

Contents

List of Illustrations	xi
Acknowledgments	xiii
PROLOGUE Black Magic on Mars	1
ONE Subliminal Communication as Vernacular Media Critique	13
TWO Mind, Media, and Remote Control	43
THREE The Swift View	65
FOUR Mind-Probing Admen	91
FIVE Crossing the Popular Threshold	111
SIX The Hidden and the Overload	133
SEVEN From Mass Brainwashing to Rapid Mass Learning	165
EIGHT Textual Strategies for Media Saturation	193
NINE Critical Reasoning in a Cluttered Age	227
Notes	239
Bibliography	267
Index	291

