

3

SHIFT 1 - ASSIMILATING THE SECOND GENERATION

3.1 WHAT IS A STRUCTURAL SHIFT?

3.2 TORONTO SCHOOL - HAROLD INNIS

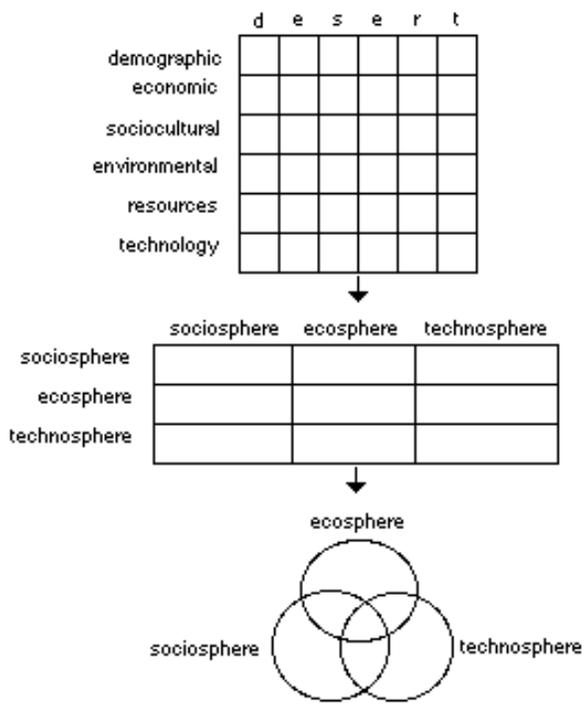
3.3 THREATS AND OPPORTUNITIES

The discovery of the alphabet will create forgetfulness in the learners' souls. You will give your disciples not truth but the semblance of truth: they will be heroes of many things, and will have learned nothing; they will appear to be omniscient and will generally know nothing.

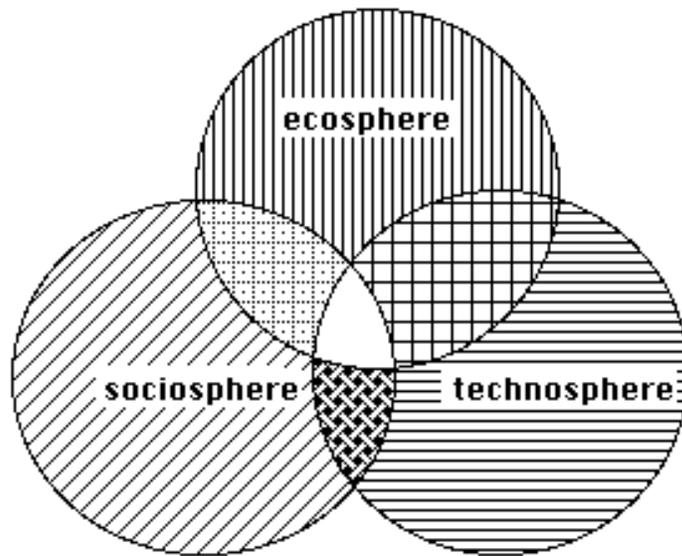
Plato, PHAEDRUS

We didn't need dialogue. We had faces.

Norma Desmond in **SUNSET BOULEVARD**
(Commenting on shift from silent movies to talkies)



FROM 6x6 MATRIX TO 3x3 MATRIX TO TRIAD



TRIAD MODEL

