War as Education (continued):

“New technology disturbs the image, both private and corporate in any society, so much that fear and anxiety ensue and a new quest for identity has to begin” (McLuhan 126)

- War traditionally brings on a great deal of innovations
- No society has ever had to deal with innovation and its impact to the extent that we are right now; which helps to explain our unprecedented rear-view mirrorism
- Societies use war to regain their identity and respect that they held at one point in time

The innovation of fighting a war by railway has had a significant effect on the quest for identity

- The railways were originally established for industrialization and then were applied to war, this linked industrial sites to war and made every worker a soldier
- The railway was especially important in the American Civil War and WWI and enabled them to become a war of the masses

The innovation of the radio not only altered the face of war but disrupted the American identity

- The US tradition of being a visually goal-oriented society was disrupted by the auditory and tribal radio technology
- Multiple goals and images were now being presented as opposed to the previous perception of there being “Labels and classifications for everything and everybody” (McLuhan 133); this transformation sparked a need for identity reformation
- Roosevelt harnessed this new technology and was able to use the radio to aid in the American identity reformation (fireside chats)
- The start of WWII and the visual-mindedness that this brings helped to clarify and recover some of the identity that the radio had blurred

The innovation of television and its application in the Vietnam War has enabled there to be a convergence between the military and civilians
“The public is now participant in every phase of the war, and the main actions of the war are now being fought in the American home itself.” (McLuhan 134).

The story of *Siddhartha*
- This is popular with teenagers because they can identify with the feelings of alienation from a fragmented, mechanical world and
- A reluctance has been formed towards being classified into particular slots in society

**Education as War**

“It is simple education technology being used by one community to reshape another one” (McLuhan 149)
- Internally western civilization use this aggression on the “education” of the young
- Advertising is another form of aggression against communities and the masses
- “Advertising is a barrage against human sensibilities, an education onslaught” (McLuhan 153)
- Externally it is through media and new educational forms that western civilizations are trying to destroy the ”other” identity by replacing it with a new “western” identity
- Western civilization use this aggression on issues like birth control in India
- “War has always been a form of compulsory education for the other guy” (McLuhan 153)

The environment that we are accustomed to effects how we approach problems and knowledge
- The primitive man and child both use the total field approach when exposed to new forms of knowledge
- The “primitive man does not relate himself to a machine as we do” (McLuhan 151)

**The Bore War**

The sensory war against the monotony of life
- Is referred to through the world of fashion and games

“Clothing is an extension of the human skin” (160)
- It is used militarily “as weaponry...to combat hostile conditions” (McLuhan 160)
• Fashion is a way to establish our relationship with the world and our identity
• “Clothing is power and the organization of human energy, both private and corporate” (McLuhan 161)

Sensory Change/ Shift
• The shift in one's relationship with the outside world, even through something as simple as fashion can effect sensory change and one's ability to cope with the world
• Algerian women often feel naked and awkward when unveiled
• How teenagers have become indifferent to the visual appearance of fashion because they stress the auditory/tactile environment over the visual environment is another example of how fashion defines our relationship with the world
• “One obvious feature of fashion is its frequent trips into the past for design loot” (McLuhan 167)
• The reversion back to tribalism demonstrates the sensory change has occurred from a literary/visual environment to an auditory/tactile environment
• “The world of fashion, whether at the level of the slob or the snob, has the same textural qualities that express rebellion against the departing visual values” (McLuhan 163)
• The mini skirt is regarded as tribal costume (tactile)
• The literary environment had dichotomized men and women’s clothing styles and it is the relapse back to tribalism that has reversed this

“Games are fashions in the same way as clothes because they both involve the sensory life of a society in a mocking or fictitious way” (McLuhan 168)
• We use games as anti-environments to prevent somnambulism of a society a.k.a. the Bore War
• They require an audience (as environmental cliché) and players (as metaphorical archetype) (McLuhan 169)
• We change the types of games we play with the evolution of sensory life and new technologies

A Message to the Fish

Fish can’t perceive water because they can’t be removed from it; “they have no anti-environment which would enable them to perceive the element they live in” (McLuhan 175)
• This is the same lack of awareness “people have in relation to any new environment created by a new technology” (McLuhan 175)
• Electric technology today makes anti-environments more important

“The order of importance in which we rank our existing senses will almost certainly change with electric technology and the computer.” (McLuhan 175)

• “One of the peculiarities of an electric technology is that it speeds up this process of transformation.” (McLuhan 183) Transformation of environments and transformation as a process of construction and deconstruction.(181)

The effects on the power and economics of today can only been seen through rear-view mirrorism

• “the qualms of a highly individualistic and literate society about the effects of service environments... are, of course, rear-view mirror. The actual new effects of any environment are only known to artists and they always come as a big surprise to the ordinary person” (McLuhan 180)

**A Further Message to the Fish Fresh out of Water**

“All media or technologies, languages as much as weaponry, create new environments or habitats, which become the milieu for new species or technologies” (McLuhan 190)

• Our cultures, linguistically and politically, have become the evolutionary species, breeding and intermingling in the context of our new technologies. (McLuhan 190)

**Questions**

1. McLuhan argued that sports such as baseball would become obsolete with the influence of new technologies such as television. This does not seem to have occurred as he predicted. Why do you think this has happened? Is here anything that might have occurred to change it?

2. Now that we have experienced technologies such as the computer and its many implications to technology and society, can we see a sensory shift? Have we changed the way we rank our existing senses?

3. McLuhan’s final message is that our cultures are slowly breeding in the context of our new technologies. Do you think that our cultures are converging or diverging? What does this mean for Canada?