

Marshall McLuhan – Prophet of Zoom



Course Outline

Date	Topic	Notes
3/23	Introduction, Medium is the Message. Hot and Cold Media	
3/30	Technology as an extension of our bodies and minds	
4/6	Tribes, cities, and the body of Christ	
4/13	McLuhan as McLuhan	
4/20	McLuhan's legacy	

Course materials, including presentations, video links, and bibliography, are available on <https://queenlake.com/wise-2021/marshall-mcluhan-prophet-of-zoom/>

Karl Hakkarainen
508 829 5825
kh@queenlake.com

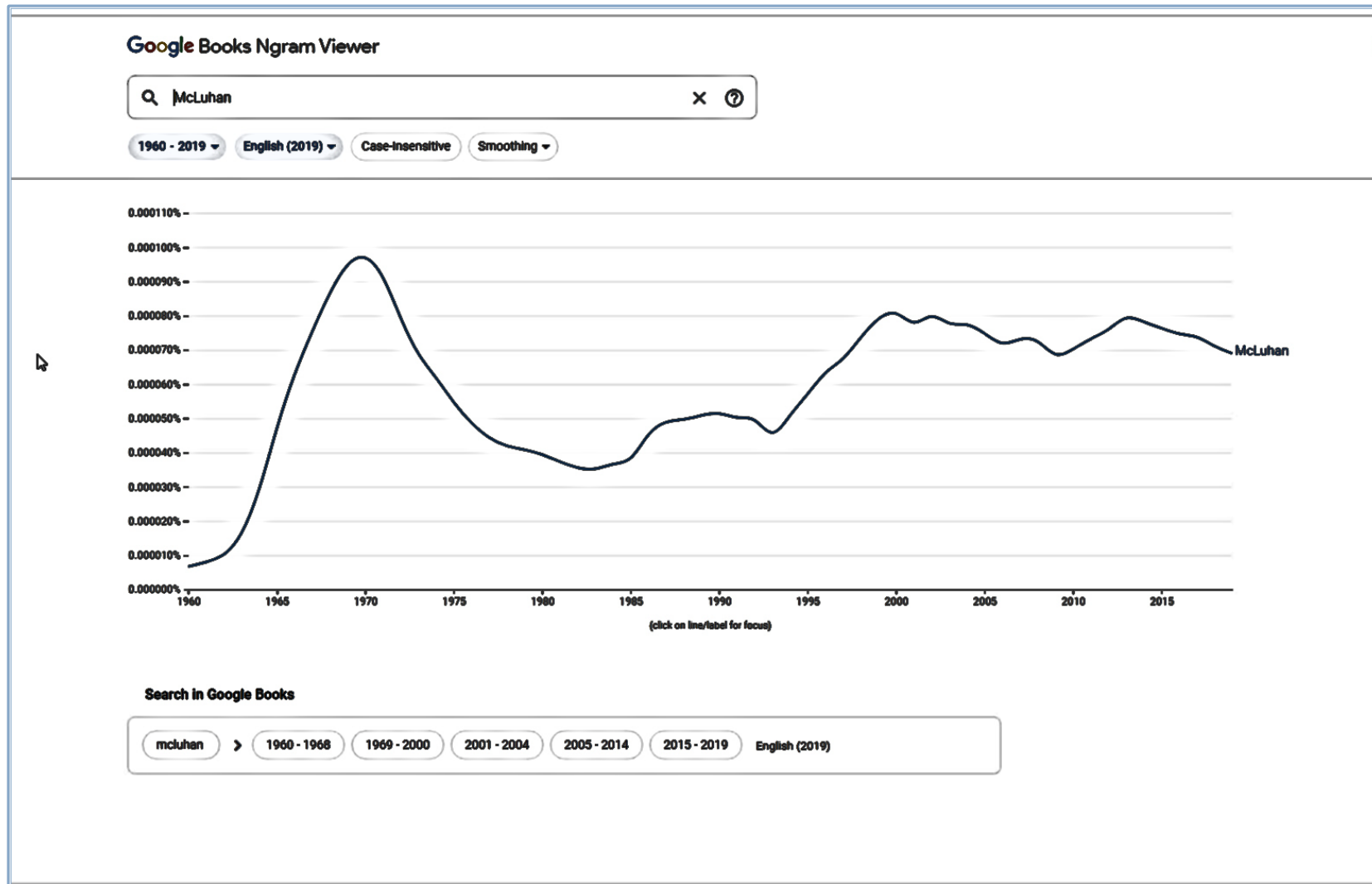




Topics

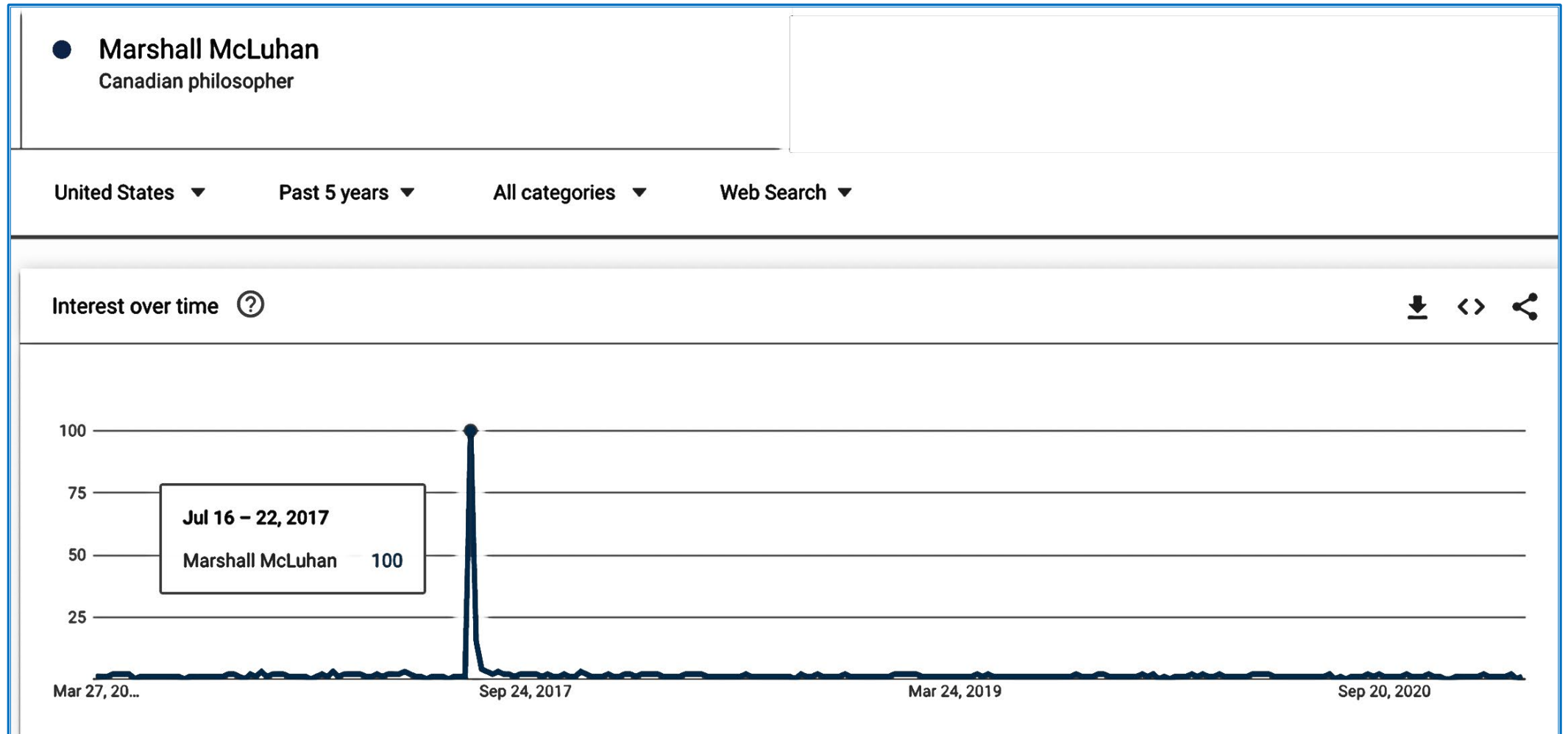


WISE



McLuhan in books





Google Search Trends [Link]



The computer is the most extraordinary of man's technological clothing; it's an extension of our central nervous system. Beside it, the wheel is a mere hula-hoop.

Marshall McLuhan – War and Peace in the Global Village

Week Two – Technology as an extension of our bodies and minds



For example, the Christian concept of the mystical body—all men as members of the body of Christ—this becomes technologically a fact under electronic conditions.

Week Three – Tribes, cities, and the body of Christ

Stearn, Gerard Emanuel, ed. McLuhan: Hot & Cool. New York: Signet Books, 1967.





Week Four – McLuhan as McLuhan



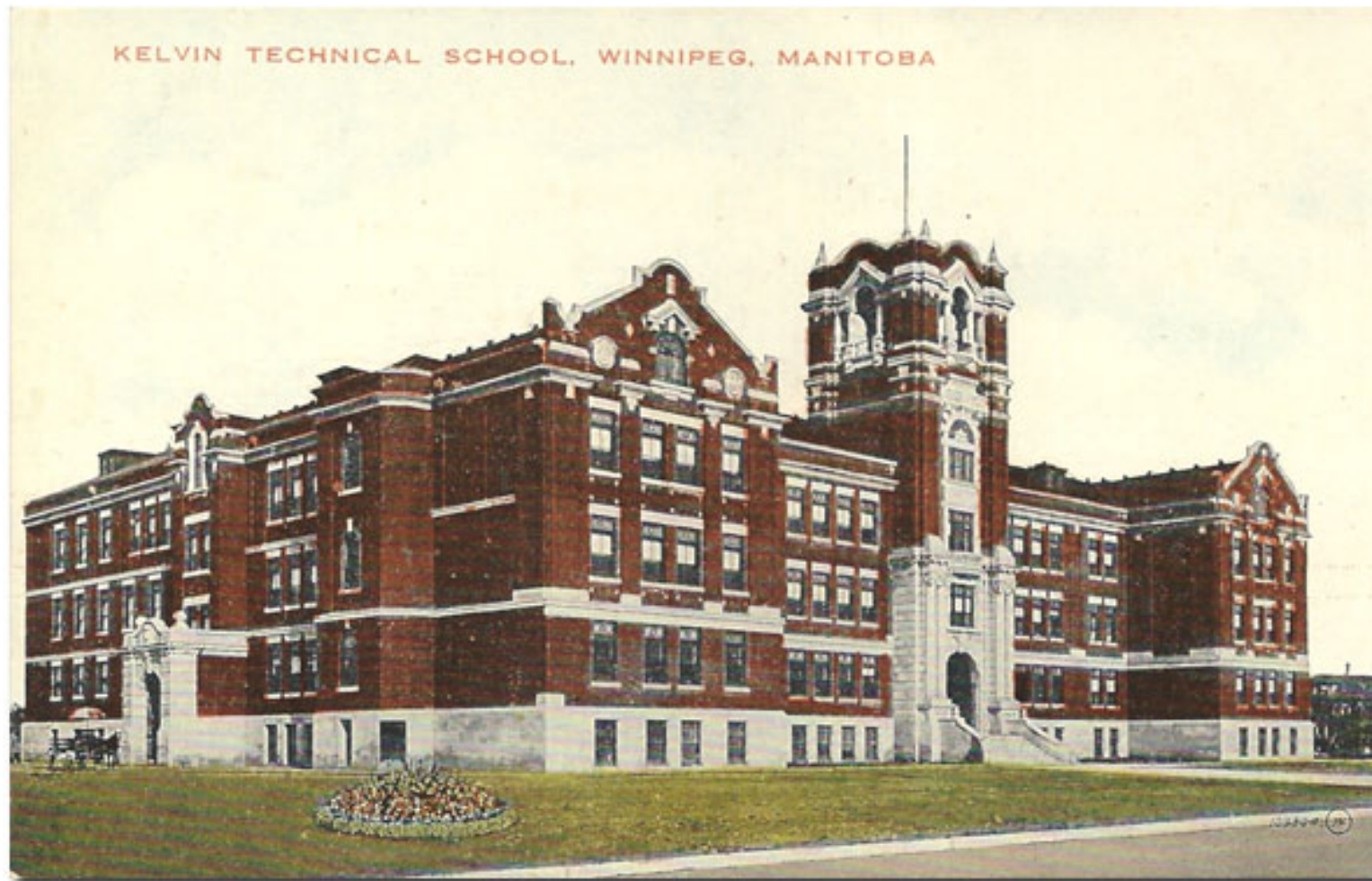


Week Five – McLuhan's Legacy

New York Times, Alexander Stille, October 14, 2000 [\[Link\]](#)

McLuhan listed as "Patron Saint" of Wired magazine, starting with its first issue in 1993





McLuhan in Winnipeg, Manitoba





Adult Education

By MARSHALL McLUHAN

The report of the student commission suffers from many root fallacies, but it suffers unconsciously and in common with the uprooted and unconnected thought of our time. For instance, its recommendation for the extension of adult education has absolutely no idea behind it. There is a tendency in this matter and in an age of "progress" all tendencies are invaluable and unquestionable.

How many times a week do students hear that the object of a university training is to teach them to think for themselves? How many have thought about this weird and anarchical suggestion? If they are getting their money's worth, when should the first symptoms appear? According to the report of our commission, they tend to appear in practice when the graduate develops regret for the years he spent at university.

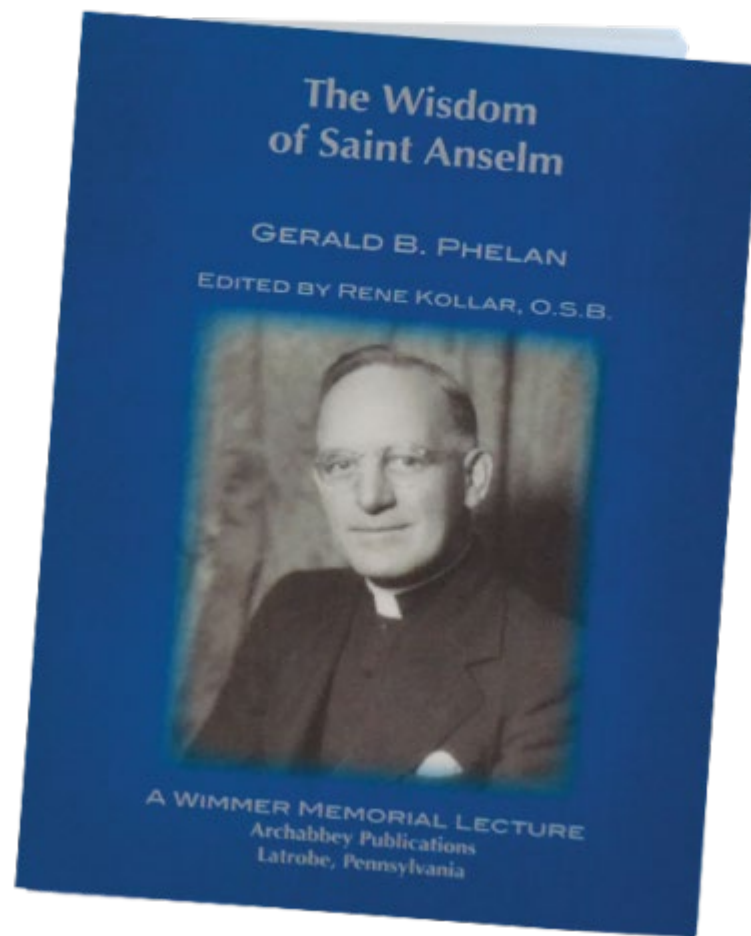
McLuhan at the University of Manitoba





McLuhan at Cambridge

Cambridge University: B.A., 1936; M.A., 1939; Ph.D., 1942



McLuhan converted to Catholicism on Holy Thursday, 1937^[1]

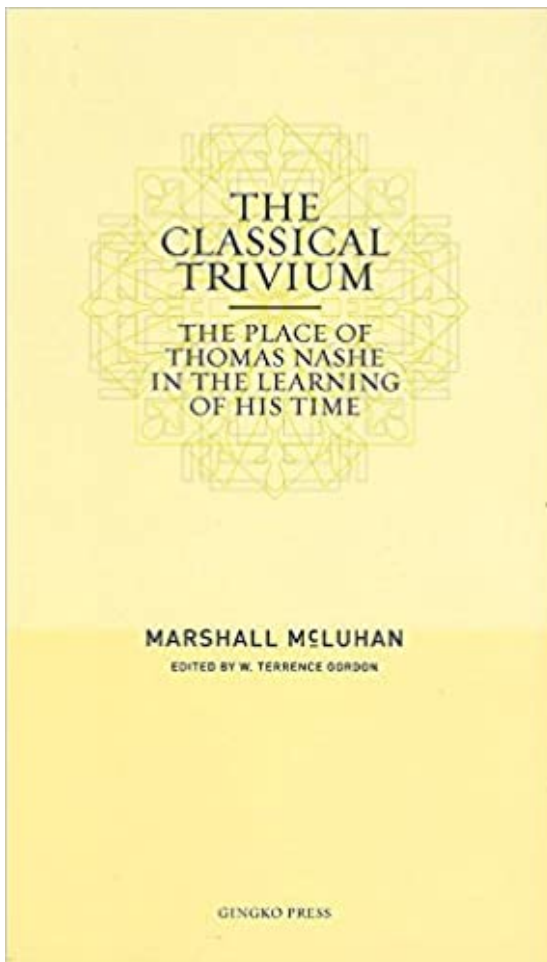
Or, maybe, it was Holy Thursday, 1936, [\[Link\]](#)





McLuhan married Corrine Lewis in 1939





McLuhan's doctoral thesis, published in 2006. [\[Link\]](#)



Ex-Winnipegger Heads U.S. Study Of Teaching With TV

By PHILLIP DEANE

TORONTO (Special-OFNS) — An ex-Winnipegger and former University of Manitoba student has been hired by educational experts in the United States to tell them what to do about TV and its impact on learning.

Marshall McLuhan, a Toronto university professor who has long upheld the value of television as an aid to learning, will spend the next three years on studies into "understanding media," his great speciality. At the request of the National Association of Educational Broadcasters, the U.S. department of health, education and welfare will pay a good deal of the cost.

Dr. McLuhan was born in Edmonton and came to Winnipeg when he was six years old. He received his elementary and high school education here and received B.A. and M.A. degrees at the University of Manitoba. He received a Ph.D. in English at Cambridge University.

His father, Herbert E. McLuhan, 64 Balmoral Place, recalls his son was interested in TV since its early days in Canada and



MARSHALL McLUHAN
... On TV Education

operation when they watch it on closed circuit television — is another of the facts Dr. Luhan has been accumulating. Medical students say they have performed the operation themselves.

The Textbook

A teacher teaching out of a printed textbook seems to be at a disadvantage when his students have been exposed to television. There is no point in denying this fact; according to Dr. Luhan. The point is how to use television or other modern media in the classroom. The full potentialities of the medium are wasted when only an ordinary lecture is projected — a lecture which is much more effective if it is a documentary on the same subject. Studies show that an even more effective method may be a dialogue having an expert interview an expert on television.

How expert should the expert be for each age group? What should they put emphasis on? Which particular aspects of television stimulate memory, help people learn things which stimulate analytical

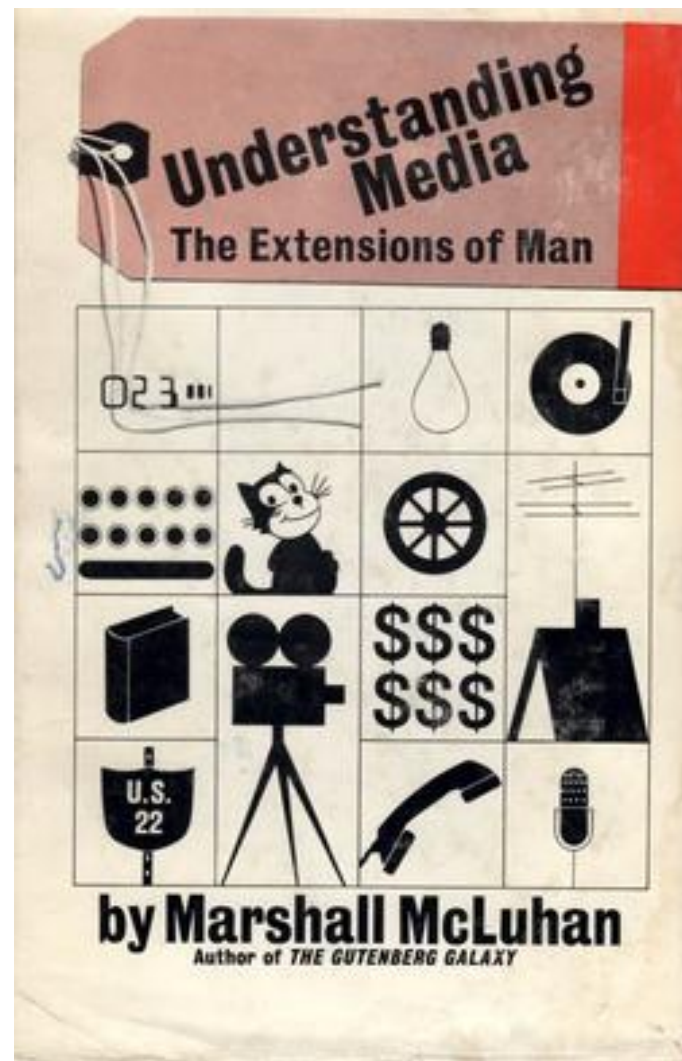
McLuhan Unclaimed: I Am A Winnipigeon! [\[Link\]](#)





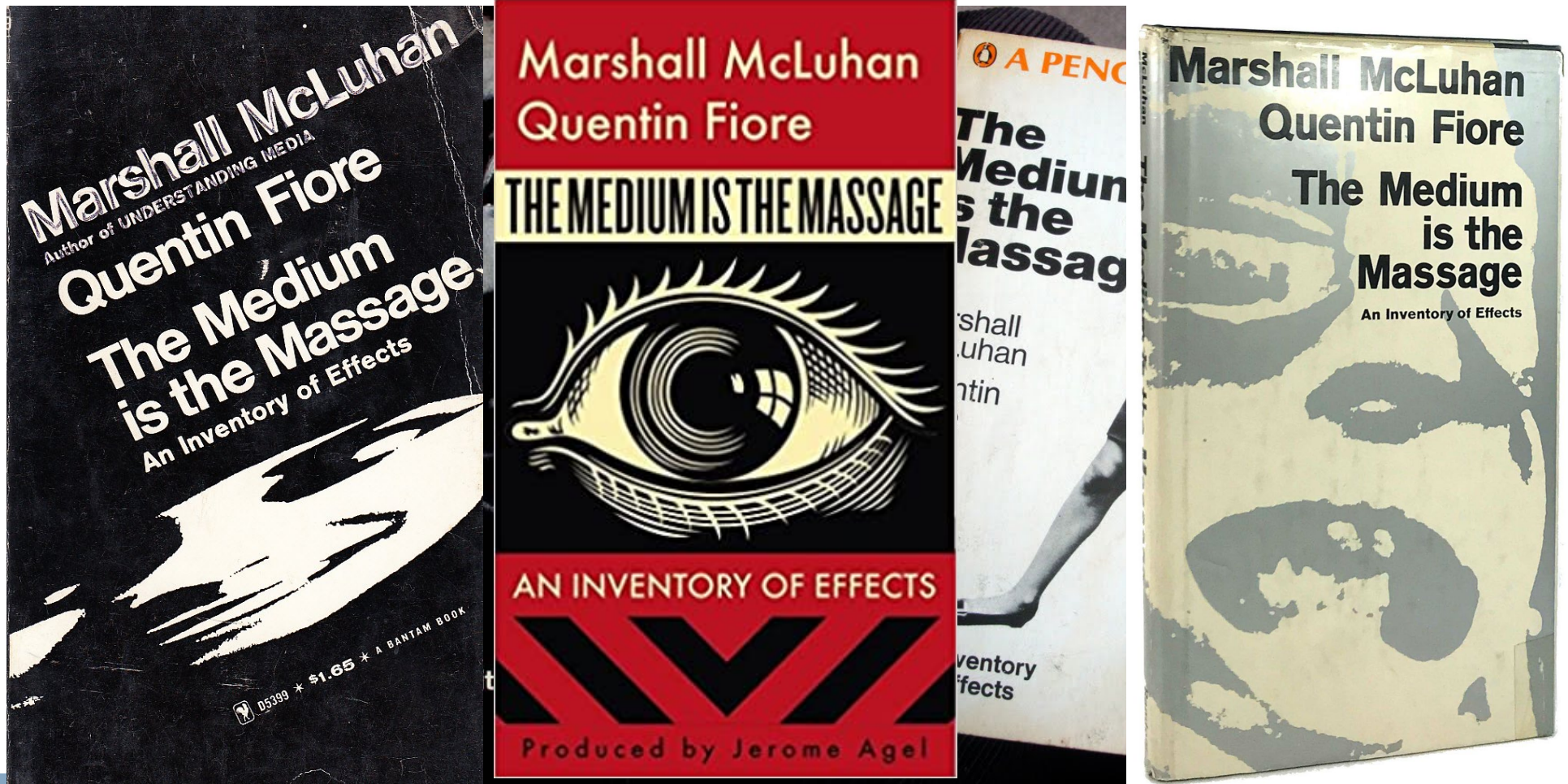
The mechanical bride: folklore of industrial man [[Link](#)]





Understanding Media: The Extensions of Man





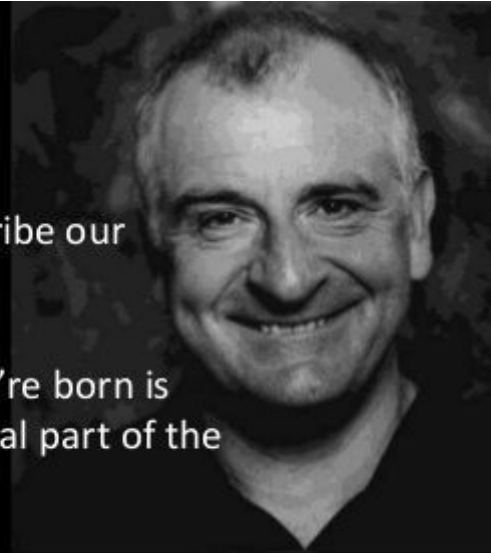
“The major advances in civilization are processes that all but wreck the societies in which they occur.”

The Medium is the Massage [\[Link\]](#)

Douglas Adams

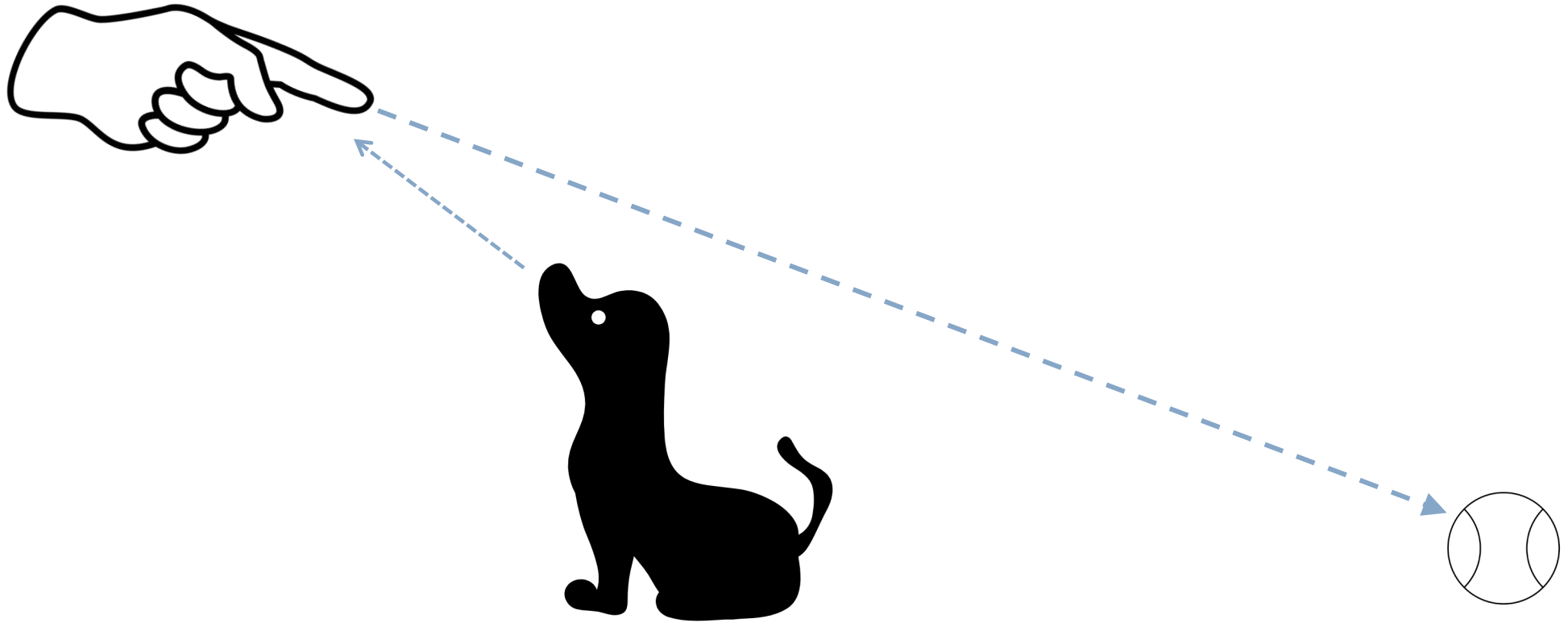
"I've come up with a set of rules that describe our reactions to technologies:

1. Anything that is in the world when you're born is normal and ordinary and is just a natural part of the way the world works.
2. Anything that's invented between when you're fifteen and thirty-five is new and exciting and revolutionary and you can probably get a career in it.
3. Anything invented after you're thirty-five is against the natural order of things."



The Salmon of Doubt, p. 95 [[Link](#)]





What am I looking at?



Look Here

Rather than
here

The Medium is the Message

McLuhan and Language

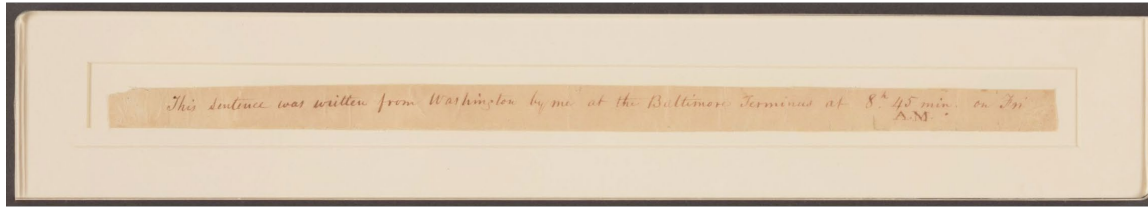




About Medium

Medium – generic, any device or substance that facilitates the transfer of information
Media – current notions of press, radio, TV, Internet, et al.





First telegraph message, 24 May 1844.



The medium (the telegraph and wire) became more important than the content of any one message.



Samuel Morse's first message: "What hath God wrought?"



Gentlemen, the General Electric Company makes a considerable portion of its profits from electric light bulbs, but it is not yet discovered that it is not in the light bulb business but in the business of moving information.

– Marshall McLuhan

Tom Wolfe. “The new life out there” *New York Herald Tribune*, 1965 [\[Link\]](#)





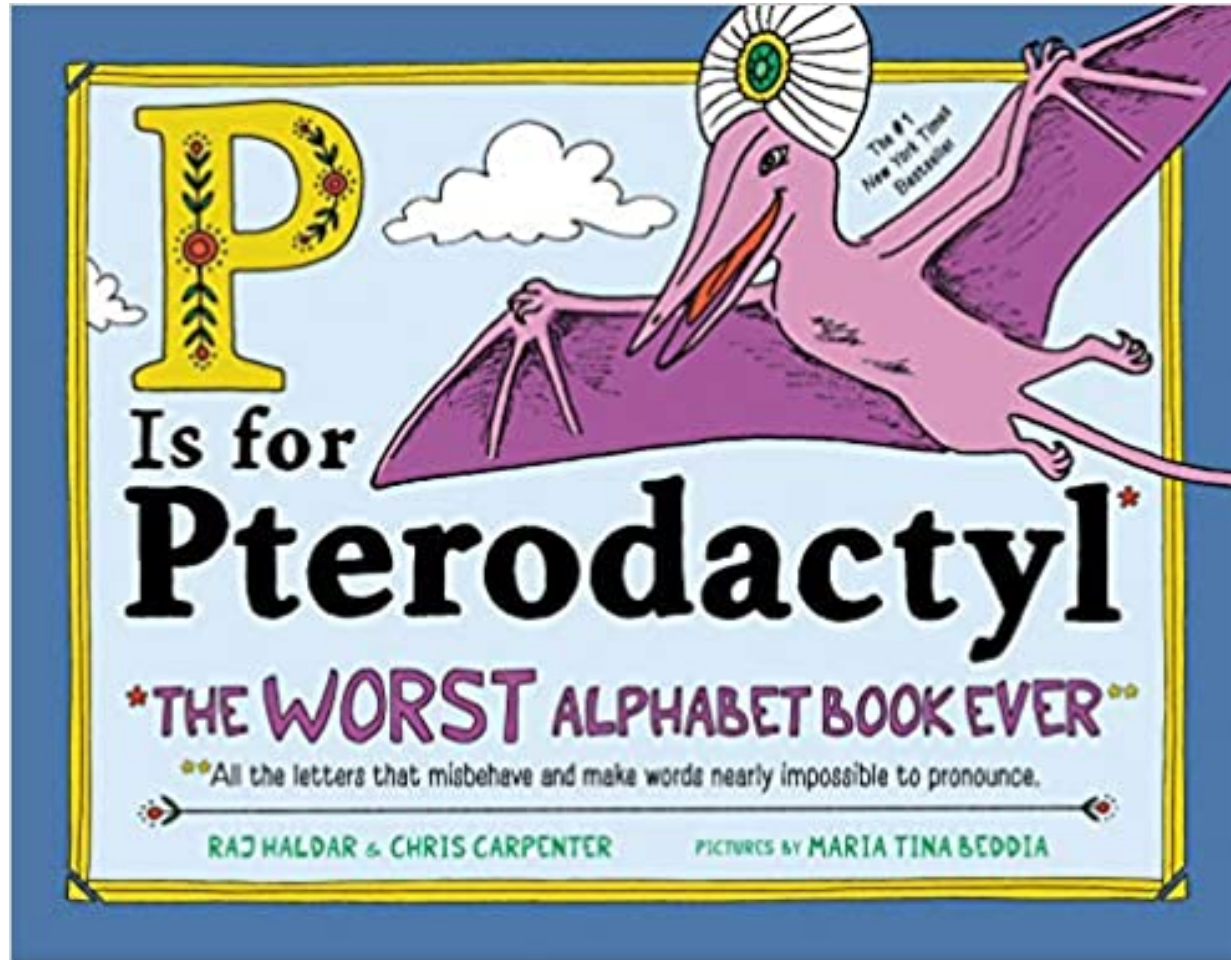
The content of a medium is another medium, with different effects



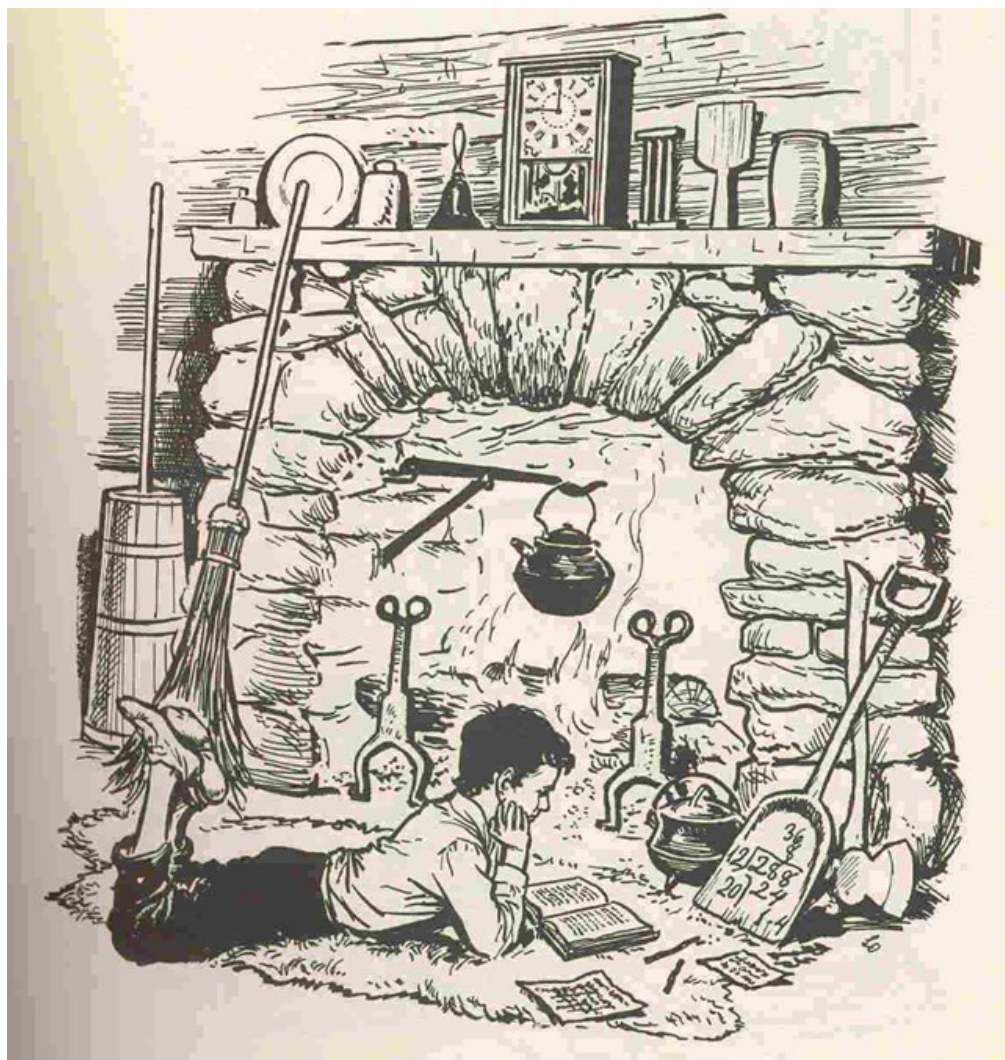
"Grammar" is applied to any medium of communication, therefore, implies the ability to translate the modal power of that medium into some other medium, whether speech or photograph.

On Grammar

Report on Project in Understanding New Media [[Link](#)]

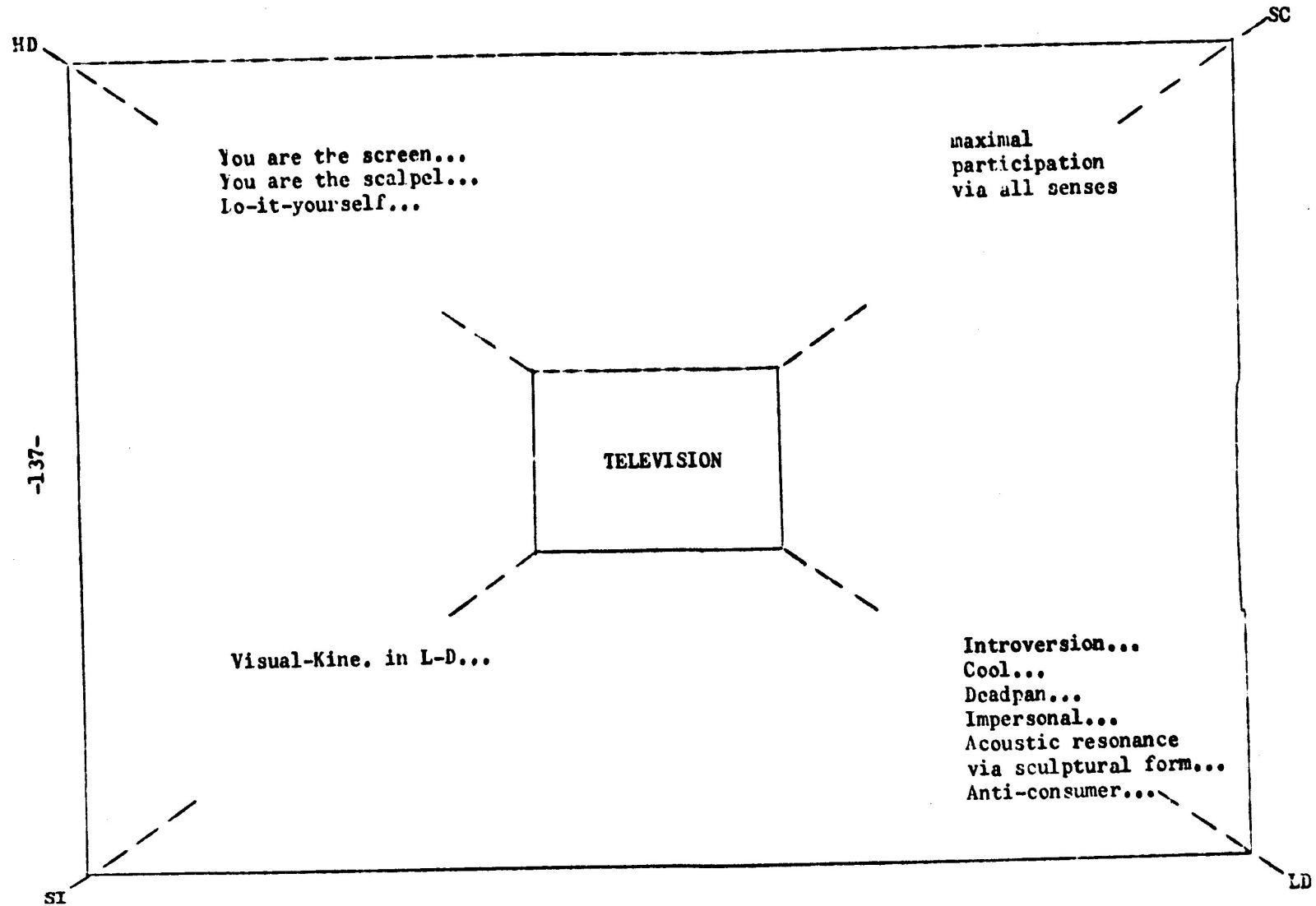


The Alphabet shapes **how** we think as well as **what** we think about



The path to power requires book learning



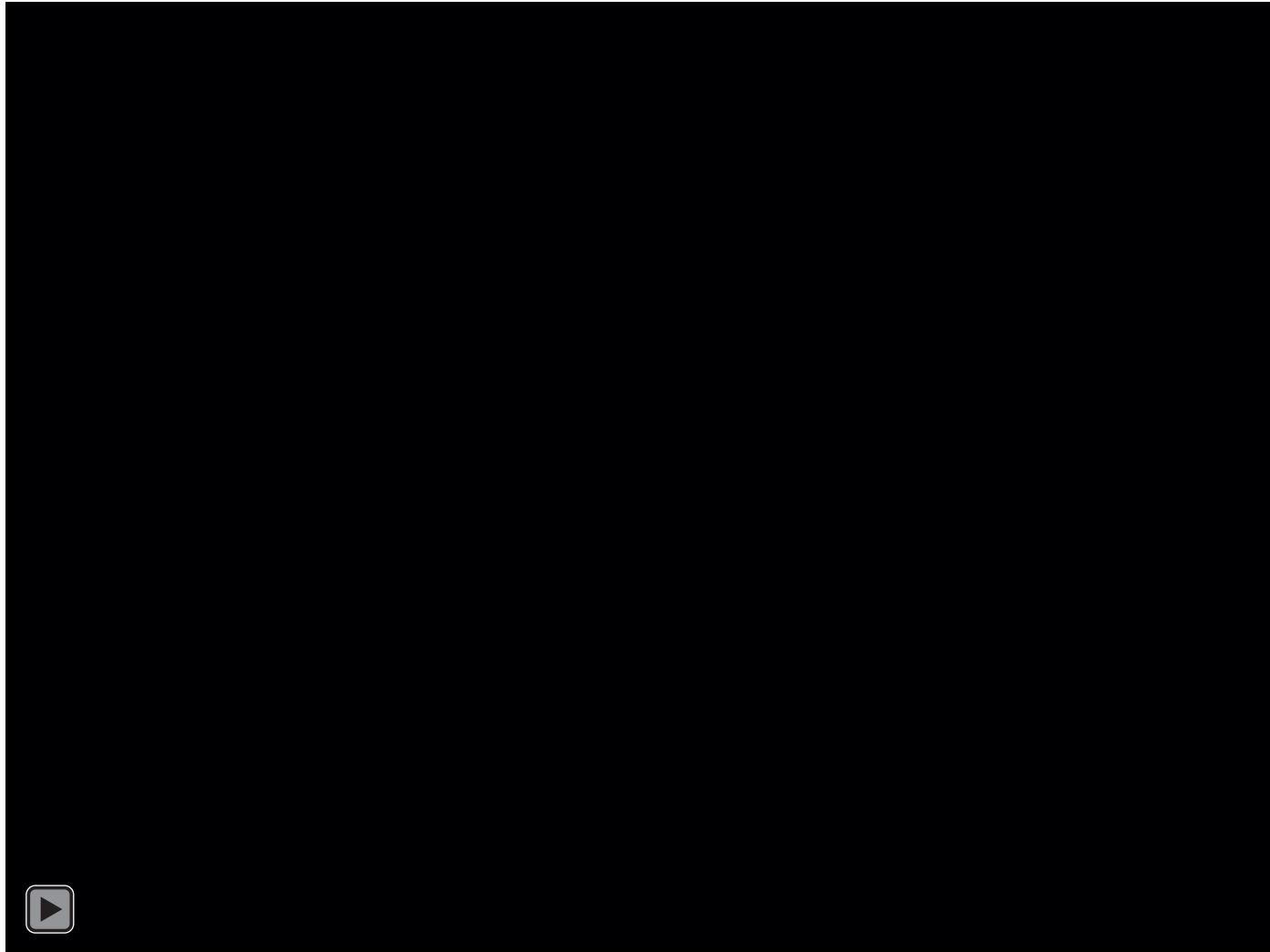


Hot and Cold Media



The Global Village

China's Satellite TV Project Brings Services To Rural Housholds [\[Link\]](#)



Marshall McLuhan - The World is a Global Village (CBC TV) [\[Link\]](#)



ENHANCES

Interpersonal communication

Accessibility

Response time

OBSOLETE

Phone booths

Privacy and anonymity

Isolation and the home

REVERSES (INTO)

Letters

'The Sender is Sent'

RETRIEVES

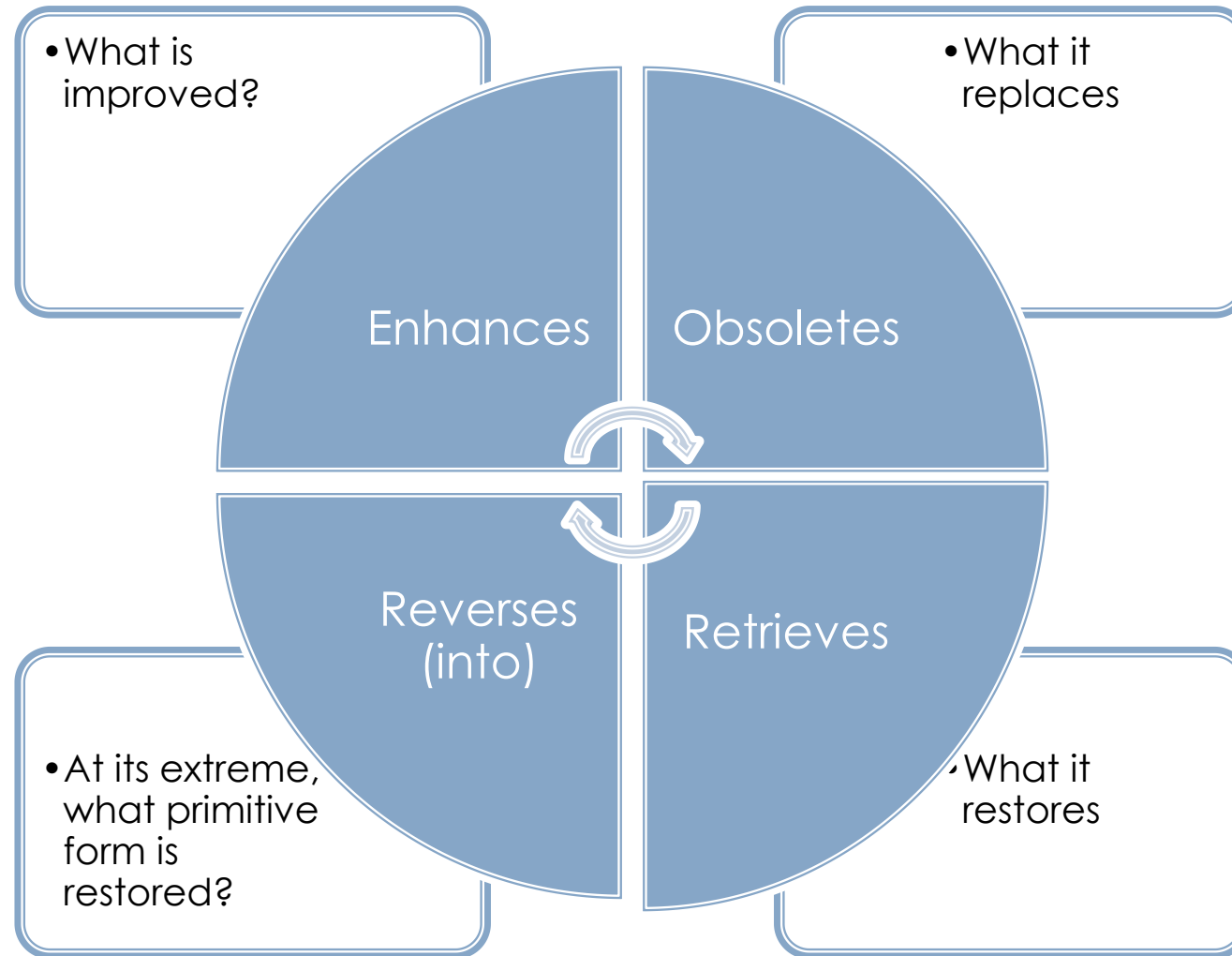
Acoustic space

Tribal culture

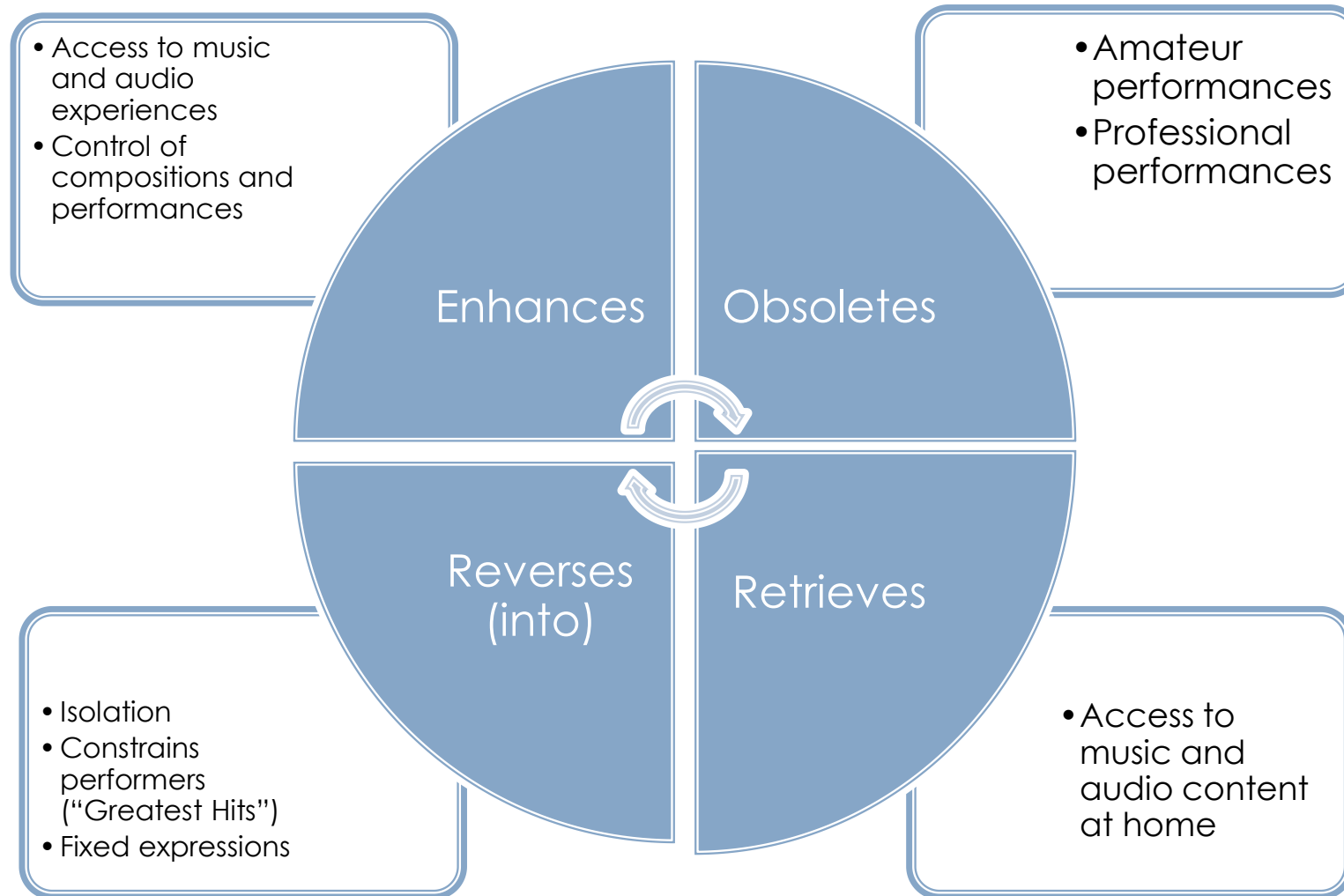
Cameras

McLuhan tetrad

Paul Levinson: A Tetrad on the Selfie [\[Link\]](#)



McLuhan's Tetrad



Phonograph record



We were quite interested in your advertisement in the New Yorker featuring your Magic Eye Doors in a retail store in Roanoke, Virginia. We installed one of your Magic Eye Doors in our Man's Shop almost four years ago when we opened our shop.

Quite frankly, we feel that it paid for itself the first month in the amount of publicity it attracted. We have never had one minute's trouble with this door and it has always functioned correctly. It is continuing to attract attention from all sides.

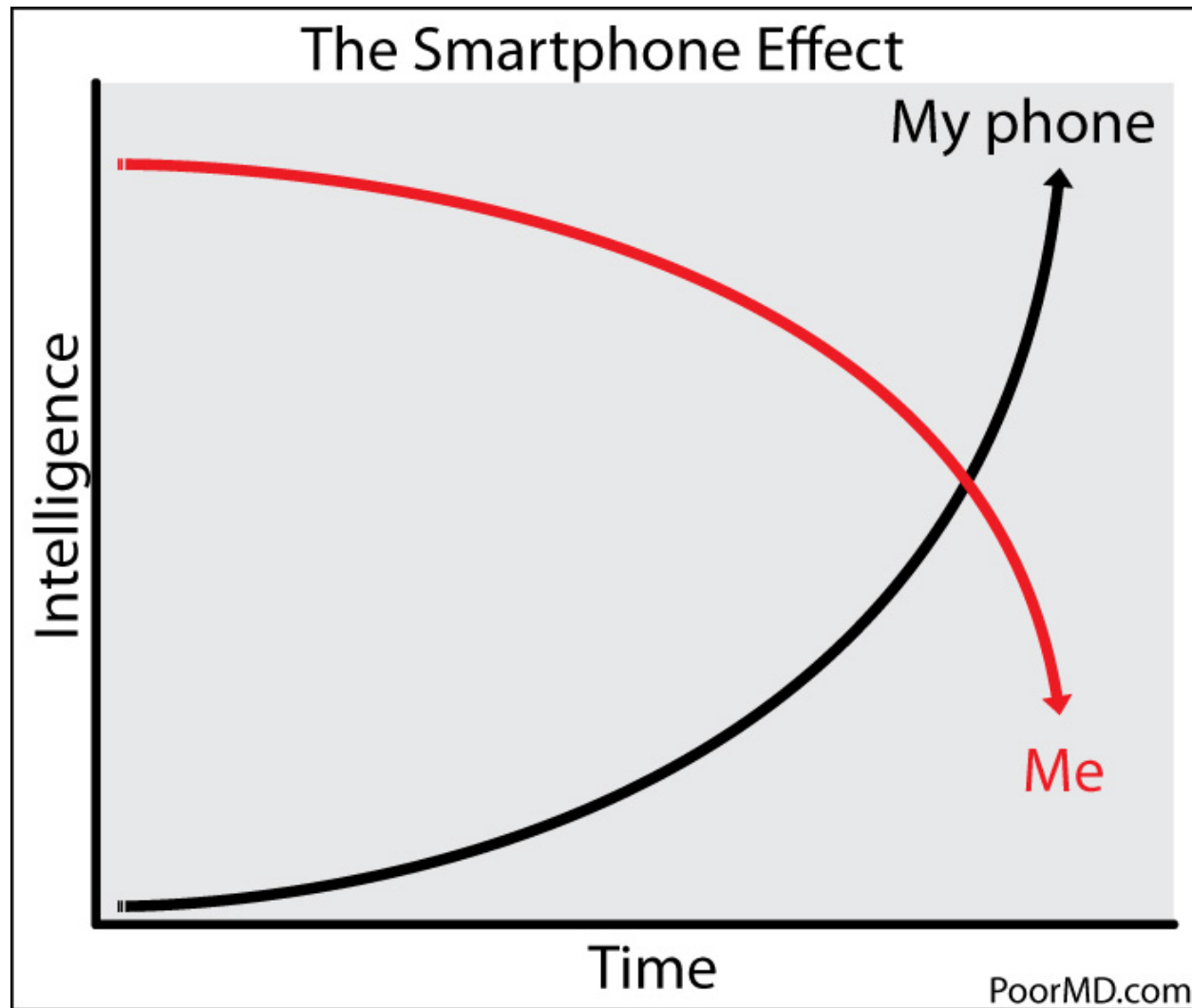


Automatic doors



“I’ve always been very careful never to predict anything that has not already happened.” — Marshall McLuhan

Often quoted, source unknown



Next week – Technology as extensions of our body and minds

