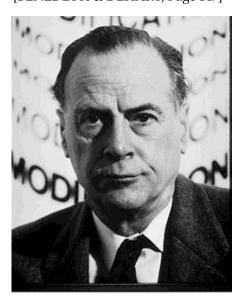
5 SHIFT 2 - ASSIMILATING THE THIRD GENERATION

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

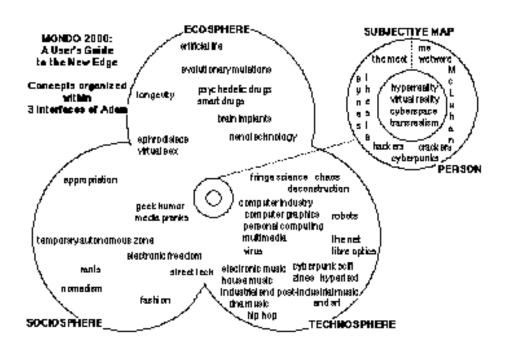
My generation of Canadians grew up believing that, if we were very good or very smart, or both, we would somehow graduate from Canada. --- Robert Fulford

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

'diffusion' broadcesting: the multilocational

Oreon Welles's Investor from Mara

world reverses inio talking picture: audience as actors participaling in their own audience participalion

Globel Yillege Theatre

wires and connections and physical bodies

and of reflored and lineal:

end of Euclidean space:

and of Western time and apace

everywhere RET JOBS

everybody

tribal ecological environment: trauma, parancia

access to entire planet

RADIO was an investor of Western culture, phaoing aut 2,500 years of culture and litteracy. It braught to the purfece en 'inatictive' tribal sensitivity to the dangers of alcohol ... a hyperagnal tivity to 'the

Demon RUM' Radio was the hidden. ground to the flaure of retrieved Prohibition

EHH What does it an hance or intensify?

085 What does it render obsolete or displace? RET What does it retrieve that was previously obspleaced?

IREV What does it produce or become when pressed to an extreme?)

EXAMPLE OF TETRAD - RADIO

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