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MEDIA AND THE UNIVERSITY

15.1 A TALE OF TWO INSTITUTIONS

15.2 STUCK IN SECOND GENERATION

15.3 OPTIMAL ORCHESTRATION OF FOUR GENERATIONS

15.4 TURNING TEACHING INSIDE-OUT

Education is a technology that tries to make up for what the human mind is innately bad at. Children don't have to go to school to learn to walk, talk, recognize objects, or remember the personalities of their friends, even though those tasks are much harder than reading, adding, or remembering dates in history. They do have to go to school to learn written language, arithmetic, and science, because those bodies of knowledge and skill were invented too recently for any species-wide knack for them to evolve.

Steven Pinker, 2002

*A wise man learns from his experience,
a wiser man learns from the experience of others.*

Confucius

We must learn from the mistakes of others. You can't possibly live long enough to make them all yourself.

Sam Levenson

(Quoted in Globe and Mail, 3 May 2004)

Imagine a classroom with a window on all the world's knowledge. Imagine a teacher with the capability to bring to life any image, any sound, any event. Imagine a student with the power to visit any place on earth at any time in history. Imagine a screen that can display in vivid color the inner workings of a cell, the birth and death of stars, the clashes of armies, and the triumphs of art. And then imagine that you have access to all of this and more by exerting little more effort than simply asking that it appear.

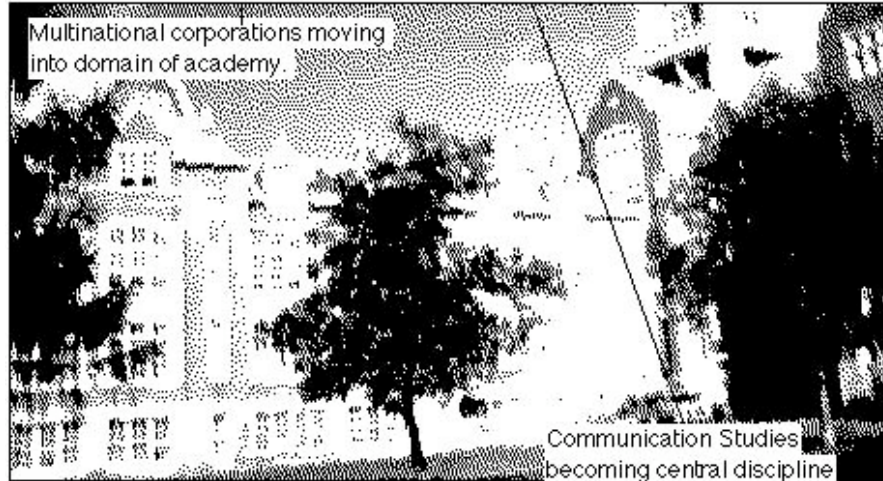
John Sculley

(AMBRON & HOOPER 88, Page vii).



THREAT

OPPORTUNITY



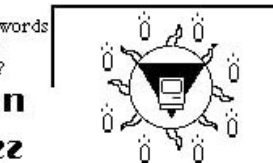
THREATS TO AND OPPORTUNITIES FOR THE UNIVERSITY

The computer will never replace the book.
For example, you can't take a computer to bed.
Actually you can take a laptop computer to bed
and project the image on the ceiling for easy reading.
But you still miss the smell of the leather binding and texture of the paper.
You sound pretty depraved - sniffing and fondling books in bed!

A picture is worth 1000 words
A motion picture is thus
worth how many words?

progression

≡ b1061622



on-line
dating
is
safe
sex



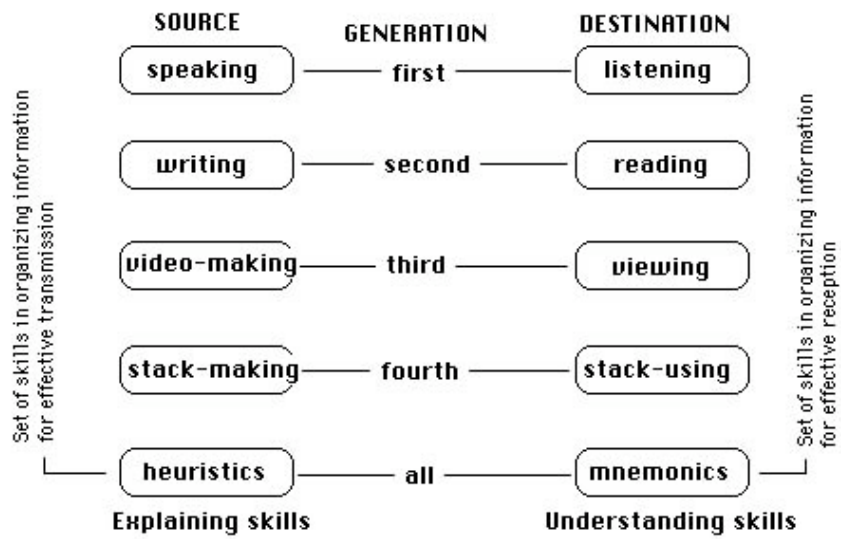
The book is dead!
Who said that?
McLuhan.
Where did he say it?
In a book.
Ah!

I saw your car yesterday and thought I'd
come say "hello" but I was too busy reading
your book!

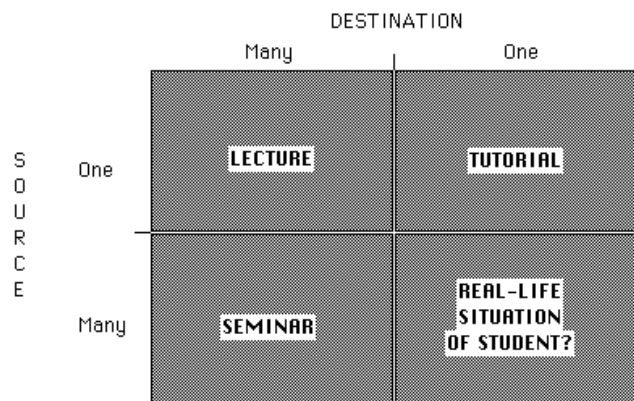
*You use the automatic teller machine?
Don't you miss a real life teller?*

My social life is not that bad.

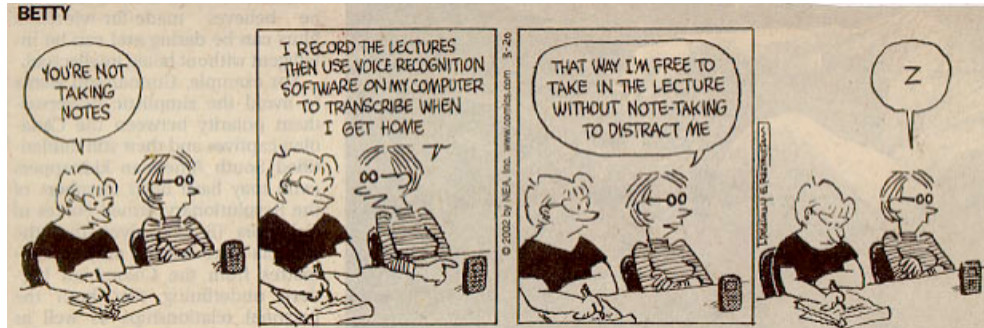
WHICH GENERATION IS BEST?



EXPLAINING AND UNDERSTANDING SKILLS



FOUR COMMUNICATION SETTINGS IN UNIVERSITY



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