individual. By engaging with recording technologies in a way that no popular act had before, The Beatles opened up for exploration the acoustical space precipitated by this shift. In *The Beatles and McLuhan: Understanding the Electric Age*, scholar and musician Thomas MacFarlane examines how the incorporation of electric technology in The Beatles art would enhance their musical impact. MacFarlane surveys the relationship between McLuhan's ideas on the nature and effects of electric technology and The Beatles own engagement of that technology; offers analyses of key works from The Beatles' studio years, with particular attention paid to the presence of cultural metaphors embedded in the medium of multi-track recording; and collates these data to offer stunning conclusions about The Beatles creative process in the recording studio and its cultural implications. This work also features the first published transcriptions ever of the complete filmed conversation between John Lennon and Marshall McLuhan on their respective ideas, as well as an interview between MacFarlane and McLuhans son and executor, Michael McLuhan, on his fathers and the Beatles legacy. *The Beatles and McLuhan* will interest scholars and students of music and music history, recording technology, media studies, communications, and popular culture.

The Beatles and McLuhan: Understanding the Electric Age includes the first ever-complete transcription of the filmed conversation between John Lennon and Marshall McLuhan, as well as an interview with Michael McLuhan regarding his fathers legacy and that of The Beatles. *The Beatles and McLuhan: Understanding the Electric Age* will be of interest to scholars and students interested in music, music history, recording technology, media studies, and popular culture. (Leonardo Music Journal) Anyone who is interested in an intense history of the Beatles, the book *The Beatles and McLuhan* is an exciting, instructive and valuable asset. Recommended. (From Me to You) You never heard the Beatles like this before. . . . In his remarkable study for it is just that MacFarlane assesses the true relevance of the music that the Beatles made within this period and how the music of this band became a palimpsest for the theories of Marshall McLuhan. . . . [The book] make[s] a great statement about the advent of the digital era, the mapping of our own cultural history and its preservation thanks to hot and cool media in the digital era. (Jazz da Gama) About the Author Thomas MacFarlane teaches courses in Music Theory and Composition at New York University while also working as a composer and a writer. He is author of *The Beatles' Abbey Road Medley: Extended Forms in Popular Music* (Scarecrow Press).