

## 5

# SHIFT 2 - ASSIMILATING THE THIRD GENERATION

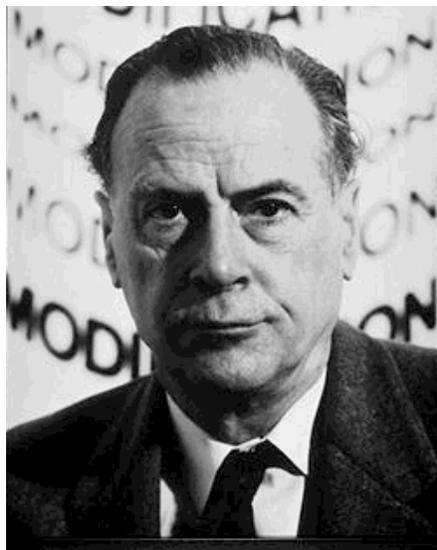
### 5.1 WHICH SHIFT IS MOST IMPORTANT?

### 5.2 TORONTO SCHOOL - MARSHALL MCLUHAN

### 5.3 THREATS AND OPPORTUNITIES

*My main theme is the extension of the nervous system in the electric age and, thus, the complete break with five thousand years of mechanical technology. This I state over and over again. I do not say whether it is a good or bad thing. To do so would be meaningless and arrogant.*

Letter from **Marshall McLuhan** to Robert Fulford in 1964,  
[BENEDETTI & DEHART, Page 147]



Canada has never been a melting pot; more like a tossed salad.

--- **Arnold Edinborough**

In any world menu, Canada must be considered the vichyssoise of nations --- it's cold, half-French, and difficult to stir. --- **Stuart Keate**

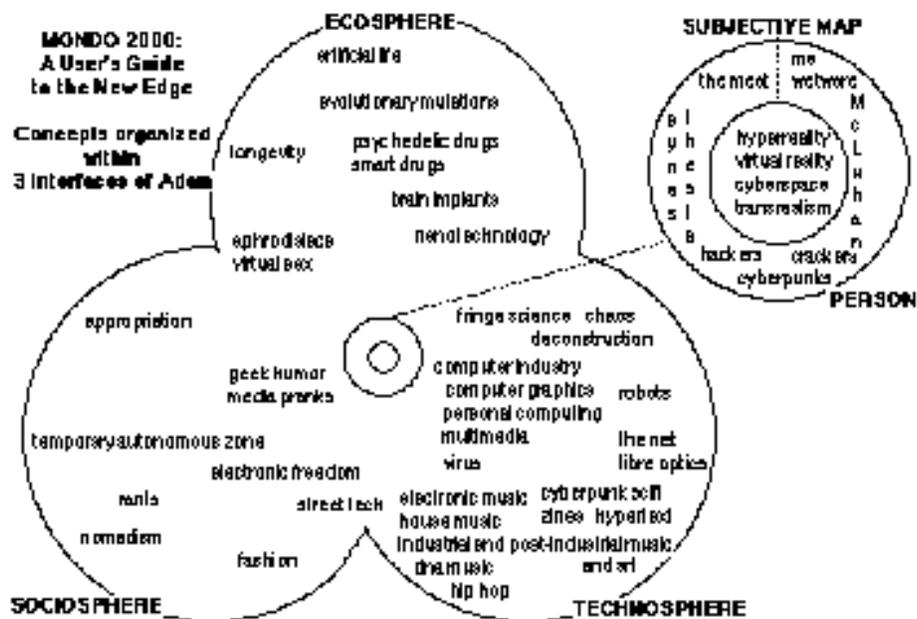
My generation of Canadians grew up believing that, if we were very good or very smart, or both, we would somehow graduate from Canada. --- **Robert Fulford**

A Canadian is someone who can make love in a canoe --- **Pierre Berton**

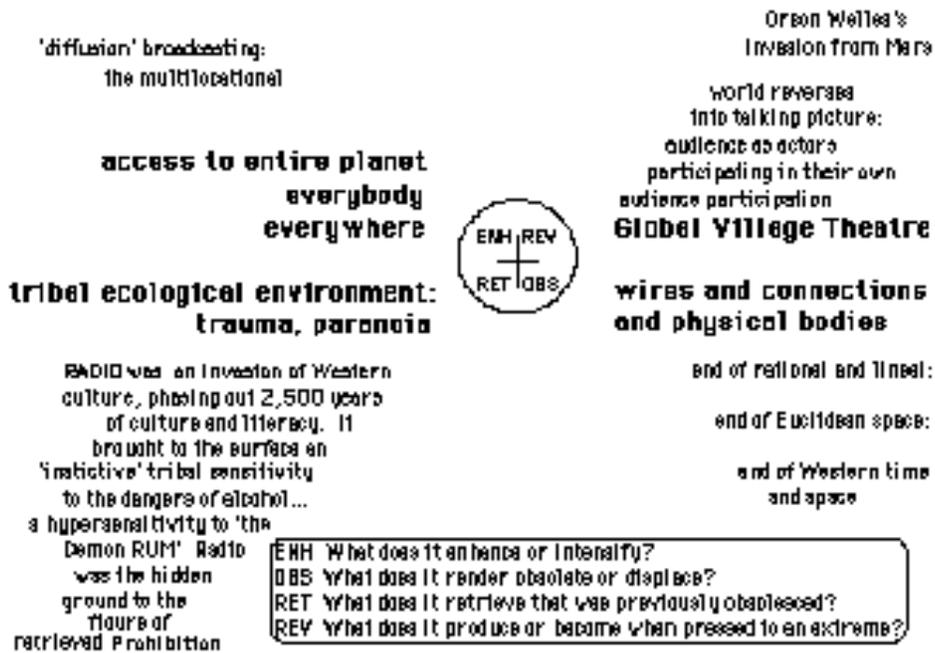
Canada is the only country in the world that knows how to live without an identity. --- **Marshall McLuhan**

[All those quotes, illustrating how self-deprecating Canadians are, were taken from *Peter's Quotations* by Laurence J. Peter. He is also author of *The Peter Principle*, which states that *in a hierarchy, every employee tends to rise to his level of incompetence*. Needless to say, Peter is a Canadian.]

### SELF-DESCRIPTIONS OF CANADIANS BY CANADIANS



"NEW AGE" CONCEPTS ORGANIZED WITHIN TRIAD MODEL



## EXAMPLE OF TETRAD - RADIO

## 5 REFERENCES

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