

Herbert Marshall McLuhan (July 21, 1911 – December 31, 1980). is a Canadian philosopher whose work is one of the cornerstones of media theory. Studied at the University of Manitoba and Cambridge University. He began working as an English professor at several universities in the United States and Canada before moving to the University of Toronto in 1946, where he remained for the rest of his life. He .is considered the "Father of Media Studies