

# CONTENTS

An introduction	2
1 On communication	5
2 The sense of the senses	25
3 Extensions of the senses	49
4 Better living through chemistry?	63
5 On making contact	81
6 Print	97
7 Radio	115
8 Television	129
9 Film	145
10 Subliminal media	157
11 Moving into the future	175
Suggested readings	186
Index	188