Contents

I.	Explorations in Visual and Acoustic Space	1
	1. The Resonating Interval 3	
	2. The Wheel and the Axle 13	
	3. Visual and Acoustic Space 35	
	4. East Meets West in the Hemispheres 48	
	5. Plato and Angelism 57	
	6. Hidden Effects 71	

II. The Global Effects of Video-Related Technologies 81

- 7. Global Robotism: The Satisfactions 83
- 8. Global Robotism: The Dissatisfactions 92
- 9. Angels to Robots: From Euclidean Space to Einsteinian Space 130

III. The United States and Canada: The Border as a Resonating Interval 145

10. Epilogue: Canada as Counter-Environment 147

IV. A Glossary of Tetrads 167

Tetradic Glossary 169

Notes and References 179
Selected Bibliography 199
Acknowledgments 206
Index 207

Index

acoustic space. See acoustic/visual space; neo-acoustic space; resonant interval; name of specific characteristic of topic acoustic/visual space: characteristics of, x, 8, 22, 23, 24, 45, 49, 55, 59, 121, 133, 134; definition of, ix, 45, 133; incommensurability of, 45; inseparability of, 6; interactive nature of, 48-49, 55, 119-20; and the left/right brain, 8, 48, 52, 54–55, 121, 133; limitations of, ix-x; shifts in, ix, x, 35, 45, 83-87. See also resonant interval; name of specific characteristic or topic ACs. See affiliated corporations Aetna Life and Casualty Company, affiliated corporations, 89-90, 91, 92, 94, 119-29. See also name of specific organization aggressiveness, 126, 153 aging, 88-89 Alaska pipeline example, 76 all-at-oneness, 3 alphabet: and the acoustic/visual space, 19, 21, 34, 35, 37, 38, 45, 55, 58, 59, 131; and borderline/

frontier, 155; and centralization,

92, 138; and either-or/both-and,

39; and electronic technology,
 19; and Euclidean geometry/

space, 59, 131, 135; and figureground relationship, 19, 21; and the Greek culture, 32, 35, 45-46, 60; and individualism, 19, 126; and knowledge, 46; and languages/linguistics, 45-46, 59; and the left brain, 58, 59-60, 62; and linearity, 58, 73; and literacy, 93; and logos, 32; and the military, 95-96, 136; and oral cultures, 59-60; and Oriental cultures, 19; and print, 45-46; and rationalism, 58, 59, 73; and the Romans, 45-46; and science, 73; and sequencing, 58; and specialism, 59-60; and stroke victims, 73; and technology, 58, 73; and tribalism, 99; and the trivium, 32; as a vortice of power, 155; and Western culture, 19, 45–46, 55, 58, 73

alpha state, 63–64, 87–88 analogic level, xiii analysis, xiii, 6–7, 25, 38, 126. See

also name of specific analytic level analytical psychologists, 17. See

also name of specific person Ancients and Moderns, battle of the, 33–34

angelism, 3-4, 12, 57-58, 69-70, 97, 124. See also acoustic/visual space

anthropology, 21, 22, 24 anti-environment, 5–6, 149 archetypal unconsciousness, 16–17 archetypes, 1, 15–19, 20, 24–25, 35, 71, 78–79, 114 Aristotle, x, 12, 13, 24–25, 29–30, 31, 32, 77–79, 132

art/artist: and acoustic/visual space, 72; and archetypes, 79; and borderline, 164; and causality, 79; and Chinese/Oriental culture, 63, 72-73; as a cultural mediator, 26; Eliot's (T. S.) views of, 14; every man as an, 15; and figure-ground relationship, 5, 6, 72-73; function of, 87; historical views of the, 15; and left/right brain, 64, 66, 72-73; and missing face/voice, 162; and national identity, 159; of preneolithic cultures, 93; and robotism, 66; and science, 72-73; and the senses, 5-6; software as a form of, 107; spatial aspects of, 63; and speech, 7; and the tetrad, 20; and the well-adjusted man, 66; and Western culture, 66, 72-73

artifacts: as archetypes, 71; and borderline, 155; and causality, 77-78; diachronic/synchronic action of, 9; and the electronic age, 86, 102-3; and Euclidean space, 135; as extensions of man, 20, 28, 71; four-part structure of, 29; and innovation/inventions, 71; as a medium of communication, 8-9; metaphoric structure of, 3; and personal/social response, 20; process patterns of, 8-9, 41-44; as speech, 28; and the tetrad, 3, 71; and the users, 3, 10-11; and the wheel and axle, 20; and words, 7. See also name of specific artifact

AT&T (American Telephone & Telegraph), 117, 119, 121–29, 140–42, 149

ATMs (automatic teller machines), 100, 112
Atwood, Margaret, 152–53
Auden, W. H., 156
audile space, 29, 35, 36, 59, 64, 86
automatic teller machines. See
ATMs
automobiles, 11, 18, 19–20, 68,

76–77, 153–54 awareness, x, 3, 5–7, 16, 25–28, 48, 49, 71, 102, 133–34. See also consciousness

banking industry, 108-14, 142-43 Bastian, Adolf, 24 being/becoming, 77 Bell Systems, 119, 121-29, 140-42 Benedict, Ruth, 67 between-ness, 154-55 biculturalism, 45 bifurcated mind, 47 blindness, 27-28, 35-36, 74-75 Bloomfield, Morton, 151–52 Bogen, Joseph, 38, 52, 74 borderline. See frontier both-and, 31, 32, 39 brain, 49-52. See also left/right brain; name of specific part of the brain brain stem, 52 Broca area, 52 Bunyan, Paul, 154 business/public services, 90-91

cable systems, 84–85, 87–88, 101–2, 128

Canada: as an anti-environment, 149; banking industry in, 108–13; and centralization, 150–51, 166; as a counter-environment, 147–66; and the electronic age, 165, 166; and the First World/ Third World, 150; and the frontier/wilderness, 152–53, 163, 164; and history, 160; language in, 151–52, 159–60; missing face/voice of, 154–55, 162–63; and

class, social, 162-63

national identity, 150-51, 158-59, 160-62, 165, 166; and political ecumenism, 164-65, 166; privacy, 148, 157-58; psyche of, 151-52; as a psychic theme park, 148; reactions to technologies in, 149; as a resonating interval, 147–66; royal commissions in, 165; separatism/regionalism in, 99, 149; and sharing the American way, 149-50; television in, 161, 162-63, 165-66 Canadian Broadcasting Corporation, 165 cancer cell example, 100 Capek, Karel, 67 Capra, Fritjof, 72-73 Carpenter, Edmund, 39, 40 car. See automobiles Carterfone Communication Corporation, 123, 141 cash money/barter, 35, 40-42, 108-14, 139-40, 142-43 categorization, 29-30, 31, 52, 126 causality, 40, 44, 77-80, 96, 107, 131, 133, 155 centers, 92, 113, 118, 121, 133, 134, 140-41 centralization/decentralization, 89, 92, 103, 113–20, 127–28, 135– 38, 150-51, 161, 166 change, 13, 97-98 chaos, 131, 132, 134 Chaplin, Charlie, 147-48, 155 charismatic figures, 114 Chesterton, G. K., 161 Chiang Yee, 63, 72 chiasmus, 6, 67, 138, 139, 140, 142 Chinese culture, 41, 62-63, 64, 68, 72-73. See also Oriental culture Chomsky, Noam, 25 Christianity, 60, 62, 136, 137 chronology/time, 9-11, 19, 40, 51-52, 73-74 Cicero, 33 cities, 85, 89, 90, 118, 163 civilization, 136

cliché, 15-16, 18-19, 20 Coleridge, Samuel Taylor, 24–25 collective memory, 17-18, 95 common sense, 94 communication channel, 75-76 communication theories, 3, 7, 75, 76-77, 80 compass example, 35, 41, 42–43 competition, 93, 119, 122-29, 141-42, 166 composition, laws of, 28 computers: and acoustic/visual space, 103; and the banking industry, 108-14; and centralization/decentralization, 89, 103; characteristics of, 103; and consciousness, 94; and global networking, 124-25, 141-42; and hierarchy, 103; in the home, 143; hybridization, 124-25; and identity/individualism, 143; in industry/workplace, 89, 104-8; interactive mode of, 90-91; and the integrated/fragmented human, 94; and leisure, 114-15, 143; and linearity, 68; and logic, 107; and marketing-information economies, 86; and pattern recognition, 103; and print, 46-47, 92; and privacy, 143; and sequentiality, 103; and simultaneity, See also video-related technologies

concentrators (in the workplace), 105 - 8

conscience, 27, 67

consciousness: and archetypes, 16-17; in Canada, 166; collective, 95; and the compass example, 42-43; definition of, 52; and diachronism/synchronism, 48; electronic technologies, 22, 94; and Euclidean space, 135; and figure-ground relationship, 5; and language, 27; and media, 87; and the Oriental culture, 65; and

consciousness (Cont.) synesthesia, 94; and unconsciousness, 16-17. See also awareness consumers, 89, 96-97, 160-61 continuum. See linearity Cook, Ramsay, 160 copper, 90, 124 corpus callosum, 48, 49-50, 62 cortex, 121, 133 cowboys and Indians, 164 creativity, 15-16, 52, 134 credit, 108-14, 139-40, 142-43 Creighton, Donald, 159–60 Crump, Richard, 104-5 cubists, 64, 72 cylinder, 139

Daisy Miller (James), 157-58 data bases, 46-47, 92, 94, 105-14, 121-29. See also video-related technologies data overload, 19-20 death, xi-xii, xiii, 67 decentralization. See centralization/ decentralization detachment, 67, 74, 77, 114, 115 DEW (Distant Early Warning) system, 149 diabolic, xii-xiii diachronism/synchronism, 9-10, 13, 23-24, 48, 49, 52 dialectic, 32, 33 Diefenbaker, John, 165 discarnatism. See angelism discovery, 15-16, 149 disinformation, 79 distinctive-feature analysis, 25 diversity, x, 128-29 dream/fantasy generations, 102 drug culture, 75 Duncan, Chester, 154-55 dyslexia, 64

ears and eyes, 63, 69–70 economies. See marketing-information economies

Edison, Thomas Alva, 138-39 education, 33-34, 100-101 effect, law of, 20-21 efficient causality, 3, 6-7, 44, 77-80, 107 EFT. See electronic fund transfer EFTS (Electronic Funds Transfer System), 108–13, 142–43 Egypt, 135-36 Ehrenfels, Christian von, 55 Einstein, Albert, 133 Eisenstein, Sergei, 96 either-or/both-and, 31, 32, 39 electricity, 138-39 electronic age/technologies: and acoustic/visual space, 19, 55, 92, 101, 107; characteristics of the, 80, 94–95, 101; communication theory needs in the, 80; and the First World/Third World, 95, 100, 101, 102, 150, 161, 165; and the hominization of the planet, 93; and hybridization, 111; and implosion, 94, 97, 98, 100, 102-3; and the left/right brain, 63-64, 65, 68, 80, 99-100, 102-3, 126; and man as god, 3, 97-98; and the metamorphosis of man, 98; and psychic awareness, 102; side effects of, 76. See also name of specific type of technology or topic electronic circuitry: nervous system as, 94 Electronic Funds Transfer System. See EFTS electronic fund transfer (EFT), 111–12, 114 Eliot, T. S., 10, 14, 21, 33, 163 Ellul, Jacques, 26-27, 60 employment. See unemployment enhancement. See intensification environment, 44-45, 55-56, 68, 71, 75–76, 149 Erasmus, 94 Eskimos, 39 espionage, 92, 114, 118

ESP. See telepathy ethnic diversity, 88 etymology, 7, 33, 34 Euclidean geometry/space, 38, 55, 59, 101, 130-36 Europeans, 148, 157-58 every man as an artist, 15 experiences, 15-16, 30-31, 64 expertness, 67-68. See also specialism expressionists, 72 extrasensory perception. See telepathy eye, 35, 38-39, 45, 50-51, 63, 69-70, 132 Eysenck, H. J., 20-21

fantasy, 97, 115, 148-49 federalism/regionalism, 98-99, 118, 161, 165 fiber optics, 90, 127 figure-ground relationship: and acoustic/visual space, 5, 6, 21-22, 25–26, 35, 45, 57, 78; and angelism, 12; and anthropology, 21; and archetypes, 13, 18, 35, 79; and art, 6, 72-73; and the audience, 70; and awareness, 5-6, 25-26, 71; and causality, 78, 79-80; and communication theories, 80; and consciousness, 5, 25–26; and definition of ground, 6; and detachment, 114; and dialectic, 33; and electronic age/technologies, 22, 64, 97, 99-100; and environment, 71; and the Greek culture, 33; and identity, 99-100; and interaction, 20-21; and language, 21, 26-28, 30-31; and law of effect, 21; and the left/ right brain, 4-5, 21-22, 71-75, 80, 99-100, 121; and linearity, 75; and the media, 26-27; and metaphors, 7-8, 21, 23, 28, 29-30, 31; and the Oriental culture, 57, 68, 69, 72-73; and perception, 5; and propaganda, 26-27;

psychic nature of, 71; and psychology, 22; and the resonant interval, 3, 6, 22-23; and science, 3, 72-73; and the senses, 5-6; and sensibility, 7-8; and sequentiality, 6, 75; and structuralism, 22; and tactile space, 22-23; and the tetrad, 3, 4, 9, 10-11, 13, 41; and time, 9-10; and transformation, 20-21, 22-23; and the triad, 7; and user as ground, 79; and video-related technologies, 6, 11-12, 69, 97, 114; and Western culture, 3, 19, 21, 55, 57, 69, 71-73, 75, 80; and the wheel and axle, 64 figure/landscape painting, 72 final causality, 77-80 Fincher, Jack, 100-101 Finn, Huckleberry, 147-48, 153 First World/Third World: and acoustic/visual space, 55; and the alphabet, 55; and Canada, 150; and the electronic age/technologies, 69, 95, 100, 101, 102, 117, 150, 161, 165; and identity, 150, 165; and implosion, 100; and the left/right brain, 56; populations of the, 98-99, 100; and software, 150; and the Soviet Union, 117; and the United States, 84, 95 Flower Children, ix folk tales, 46 formal causality, 7, 77-80, 155 France, 159-60, 161 Freud, Sigmund, 78-79

Galileo, 77
Gandhi, Mohandas, 37
Garland, Hamlin, 158–59
geometry, 33. See also Euclidean
geometry/space
gestalt psychology, 5, 18, 22, 39, 55

frontier, 98, 147, 149, 152-53, 154,

155, 158, 161–66

Frye, Northrop, 78–79

Giedion, Siegfried, 39 global networking, 119-29, 140-41, 142, 143 Goethe, Johann Wolfgang von, 5 Gombrich, E. H., 5 grammar, 7-8, 32, 33-34, 46, 64 grammarians, 79-80 Granet, Marcel, 73-74 Greek culture: and acoustic/visual space, 36, 61; and the alphabet/ literacy, 32, 35, 45-46, 60, 61-62; and artifacts, 29; and causality, 3, 131; and the Christian church, 60; and figure-ground relationship, 33; historical sense of the, 9-10; and individualism, 61, 62, 137; and the left/right brain, 33, 61–62; and the metamorphosis process, 138; and nature/chaos, 131; oral culture of, 59, 61; and rationalism, 61-62; and specialism, 96; and technologies, 97; and tribalism, 61, 62; and the zero, 66. See also name of specific person ground. See figure-ground relationship group identity, 159, 165. See also national identity group mind, 97 group voice, 140 GTE Corporation, 119 guilt, 67, 70

hallucinations, 37, 74, 75
hardware, 127, 128, 135, 140. See
also name of specific type of
hardware
Havelock, Eric, 59
Hawthorne, Nathaniel, 107, 153,
158
hearing, 14, 52, 132. See also ears
and eyes
Herodotus, 97
hierarchy, 35, 48, 49, 52, 57, 74,
92, 103, 137
high-speed information transmis-

sion. See Bell Systems; computers; satellites; video-related technologies hippocampal commissures, 62 history, xiii, 9–10, 15, 23, 40, 107, 160 hockey, 162 holism, x, 59–60, 107, 141 homeless, 99 homes, 87–88, 143, 157–58 Honeywell Corporation, 123, 125, 141–42 humanism, 33–34 hybridization, 111, 124–25, 126–27 hypnosis, 37, 93–94

IBM Corporation, 123, 125, 127, 141 - 42identity: artist's creation of, 159; and computers, 143; and the electronic age, 97, 98, 118, 165, 166; and figure-ground relationship, 99-100; and global networking, 129, 142–43; and the left/right brain, 73–74, 99–100; national, 150-51, 157-59, 160-61, 165, 166; and telephones, 124 ideograph, 88, 103 illusions, 74 imagination, 134 immigrants, 85–86, 147–48, 164 implosion: of business/public services, 90–91; and the electronic age, 97, 98, 100, 102-3; and the First World/Third World, 100; and video-related media/technologies, 97, 147 individual, cloning of, 20 individualism, 19, 61–62, 65–66, 68, 95, 98, 119, 126, 137, 143, information age. See electronic

age/technologies

inner duality, 23

information processing, 53-54

information source, 75-76

infrared transmission, 128

Innis, Harold, 19, 41, 73–74, 155 innovations, 18, 41, 69, 71, 127, 141–42 intellection, xi intensification, x–xi interactives (in the workplace), 105–8 interface. See resonant interval intuition, 56 Inuits, 39, 40, 48, 53–54, 56 inventions, 71, 102–3. See also innovations Isocrates, 33 ITT Corporation, 119

Jakobson, Roman, 25 James, Henry, 153, 156, 157–59 Japanese culture, 65–66, 67, 68, 69 Jiu-Jitsu, 66 Joyce, James, 11–12, 46 Jung, Carl G., 17–18, 78–79

Kakuzo, Okadura, 65-66 Katz, Solomon, 53-54 Kenner, Hugh, 154-55 knowing/knowledge, 14, 46, 93-94 Krugman, Herbert, 63-64, 87-88 Kuhn, Thomas, 21 Kuleshov, Lev, 96

labeling, 50, 54 landscape/figure painting, 72 language: and acoustic/visual space, 23, 48-49; and the alphabet, 59; and awareness, 27-28; borderline in, 163; and cable systems, 84–85; in Canada, 151–52, 159-60; and diachronism/ synchronism, 23, 49; Eliot's (T. S.) views of, 21; and experience, 30-31; and figureground relationship, 21, 26-28, 30-31; and the left/right brain, 7, 23, 30–31, 38, 50, 52, 53–54, 55; and linearity, 49; and perception, 30-31; and propaganda, 26-27; purpose of, 130; and

satellites, 115-18; Saussure's views about, 23; and sequencing, 73-74; and speech, 23, 49; tense structure of, 40; and time, 73-74; transformation of, 26-27 Lasch, Christopher, 99-100 law of effect, 20-21, 22 Lawrence, D. H., 26 laws of composition, 28 Leach, E. R., 23-24, 25 Leacock, Stephen, 152, 154 learning disabilities, 64 Lee, Dorothy, 40 left brain. See acoustic/visual space; angelism; left/right brain; name of specific characteristic left/right brain: and acoustic/visual space, 8, 48, 52, 54-55, 86, 121, 133; and affiliated corporations, 121-22; all-at-oneness character of, 3; and the alphabet, 58, 59-60, 62; and analysis, 38, 126; and angelism, 3-4; and art, 64, 66, 72-73; atrophy of, 92; and audile space, 35, 59; and awareness, 48, 49; biases of, 4; and blindness, 74-75; and categorization, 52, 126; and causality, 6-7, 77-78, 79-80; and centralization, 92, 128; characteristics of, 4-5, 8, 48, 50, 52-53, 54, 121, 126; and communication theories, 75-76, 80; comparison of, 8–9; and concepts, 28; and creativity, 52; and detachment, 74; and diachronism/synchronism, 24, 48, 52; and dialectic, 33; and education, 100-101; and the electronic age/technologies, 63-64, 68, 80, 99-100, 102-3, 126; and environment, 55-56, 68; and Euclidean geometry/space, 59, 101, 131; and experience, 64; and the eye, 50-51; and figure-ground relationship, 4-5, 21-22, 71-75, 80, 99-100, 121; and the First/ Third World, 56; and global netleft/right brain (Cont.) working, 119-20, 126, 127-28, 140-41, 142; and grammar, 33, 34, 64; and Greek culture, 33, 61-62; and hardware/software, 128; and hearing, 52; and hierarchy, 35, 48, 52; and history, 40; and holism, 59-60; and identity, 73-74, 99-100; and individualism, 65, 126; and information processing, 53-54; interaction between the, 62; interchangeability of, 8; and labeling, 50, 54; and language, 7, 23, 30-31, 38, 50, 52, 53-54, 55; and learning disabilities, 64; and the left/right side of the body, 52; and linearity, 52, 54, 58, 63-64, 74, 121; and literacy, 61-62, 64; and logic, 121; and logos, 63-64; and mathematics, 58; and metaphors, 28, 29-30, 52; multidimensional aspects of, 50-51; and myth, 35; and objectivity, 74–75; and oral cultures, 56; and the Oriental culture, 56, 62-63, 65-66, 68, 71, 72-73; and pattern recognition, 38; Plato's views about, 57-58; and print, 63-64; and the quality of life, 101; and quantification, 21-22, 50; and rationalism, 61-62, 121; and relationships, 65–66; and the resonant interval, 63-64; and rhetoric, 33, 34; and science, 21-22, 58, 72–73; and sensibilities, 74–75; and sequentiality, 50, 52, 54, 58, 73, 74; and the shift in culture, ix, x, 35, 45, 80, 83-87; and simultaneity, 40, 54-55, 56, 59, 62, 63-64, 65; spatial property of, 48, 52, 53-54, 59; and specialism, 59-60, 67, 74; and speech, 23, 52, 55, 73; and stroke victims, 73; suppression of the, 62; and tactile space, 35, 48, 52, 53-54, 59; and technologies, 3-4,

63-64, 73-74, 147; and the tetrad, 3-4, 6, 7, 102-3; and time, 10, 73-74; and the triad, 6-7; and tribalism, 65; and Western culture, 13, 21, 48, 49, 54, 62, 63–64, 66, 71–73, 74, 100-101, 133; and words, 7; and writing, 52, 73 left side of the body, 52 leisure time, 114–15, 143 Lévi-Strauss, Claude, 23-24, 25 Lewis, Wyndham, 66 liberal education, 33–34 linearity: and acoustic/visual space, 36–39, 45, 59; and the alphabet, 58, 73; and angelism, 69-70; and causality, 77; and communication theories, 80; and the electronic age/technologies, 58, 68, 73, 75; and Euclidean geometry/space, 55, 135; and figure-ground relationship, 75; and language, 49; and rationalism/science, 58, 73; and stroke victims, 73; and the left/right brain, 52, 54, 58, 63-64, 74, 121; and Western culture, 54, 58, 68, 73, 75, 77, 80, 86, 133-34. See also time linguistics, x-xi, x, 22, 23, 27, 30, 45 - 46literacy, 60, 61-62, 64, 68, 93, 99, 135, 137 literary criticism, 30, 78-79 logic, 6-7, 39, 80, 107, 121 logos, 7, 30–33, 34, 36, 63–64, 78 long lines, 125, 128, 141 loyalties, 98 Lucretius, 132 Luria, A. R., 58, 73 Lusseyran, Jacques, 27-28, 35-36, 37, 74–75

MacLean, Paul, 52 McNaught, Kenneth, 161 Malinowski, Bronislaw, 40 ma (negative space), 12, 39, 85 man as god, 3, 97–98

marketing-information economies, 83, 84–86, 88, 89, 111 Marx, Karl, 96 material causality, 77-80 mathematics, 58, 66 MCI Corporation, 123 meaning, xi, 76, 142 media, x, 26-27, 75-76, 87, 93. See also name of specific type of media meditation, 73, 126, 150 medium: is the messenger, 64; as unknowable, 93-94 Melville, Herman, 153 Mencken, H. L., 151-52 metamorphosis, 18-19, 98, 134, 138, 139, 165 metaphors, 3, 7-8, 9, 21, 23, 28-33, 34, 52, 66, 139-40 microwaves, 119, 123, 125, 128, 142 military, 95-96, 99, 136-37 mimesis, 66, 75 mirror image percept, xii misnaming, 29-30 missing face, 154-56, 162 missing voice, 162-63 missionaries, 99 money/barter. See cash money/ barter Moore, C. C., 153 More, Thomas, 94 movies, 102, 128, 134 multi-carrier organizations. See affiliated corporations; videorelated technologies; name of specific organization music, 33 mysticism, 56, 72-73, 140 myth, 9, 15, 30-31, 34, 35, 46, 107, 139 narcissism, xi-xii, xiii, 86-87, 99-

narcissism, xi-xii, xiii, 86-87, 99-100 National Film Board, 165 national identity, 150-51, 157-59, 160-61, 165, 166. See also identity nationalism, 98–99, 118, 161, 165 nature, 33, 77–78, 95, 131–32, 133, 152–53 neo-acoustic space, 15 Nevitt, Barrington, 11, 45 nihilism, 61 Nin, Anais, 26 noise, 76 nostalgia, 148

objectivity, 57–58, 66, 69–70, 74–75
obsolescence, 3, x–xi, 79–80
omnipresence, 140
one-thing-at-a-time, 131
oral cultures/tradition, 46, 56, 59–60, 61, 66–67, 69, 75–76, 118–19, 136, 164–65
ordering. See sequentiality
Oriental culture, 19, 56, 57, 65–66, 67–68, 69, 71–74, 101, 164. See also Chinese culture; Japanese culture
osmic space, 22

paper, 136 Parain, Bruce, 27 parallelism, 127, 128 Parmenides, 59 pattern recognition, 13, 19-20, 22, 38, 40–44, 49, 103, 142 Pauling, Linus, 49 Penn, Irving, 18 perception, 5, 27-28, 30-31, 34, 101, 132, 139-40 perceptual level, xiii phenomenology, 6, 27 philosophy, 21, 30, 34 Phoenicians, 35, 131 phonic alphabet. See alphabet phonograph, 139 physis, 45 Piaget, Jean, 18 picturephone, 148 planning, 51-52 Plato, x, 13, 24–25, 32, 57–58, 61, 77, 78-79

play, 13, 20, 64, 139 poetry, 14, 33, 57-58, 63, 78-79, 164 political ecumenism, 164-65, 166 politics, 85, 92, 101-2, 118, 150, 164-65, 166 Popper, Karl, 61, 62 populations, 83-85, 98-99, 100 POS (point-of-sale) banking, 112 potlatch, 41-42, 139-40 power, 41, 93, 155, 160-61, 163 Pratt, E. J., 154 prediction, 6, vii, 18, 28 pre-literate cultures, 56, 59-60, 93, 99, 137. See also oral cultures/ tradition; primitive cultures pre-Socratics, 59 primitive cultures, 20, 36, 39, 60, print, 45-47, 60, 63-64, 77, 87-88, 92, 161 privacy, 92, 102, 113-14, 143, 148, 152-54, 155, 157-58 processors (in the workplace), 105 - 8process patterns, 8-9, 13, 40-44 producers/consumers, 83, 89 propaganda, 26-27, 60, 88, 102, 118 psyche factors, 17, 71, 86, 87, 102, 124, 148, 151–52, 153 psychological universals, 24-25 psychology, 17-18, 21, 22, 26. See also name of specific person or type of psychology public figures as archetypes, 114

quadraphonic sound, 87–88 quadrivium, 33 quality of life, 101, 150 quantification, 21–22, 50 Quebec, Canada, 148–49, 159–60 Quintilian, 33

racial diversity, 84–85 radio, 76, 79, 99, 102, 119, 161 Ramus, Peter, 34

rationalism, 21–22, 58, 59, 61–62, 73, 94, 121, 135–36 R-Complex, 52 rearview mirror concept, viii-ix, receiver, 75-76 regionalism, 98-99, 118, 161, 165 relationships, xi, 40, 65-66 relativity, 65 religion. See Christianity resonances, 80, 133-34 resonant interval: and acoustic/ visual space, 4, 6, 13; and the Apollo 8 mission, 4; Canada as a, 147-66; and Chinese culture, 62; definition of, 4; and figureground relationship, 3, 6, 22-23; frontier as a, 154; and the left/ right brain, 63-64; purpose of, 3; and structuralism, 25; touch as the, 13, 22-23, 62; and the wheel and axle, 4, 13 retrieval, x-xi, 15-17, 18-19, 22 reversal, x-xi, 18-20, 107 reversed space, 156-58 rhetoric, 32, 33-34 Ricoeur, Paul, 30-31, 32 right brain. See acoustic/visual space; left/right brain; robotism; name of specific characteristic right side of the body, 52 robotism: and affiliated corporations, 129; and angelism, 69-70; and art, 66; and conscience, 67; and decentralization, 92; definition of, 57, 67, 83, 101; dissatisfactions of, 92-129; and the implosion of business/public services, 90-91; and oral cultures, 66-67; and the Oriental culture, 69; as readjustment, 69-70; satisfactions of, 83-91; and specialism, 129. See also acoustic/ visual space roles, 96 Roman Empire, 9-10, 45-46, 60, 62, 66, 136–37

Romantic Reaction, 46 Rosenstock-Huessy, Eugen, 71–72 royal commissions, 165 Rubin, Edgar, 5 Russell, Bertrand, 149 Russian culture, 96–97, 117, 162 Ryle, Gilbert, 31

Sagan, Carl, 52 St. Augustine, 33 sanity, 37 satellites: and centers, 118; characteristics/functions of, 90, 115-18; and decentralization, 115-18; and discarnatism, 118; effects of, 102, 188-89; and figure-ground relationship, 114; and global networking, 119-20, 123, 125, 128, 142; interactive nature of, 90; and language, 115-18; and print, 46-47, 87-88, 92; psychological affects of, 118-19; and simultaneity, 118; software for, 107; and terrorism, 115; and the Third World, 117; and tribalism, 114-15; and the United States, 117. See also video-related technologies satellite surround, 115-18, 119-20 Saussure, Ferdinand de, 23, 48-49 scholarship, xi school establishment, 100-101 Schwartz, Tony, 63 science, 3, 6, 21-22, 28, 33, 58, 66, 72-73, 77-78 self-interest, 119 semantics, 30 Semmes, Josephine, 51 sense ratios, 37-38, 45-46 senses, 3, 5-6, 37-38, 45-46, 94, 132. See also name of specific sense sensibilities, 7-8, 74-75 senus communis, 37

separatism, 85, 114–15, 149 sequentiality, 39, 50, 52, 54, 58,

73-75, 77, 80, 103, 107

shame, 67-68 Shannon, Claude, 76 Shannon-Weaver model of communication, 3, 7, 75, 76-77, 80 Shaw, George Bernard, 150-51 shepherds as archetypes, 100 side effects, 6, 11-12, 35, 69, 76-77, 78, 100 sight, 5. See also eye silicon, 90 similes, 29-30 simultaneity: and acoustic/visual space, 13-14, 22, 45, 55, 121, 134; and causality, 77, 79-80; and chronology, 40; and communication theories, 80; and electricity, 138-39; and the electronic age/technologies, 62, 65, 68, 90-91, 94, 99, 101, 103, 107, 118; and global networking, 121-29, 140-41; and the left/right brain, 40, 54–55, 56, 59, 62, 63– 64, 65; and oral cultures, 56, 136; and the Oriental culture, 65-66; and the tetrad, 9; and Western culture, 68 Slater, Philip, 61 sleeping, 37 Slick, Sam, 154 smell, 132 smokestack industries, 83-84 social numbness, 93-94 social patterns, 86 Socrates, 59 software, 107, 114, 127-28, 150, 161 Sophists, 59 sort-crossing, 29-30 sound, 5 Soviet Union. See Russian culture space, 48, 51-52, 53-54, 59, 63, 75-76. See also acoustic/visual space specialism, 46, 59-60, 74, 83-84, 96, 119-20, 129, 161 speech, 7, 23, 27, 28, 33, 36, 49, 52, 55, 73, 93

spinal cord, 52 spiritual quest, 100 split-brain medical research, 121 Sputnik, 98 stirrup, 138 Stoics, 32-33 stroke victims, 73 structuralism, 18, 22, 24-25, 28, 55 substitution theory, 30, 31 suspended judgment, 149 syllogism, 6-7 symbolism, 14 synchronism. See diachronism/ synchronism synesthesia, 5, 94, 95 syntax, 7-8

tactile space: and the electronic age, 86, 95, 107; and figureground relationship, 22-23; importance of the, 13; and the left/right brain, 35, 48, 51-52, 53-54, 59; and metaphors, 29; and oral cultures, 56; and the resonant interval, 13, 22-23, 62; as a sense, 132; suppression of the, 36; vision as a form of, 132; and the wheel and axle, 64 tall tales, 154 Tao of Physics, 101 taste as a form of smell, 132 technologies. See video-related technologies telegraph, 119 telepathy, 101, 124, 128, 140, 148 telephone, 76, 119, 123-24, 127, 128, 140, 148 teletext-videotext, 46-47, 103, 149 television: and the alpha state, 63-64, 87-88; in Canada, 161, 162-63, 165-66; and ethnic diversity, 88; and the fantasies, 102, 115; and figure-ground relationship, 114; and interactive mode of, 88-89; and the left/right brain, 63-64; as a mass medium, 128; one-way distributive mode of,

88; and politics, 101-2; and tribalism, 99 territory, 93 terrorism, 114-15 tetrad: and acoustic/visual space, 9, 44-45; and archetypes, 13, 18-19; and art, 20; and artifacts, 3, 71; and awareness, 6, 7; and the bifurcated mind, 47; and causality, 7, 44; as configurational, 44-45; and empirical observation, 6; as exegesis on four levels, 34; and experimental alternatives, vii-ix; and figureground relationship, 3, 4, 9, 10-11, 13, 41; function of, 4; and grammar, 7-8, 34; and innovations/inventions, 18, 41, 102-3; and the left/right brain, 3-4, 6, 7, 102-3; and linguistic structure, x-xi; and logos, 7, 34; and ma (negative space), 12; manifestation of the, vii; maturity of the, 3; and metaphors, 3, 7-8, 9, 34, 139-40; and myth, 9, 34; and perceptions, 28, 34; and phenomenology, 6; and philosophy, 34; and prediction, 6, 18, 28; and the process patterns, 9; purpose of, x, 9, 12, 18, 20, 28; and questioning, 6; as scientific instrument, 6; and the shift in world culture, ix; and simultaneity, 9; and the thinking processes, 6; and time, 10-11; video-related technologies, xi, 102-3. See also intensification; obsolescence; retrieval; reversal; name of specific artifact Third World. See First World/ Third World

Thomas, Lowell, 69–70 Thoreau, Henry David, 153, 154, 156–57 Thorndike, Edward Lee, 20–21 thought, 26, 37–38 Thucydides, 61 time, 9-11, 19, 40, 51-52, 73-74 Tocqueville, Alexis de, 161 Toynbee, Arnold, 95, 96 transcendentalism, 24-25 transformation, 20-21, 22-23, 26transportation theory, 22, 31 triad, 6-7 tribalism: and acoustic/visual space, 36, 39-40; and the alphabet, 59-60, 99; and the electronic age/technologies, 85, 98, 99, 114-15, 124-25, 126; and Greek culture, 61, 62; and history, 15; and the left/right brain, 59-60, 65; and myth, 15; and the Oriental culture, 57; and preliterate culture, 137; and propaganda, 60; and relationships, 40; in Russia, 97; and unemployment, 114-15 trivium, 32-34 Trobriander Islanders, 40 Trotter, Robert J., 53-54, 55 truth, xi, 56 Turner, Frederick J., 163-64 Twain, Mark, 153, 163

unconsciousness. See consciousness unemployment, 102, 114-15 unified field of the mind, 48 United States: banking industry in, 108-13; cultural shifts in the, 86; and the frontier, 163-64; and missing face/voice, 155-56, 162-63; and national identity, 150, 158-59, 161; population shifts in the, 83-85; and privacy, 148, 157-58; and psychic factors, 153; and sharing with Canada, 149-50; and Third World countries, 95; video-related technologies, 117, 149. See also Western culture universality, 24, 164 users, 8, 10-11, 83

Vacuum, metaphor of the, 66 videocassettes, 85, 87-88 videodiscs, 85, 87-88 video-related technologies: affiliated corporations as the links of, 119; and the alphabet, 58, 73; and side effects, 69; American reactions to, 149; and angelism, 12; and borderline, 155; Canadian reactions to, 149; control of, 97; and death, xiii; and etymology, 34; and figure-ground relationship, 6, 11-12, 69, 97; and the Greek culture, 97; and implosion, 97, 147; interactive mode of, 90-91; and the left/right brain, 3-4, 73-74, 147; and linearity, 58, 73; linguistic structure of, x; and logos, 30-31; and marketing-information economies, 83, 88; as metaphors, 8; and mythos, 30-31; and oral cultures, 69; and patterns, 12; and privacy, 102; and propaganda, 102; and senses, 3, 132; and simultaneity, 90-91, 99; and social numbness, 93-94; and the tetrad, xi, 102-3; and tribalism, 99; and unemployment, 102; and the United States, 149. See also robotism; name of specific type of technology videotext, 103

violence, ix-x vision (as a sense), 132 visual space. See acoustic/visual space; resonant interval; name of specific characteristic or topic Vogel, Phillip, 74 void, 130

warfare, 95, 152-53, 162 well-adjusted man, 66 Wernicke area, 52 Western culture: and acoustic/ visual space, 14, 19, 22-25, 36, 37, 38, 45, 54, 55, 133; characWestern culture (Cont.) teristics of the, 3; and environmental factors, 55-56, 75-76; and information structures, 13-14; and knowing, 14; and the left/right brain, 13, 21, 48, 49, 54, 62, 63-64, 66, 71-73, 74, 133; and man as god, 97-98; and the media, 75-76; and objectivity, 66; and relationships, 40; and resonances, 133-34; shifts in, ix, x, 35, 45, 83-87; and technologies, 97. See also name of specific topic Western Electric, 119 wheel and axle, 4, 13, 20, 64 Whitehead, Alfred North, 15 Whitman, Walt, 153 wilderness, 152-53, 154, 155, 158. See also frontier

Wolfe, Tom, 99–100
Woodward, C. Vann, 161
words, 7, 28. See also logos; speech
Wordsworth, William, 156–57
workplace, 92, 104–8
world culture, shifts in, ix, x, 35,
45, 83–87
writing/writers, 52, 64, 73, 91, 92,
162. See also name of specific
person

Xerox, 123

Yeats, W. B., 39-40, 164 Yeh Ch'ing Ch'en, 63

Zen, 101 zero (as a concept), 66, 131