

7

SHIFT 3 - ASSIMILATING THE FOURTH GENERATION

7.1 IS THE CURRENT SHIFT CLEARER NOW?

7.2 TORONTO SCHOOL - NEW MCLUHANS

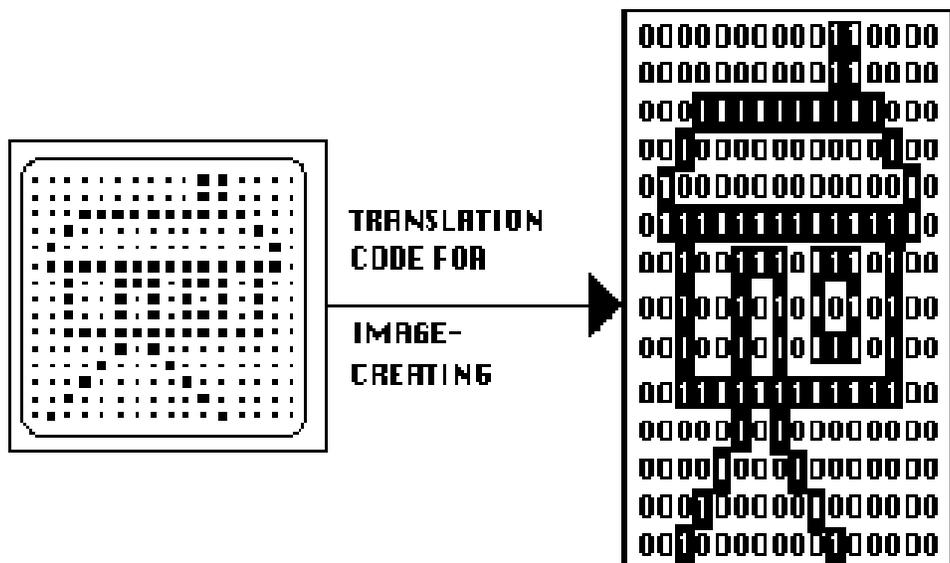
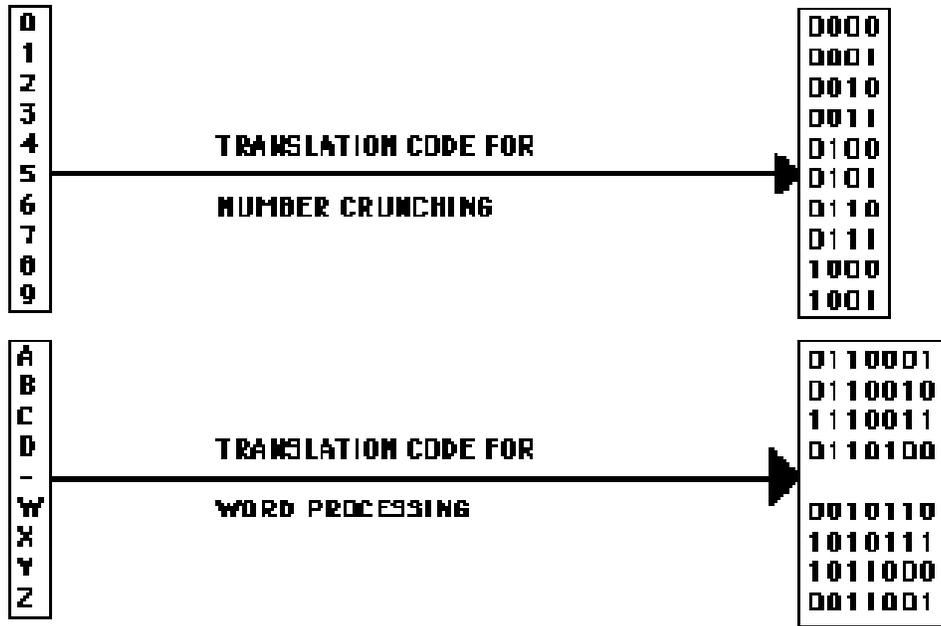
7.3 THREATS AND OPPORTUNITIES

The ease of entering and changing text on a screen, the nearly instant speed of the transmission - all in contrast to the difficulty and slowness of such applications when conducted on paper - conspire to make online communication a speech-like medium, a hybrid in which our fingers not only do the walking but do the talking, from its inception.

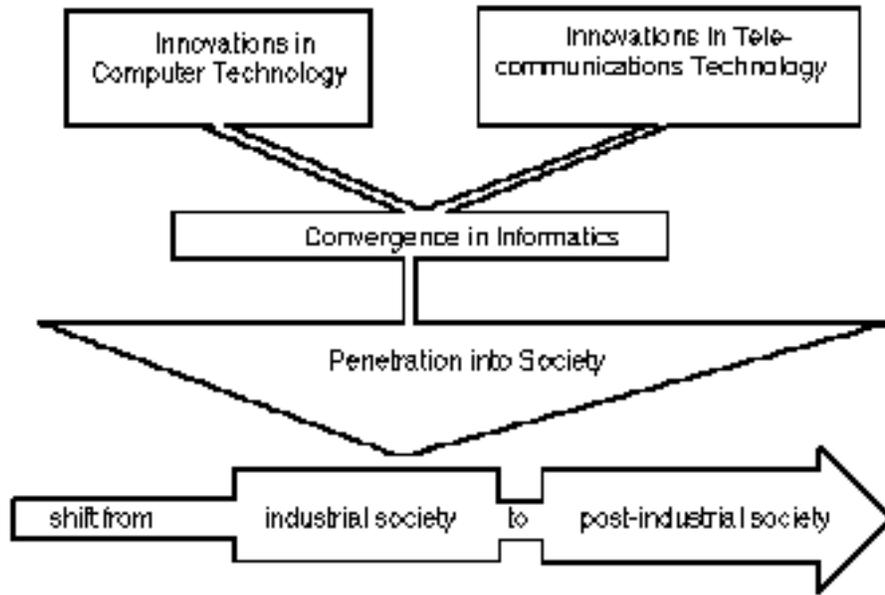
Paul Levinson, DIGITAL MCLUHAN, Page 33

What a bore it is, waking up in the morning, always the same person.

Logan Pearsall Smith



LOWEST COMMON DENOMINATOR OF 0s AND 1s



FIVE PROCESSES OF CHANGE

7 REFERENCES

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