SHIFT 1 - ASSIMILATING THE SECOND GENERATION

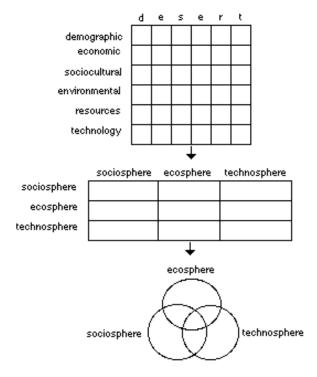
- 3.1 WHAT IS A STRUCTURAL SHIFT?
- 3.2 TORONTO SCHOOL HAROLD INNIS
 - 3.3 THREATS AND OPPORTUNITIES

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.

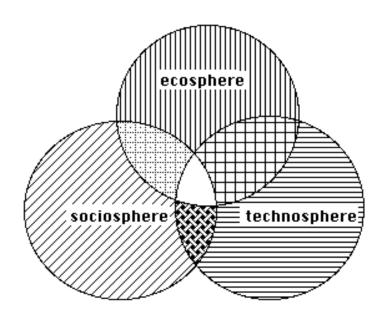
Plato, PHAEDRUS

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



THREATS AND OPPORTUNITIES (TAO)

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