

# Flange Series Imploding World Works Havoc On Politico - Economics Systems

In the first lecture "The Effects of Communication on the Changing Patterns of Politics and Economics," Dr. McLuhan kaleidoscoped several aspects of the twentieth century, looking at them through a nineteenth century mentality, and explaining the reasons for their present existence.

The twentieth century is one of the greatest of all times in terms of poetry, painting, and architecture. It is said that ninety-five percent of all the greatest scientists are now living. One indispensable component of a great age is the clash between different forms of culture. The Mechanical Age and the Electronic Age are at variance today. These "conflicting" cultures are penetrating each other, releasing a mass of human forms daily. Dr. McLuhan suggested that the physicists' interests in form was part of an increasing interest in structure.

The term implosion did much to explain modern society. By implosion, as distinguished from explosion, he meant the sudden reduction and moving together of the human family into a "global village." Instead of using his extensions, man now employs dimensions to replace them — the lever replace his arm, the vehicle his legs. Man can now extend his sense of touch through television. The result is that we are putting all of ourselves outside of ourselves. Even the operators of the mind have been externalized by the use of computers.

Looking, momentarily, at implosion from a nineteenth century point of view, Dr. McLuhan pointed out that man now wishes to eat and get thin, to drive a big car economically or a small car luxuriously, and to be aware of momentary hap-

penings immediately by means of newspaper, radio, and television.

The loss of reality through mass communication is a danger at present. A highly literate society is especially susceptible to the pseudo-event, or phony reality. In America, images are becoming more important than reality. In this era, real news has to be disastrous, and the chief claim to fame is fame itself.

We are living in a spaceless age. The span of continents, indeed of the world, has completely reduced our concern with space as such. The foreign country becomes the pseudo event in which reality is replaced by personal impressions.

One of the most startling changes in an exploded society is the new role of the consumer; he is being replaced by the producer. The viewer does not see reality in modern art but an image into which he projects himself and completes the picture. Dr. McLuhan emphasized this idea of completing an image as peculiar to television. He suggested that President Kennedy's success, especially on television, was due to his lack of a particular image, thus allowing the viewer to create the image. In reality, Europe and America are changing places: Europe is bordering on the machine age while America is capturing the creativity of Europe.

Higher education will soon be a necessity for production in an imploded society. The small personal term will replace the highly specialized group in to a world of depth.

Mr. McLuhan concluded with the provocative statement that the Neolithic Age has ended and that a new culture is emerging of which we are the primitives.

## Gutenberg Era Marks End Of Preliterate Society

Dr. McLuhan's main consideration in his second lecture, "The End of the Gutenberg Era," was the comparison between a preliterate and a literate society. In a native, or preliterate society personal initiation is given little outlet. Freedom means emotional freedom; it is to live in the here and now. In our society, freedom means intellectual freedom and objectivity.

A native society is essentially an imploded society psychotic in the suppression of the individual. Ours is the exploded society, neurotically in favour of individual freedom.

Dr. McLuhan discussed the value of the spoken word in a pre-literate society and the subsequent stress on behaviour as conceived on social lines. He compared the idea of freedom in an audio-society as opposed to a video-society. In a Western society the importance is at-

tached to freedom as a basic right, while in a Russian society, for example, importance is attached to the result of this freedom. "This concern with results gives them the edge in our new technology—concern with media results. Anything that happens anywhere has effects everywhere.

For the pre-literate society, suggests Dr. McLuhan, the only way to freedom is through the phonic alphabet. It allows man to transfer from the audio to the visual, cool, objective world. Inherent in the Gutenberg revolution was Nationalism. Printing turns English, for example, into a vast media—the explosion of the vernaculars. Other results of the Gutenberg Era are the uniformity of time and space, the rise of self-expression, and finally the mode in classroom, which exemplifies—the putting before numerous pupils the same texts...

## Show Staged By International Students' Federation



This is one of the shots taken at the recently-staged International Show. The show which is an annual feature sponsored by the International Students' Federation at S.D.U. featured players this year from Hong Kong, U.S.A., Quebec, the Maritimes, and out West (Texas, maybe). As usual, it was punctuated with songs, dances, jokes, drama, and the hilarious laughter that only professional comedians can evoke. The tremendous reception and

applauds it received were the best indication of its enormous success.

Pictured above are "Les Gamins", a group from Quebec who stole the show with their comedy and chansons francais. Standing: left to right behind guitar-picker-player Jacques Marchand are: Roger McIntyre, Louis Labonne (inspirator), Georges Parent, and Levis Corriveau.

## Letter To The Editor

FREE PRESS MY FOOT

Dear Editor :-

Two editions ago, you strung a line in your editorial that RED AND WHITE is a free press, and that you weren't going to let the Students' Union push you around. Is this just plain verbosity or do you really intend to set yourself up as

"Lord of the Realm of Print" as one of your writers put it? (Ha, Ha). I'll eat my sneakers uncooked the first time you can prove to me that the press (your press) is free.

One Who Knows.

Editor's note: You'd better start chewing. The press is free.

## TEAM EFFORT

(By Frank Garrity)

No doubt everyone has heard that S.D.U. is headed for bigger and better things on the gridiron next fall; though is it? On hearing that a new league is on its way, I first thought the move was suicide. However, on second thought, I believe this is an opportunity we can't afford to pass up.

What St. Dunstan's needs is not a half-dozen ballplayers who have to be kept in chains when not on the field, but a few more spirited guys who have the potential and the desire to play. Desire is the only real requisite, we'll take care of the rest.

When you step into a uniform, you don't come out of it any less a student, no more than a debater or council executive. On the contrary, if you can learn to apply a little extra pressure where studies are concerned and combine it with a few hours of work each day on the field, you'll be a better man for it.

Next fall we're moving into bigger and better competition. We're going to need more than a bigger cheering section to do as well as we have done in former years. Those of you who have the desire and ability (and there are many on campus, believe it or not) owe it to yourselves and to your school to give it a try.

It would be useless to solicit ballplayers next fall because undoubtedly the first game will be played on the first or second Saturday after registration. If you are unable to arrive early for training camp, why not try a few laps a day on your own coupled with some calisthenics during the last three or four weeks prior to registration; after all, exercise never hurt anyone.

You need not be afraid of "moving in" on the few veterans left. Any contribution you can add will be appreciated and you'll be surprised to find that it pays dividends. It's difficult for the layman to appreciate the satisfaction involved in genuine team spirit. Learning to give and take in a situation where you think you've "had it" is an education in itself. Learning to master the co-ordination so necessary for a successful team effort is priceless. There's no spoon-feeding involved and it requires sacrifice and self-discipline, but it's worth it.

What we're looking for next year is not twelve individual super-stars, but twelve guys, each pulling together for the same thing at the same time.

## LETTERS CONTINUED

Dear Mr. Editor:

I participated in a quiz show last week called Fool the Guesser. I was cool and comfortable there in the isolation booth, but I quivered with anxiety as I awaited the question: "Last month's edition of Red & White contained a letter signed by C.K. Who is he? I had only four guesses to hit the mark. My first guess was Cleopatra Kluck, but much to my regret I was wrong. My second and third attempts were Corney Kid and Campus Knowitall, but again I was incorrect. My final try was Crispy Crunch; once more my attempt was futile. I lost out on the grand prize, but received a copy of the Red & White as a consolation prize. I read the letter signed by C.K. and could come to but one conclusion as to his identity. C.K. is the fellow (I presume) who took time out from reading before and after magazines to read the Dunciad. He stated that Pope has been relegated to obscurity, and I could not help but think someday C.K. would rate top honors with at least one of the nine muses; provided, of course, he repents his blunders in spelling.

To solve the puzzle, I then looked in the college directory, but, alas, there was no such person to correspond to that token. The following week P.B. solved the query by visiting a fortune teller. Knowing that I also desired the answer, he immediately came to me with it.

"Don't ask me how," he said, "but C.K. stands for Frank Corcoran."

Now that the problem is solved, I can get down to answering his letter directed at

me particularly and fresh generally...

Our friend C.K., as we affectionately call him, is no doubt a senior, and the snide remark made indirectly at the freshmen (which includes freshmen) was unwarranted, impudent, and highly offensive; was the insinuation that an English professor is incompetent. He seems to set himself up as a god, a pangenetic, stirring goal which all freshmen should obtain (Heaven forbid).

I am sorry to hear that is such a cynic that a bit of humor will not cheer him. I must find myself terribly nauseated seeing that he has himself and thinks he is aware (his words — my sentiments). For his benefit, I will quote, "... And gentle dunder never loves a joke."

There are a few more words I would like to throw back at him. He states: "The purpose of a newspaper is news, primarily, and when published as infrequently as ours, news is no longer news, but history. Thus the prime purpose of the newspaper is defeated..."

In quoting and in closing would like to give him Shakespeare's words to think over and ask him to remember:

"That which we call a rose by any other name would smell as sweet."

Speaking also for myself, J.B.M.

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