

Living at the speed of light

Technology is the most human part of man

By ROBIN BECKWITH

There is a grievance at the root of every joke, Marshall McLuhan said during last week's Gerstein Lecture Series.

"These responses to grievance," he said, "lead to much larger situations, such as our horror movies, our vampire movies, and our general cult of horror."

Thus, according to McLuhan, "The Exorcist is an account of how it feels to live in an electric age, how it feels to be taken over by alien forces and hidden powers."

McLuhan identifies his generation with the radio, and the present generation with the television, making the distinction between a visual and an acoustic age. The radio generation, says McLuhan, "was somewhat alienated, dislocated. It was called the lost generation by Gertrude Stein."

This same sort of dislocated feeling is an outcome of our natural inability to cope with new technology.

"We cannot trust our instincts or our natural physical responses to new things. They will destroy us,"

said McLuhan, because "the brainstem is not provided with any means of responding to man-made environments."

Some way out of man's inevitable confusion brought about by his inadequacies — which McLuhan likens to Edgar Allan Poe's maelstrom — can be achieved by discovering basic underlying patterns through which "we can programme a strategy of evasion (of the vortex of the maelstrom) and survival."

He feels the artist can provide us

"with a navigational chart to get us out of the maelstrom" by providing us with new ways to programme our inadequate brainstems.

McLuhan has found a "pattern of four aspects of changes: that of enhancing, obsolescing, retrieving and flipping, which," he says, "happens to be the pattern of metaphor."

"All metaphors are figureground in ratio to figureground." All technology, all extension of our being into implements have the same

pattern as metaphor, and thus, says McLuhan, "I was gradually forced to conclude that all human extensions are utterings or 'outerings' of our own beings and are literally linguistic in character."

"This suggests that man's technology is the most human thing about him."

All objects (or hardware) such as shoes, spectacles, mikes, paper, take on an utterly human aspect when viewed as a figureground of the main figureground: man. McLuhan went on to state that this form of utterance or expression is "an extension of bodily organs into the environment."

Living today, according to McLuhan, "there is no foreseeable future. You're there. Literally at the speed of light; there are no goals, there are roles."

In the conflict between the visual

forms of the radio generation and the acoustic forms of the electric generation, there is horror, akin to that produced in Bosch's paintings. This conflict leads to "the world of the vampire movies and to the world of horror films, and is a kind of catharsis created by the clash of worlds."

"We have to invent a new concept of civilizations and humanization in order to live at the speed of light," said McLuhan. He added, "I am not offering any solutions. I think that once you know where the problem is, the structure of the problem, it may be possible to hit upon a solution."

He ended on a note of dry humour, relating to the story of Rodin the sculptor, "who, after working all day, said to his model, 'Okay, stupid, you can sit down.'"

Canada foremost nation in communication hardware

By CATHY HONSL

Canada is way out in the forefront of nations in the development of communications technology, according to the lead speaker of the Gerstein Lecture Series.

Gordon B. Thompson, a 'technological futurist' employed by Bell Canada's Northern Research es-

tablishment, said that Canada has more installed communications instruments than any other country.

We must decide, given that we have only a set amount of money to spend in developing communications media, which instruments are most worthy of developing, Thompson said.

Historically, valuable communication inventions have been characterized by easier access to stored human experiences, a new way of indexing material, and an increase in the size of the common information space available to the communicants.

The telephone was a good invention, said Thompson, because it increased the shared acoustic space. Over the telephone one can argue, interrupt, in general carry on a natural conversation.

In-depth reporting is news trend.

The reporter of the future will do more than surface-scratching in his search for a good story, Davidson Dunton said last week in his Gerstein Lecture Series address.

Dunton, director of Carleton University's Canadian Studies programme, said newspapers are putting less emphasis on news to concentrate more on in-depth reporting.

A hundred years ago, said Dunton, newspapers were the only communications medium open to people. When radio was developed, newspapers were expected to go out of business. Instead, they changed

their role.

Now we have cable television, FM radio, copy machines, and computers. There has been a marriage of sorts between computers and newspapers, with the computers being used to lay out the papers.

Dunton said there is a trend towards specialization and concentration of ownership in the media. The daily newspapers are almost all owned by chains, since they cannot afford to be independent financially. The trouble is, he said, that some of them have fallen into un-Canadian hands.



AN INTERESTING PAIR

Here is a smart mounting for your diamond with eye catching design, comfortably fitting in 14K Gold.

SPECIALIZING IN CUSTOM MADE WEDDING BANDS

Interesting Jewellery
Diamonds — Precious Gems

685 YONGE STREET SOUTH OF BLOOR
923-5744

Classified Ads

Want ads are accepted in Room III, Central Square, and have to be prepaid. Up to 20 words cost \$1.00, additional words are 5 cents each, up to a total of 30 words. Deadline is Monday 5 p.m.

TYPING	TYPING	FOR SALE	TRIPS	SERVICES
SPEEDY TYING of essays, term papers etc. 50¢/double spaced page. Will pick-up and deliver. Call Judy 630-9735.	EXPERIENCED SECRETARY does fast and accurate typing at home. Essays, theses, etc. 50¢/Page. Call 633-1713.	1968 PLYMOUTH Satellite Convertible, 318 V8 - motor in good condition - body needs a little work. As is \$475. Phone 661-9430.	EUROPE & ISRAEL Student Flights Car Rentals, Rail passes etc. Robbie Goldberg CONQUEST TRAVEL 3333 Bayview Ave. Suite 203 221-1112 (days) 782-5033(night)	ABLE OPTICAL Glasses the same day — We fill doctor's prescriptions, repair and replace broken glasses expertly. Large selection of modern frames at reasonable prices. Located in the Jane-Finch Mall opp. Food City. Cary Quail, Optician. 638-2020
FAST, ACCURATE TYPIST - essays, reports, letters, etc. 10 years experience, rush jobs no problem, call any time Mrs. Fanfarillo, 249-8948.	FOR SALE It Pays to deal with Specialists! STEREO & TV. SALE Used B&W T.V.'s.....from \$49. New Portable T.V.'s.....from \$99. Stereo Components.....from \$169. Guaranteed Used Color T.V.'s.....\$199. New Color Portables.....\$299. New 19" RCA Color T.V.'s.....\$369. One Week Trial To Assure COMPLETE SATISFACTION	MEN'S SHOE SALE , Central Square, March 17-21 and March 24-27. Hand-made, Leather uppers, and Leather soles. Retail value \$40.00-\$50.00. Sale Price \$21.00.	QUEBEC SKI TOUR , Mar. 22-27, \$85.00. 5 days skiing at Mt. St. Anne. All transportation and accommodation included. For information and brochure write Canadian Ski Tours, 25 Taylorwood Drive, Islington; or phone Gord Allan 247-2339.	YOUR UNIVERSITY OPTOMETRIC SERVICES By Appointment S. Salsberg, O.D. M.L. Gross, B.Sc., O.D. Central Square 667-3700
EXPERT TYPIING done in private home (electric typewriter) Brampton, Bramalea area. Essays, theses professionally typed (50¢ page). Call 459-6167. 9:00 a.m. - 9:00 p.m.	FINCH TV SALES - SERVICE - RENTALS 5307 YONGE ST. 223-6700 (corner McKee)	THEATRE Bonjour la Bonjour by Michel Tremblay author of <i>Hosanna</i> "A fascinating creation" Herbert Whittaker Globe & Mail Final Weekend Tickets 531-1827 Tarragon Theatre 30 Bridgemen Ave.	THE LONGEST CHARTER flights available within holiday dates. Toronto-London \$289.00 return. May 16 - Sept. 1, May 24 - Aug. 25. Numerous other dates available. Phone immediately for reservations 962-8404. A.O.S.C. - The Student Travel Co-op owned by Canadian Student Unions. Important. May 16 flight must be booked by March 17.	WOMEN'S Self-Help Clinic Wednesday at Noon Thursday 6:30 p.m. at Harbinger Rm. 214 Vanier Residence 667-3509
ESSAYS, THESIS , etc. typed in my home. Excellent service. Very reasonable rates. Yorkdale area. 783-4358.	USED FUR COATS & JACKETS TERRIFIC BUYS FROM \$25. Also new furs from \$199.00 A varied and interesting selection at VILLAGER FURS CENTRALLY LOCATED 111 BLOOR ST. W. 2nd Floor - 961-2393 9:30-7 Mon.-Sat.	WANTED: An imaginative photography student to take a few wedding photos on May 2nd. Interested? Call Shelley 223-3274.	COUNSELLING AND DEVELOPMENT CENTRE — Individual and group counselling — Academic aid — Community service Room 145 B.S.B. 667-2304 Open Mon-Fri 9 am-5 pm 24 Hr. Emergency: 667-3333	YORK UNIVERSITY DENTAL SERVICE By Appointment Rm. 114 Founders Residence Tel. 667-6327 or 749-6631
FAST, ACCURATE typing at home - theses and essays, electric typewriter, 50¢ per page - 491-2423.	HOUSE FOR SALE Yonge-Steeles area. Detached brick, large treed backyard. Close to York, schools, TTC, shopping. 3 bedrooms, 2 complete bathrooms. Phone evenings, 222-3566.	EXTRA CASH in your spare time. Excalibur needs Advertising Sales Representatives. Generous commission. Apply in person. Excalibur Offices Rm. 111A Central Square, Ross Bldg.	WOMEN The Women's Workshop has new hours and a new location. We still offer assertive training and awareness groups, but our informal hours to meet and talk, read and have coffee have been expanded. We are now open Monday to Friday 10:00 a.m. - 4:00 p.m. Located in Room 102 B.S.B.	DEADLINE FOR CLASSIFIED ADS MONDAY 5 P.M.
TAKE MY NUMBER and call tonight if you want your essays typed just right. Fast, accurate, reasonable. 491-8063.	USED FUR COATS & JACKETS \$10.00 & up. New \$99.00 & up. Also stoles & hats and men's furcoats. Excellent selection trade ins accepted. We buy used furs. Paul Magder Furs, 202 Spadina Ave., Toronto M5T 2C2; Tel. 363-6077. Between Queen & Dundas Streets.	TRIPS Low Budget Air Fares to Egypt and East Africa Student flights to Europe Package Tours: Egypt, Kenya, Tanzania Caribbean, Hawaii, South America and Europe Safariland Travels 55 Bloor Street East Suite 300 Toronto Tel: (416) 967-0067	ACCOMMODATION HOUSE FOR RENT at Yonge-Sheppard. Large yard, garage and basement. Call for more details, 221-5473.	
EXPERT TYPIING done at home. Convenient area Dufferin & Finch. You can pickup and deliver or through mail. 630-4321. Carol.				
EXPERT TYPIING SERVICES. Have your essays, books, theses, memoranda professionally typed. Low price - 50¢/page. Available 9 am - 9 pm. Phone 248-2459.				
FAST, ACCURATE typing at home - theses, essays, etc. 50¢ per page 491-6760.				
FAST, ACCURATE typing in my home. Reasonable rates. Call 491-7819.				
FAST, ACCURATE typing at home on electric typewriter. Theses, essays, etc. 50¢ per page 491-6760.				
TYPING SERVICES - fast, accurate, neat. All I ask for is 45¢ per page. All you need ask for is Richard. 633-0612.				