

Curriculum Vitae

Thomas Eric Marshall McLuhan

Address RR # 1, Bloomfield, Ontario,
Canada, K0K 1G0

Phone (613) 399-5461

FAX (613) 399-5462

E-mail mcluhane@sympatico.ca

Birthdate 19 January, 1942

Citizenship Dual, Canadian/US

Marital status Married, three children (30, 28, and 27)

Education

B. Sc. 1972, Communication: Wisconsin State University.

M. A. 1980, English Literature: University of Dallas.

Ph. D. 1982, English Literature (Minor: Theology): University of Dallas
(Magna cum Laude). Dissertation on James Joyce's *Finnegans Wake* as an
example of Menippean satire.

Awards and Distinctions 1997, Honourary Professor, University of Buenos Aires.

Areas of specialization

Media research
Literacy in the computer age
Modern Literature and Language
Eighteenth-Century Literature
Menippean satire
Technology and Culture
Rhetoric and the Arts
Reading, Writing, Editing, Criticism

General Interests

Music (piano, choir member)
Electronics (radio amateur)
Aviation (private pilot; a tour in USAF)
Modern media and society

Teaching Experience

- 1997-1999 Seminars and courses, Faculty of Information Studies, University of Toronto.
- 1997-1999 Director, McLuhan Program International, Faculty of Information Studies, University of Toronto
- 1996- Media and Perception, Business Writing, Creative Communication: Harris Institute for the Arts, Toronto.
- 1980-1995 President, McLuhan and Davies Communications, Inc., giving professional development courses and seminars for managers and persons in the professions (business and science-related such as engineering, pharmaceutical industry) and government (local, provincial, and federal) on writing, editing, communication techniques. Clients across Canada and in the US.
- 1989-1990 Course Director, York University, Humanities 1920.06, "On Human Communication": York's largest undergrad. Humanities course
- 1981-1990 Communication, T.A., York University (Hum. 1920.06)
- 1979-1980 Communication, Film, Advertising, Sociology of Media: Dawson College, Montreal
- 1978-1979 Communication, media and criticism, training of perception: Dawson College, Montreal, and Ontario College of Art, Toronto
- 1975-1977 Residence work for M. A., Ph. D., at University of Dallas; taught several informal English seminars: Practical Criticism, *Finnegans Wake*
- 1973-1975 Media, training of critical awareness, sociology of art: Ontario College of Art
- 1972-1973 Communication, media and criticism, training of perception: Fanshawe College, London, Ontario
- 1970-1972 Cross-appointed to the English Department, and the Communication Department: Visiting Scholar at Wisconsin State University at Stevens Point, Wisconsin
- 1968-1969 Taught "Effects of Television" and of other media, English, speed-reading, and served as T. A., Fordham University, Bronx, New York
- 1965-1968 High-speed reading techniques: Evelyn Wood Institutes of Reading Dynamics Toronto): instructor, then chief of instructional staff. Toronto and New York.

Publications and works in progress

1965-1968 Contributing Editor, *Monday Morning* magazine (Toronto).

1968-1970 Editor, "The Dew-Line Newsletter," Human Development Corporation, New York.

1966-1971 Paid editorial assistant, for preparation, editing of the manuscripts of Prof. Marshall McLuhan's *War and Peace in the Global Village*, *The Medium is the Massage*, *Culture is our Business*, *From Cliché to Archetype*, *Take Today: The Executive as Drop-Out*.

1974 "The Rhetorical Structure of Finnegans Wake," *James Joyce Quarterly*, XI, 4 (Summer, 1974). Reprinted in *Younger Critics of North America: Essays on Literature and the Arts* (1976).

1977 Co-author, *City as Classroom*, a college text for media study.

1980 Researcher, designer, co-author with H. M. McLuhan, of *Laws of Media: The New Science*. Publication delayed by Marshall McLuhan's death.

"The Medium of the Blind," Preface to *L'occhio Universale* (about TV)

1981-1982 Co-author/designer of text/workbook, *Effective Thinking and Writing* (MDC Press, Toronto)

1984-5 *More than Meets the Eye*: a detailed study of the seven forms of visual ambiguity (unpublished).

1985 "Three Little Words" (mimesis, praxis, hamartia) a discussion of Aristotle's *Poetics*. *The Idler*, January, 1985.

"The Revenge of Echo" (a discussion of electric culture and post-literate narcissism [Echo was Narcissus' girlfriend]. *The Idler*, March, 1985. Rpt. in *The Ottawa Citizen*.

1986 *Project GROWTH* (MDC Press, Toronto) A twelve-week course of exercises in writing and editing improvement, designed along rhetorical and grammatical lines. Used as follow-up programme for the writing workshops.

1986-1987 *Writer's Block*: a system for conquering blockages in essay-writing or speaking or creativity, drawn from ancient manuals on rhetoric ("Topics of Invention") and brought up-to-date. Circulated as an appendix to the *Thinking and Writing* manual for years. To be made into a Compact Disc, 1995-1996.

Rhetoric Text (untitled). A study of the major figures of speech and of Rhetoric, accounting for their source(s), derivations, properties, uses, transformation, and effects.

1987 "Tragedy and Modern Man" Essay on the impossibility of tragedy for a culture deprived of the quest for private identity by the influence of its own electric media. *Idler*.

1988 *Laws of Media: The New Science* (University of Toronto Press). By 1991, in four other languages; the latest, Bulgarian (1995). Currently (1999) about to appear in Japanese.

1989 "The New Science and the Old," *Canadian Journal of Communication*, Dec.

1990-present Assoc. Editor, *Journal of Social and Biological Structures*.

1991-present Editor and writer, *McLuhan Studies*: a journal devoted to examining and advancing the work of Marshall McLuhan in both English Literature and Communication.

1992-1994 Co-Editor (with F. D. Zingrone), *Essential McLuhan*, a collection of key texts by Marshall McLuhan drawn from his books, papers, letters, essays, articles, speeches, interviews. Stoddart, 1995.

1993-1994 Editor, *Who Was Marshall McLuhan?*, by H. J. B. Nevitt and Maurice R. McLuhan. Comprehensivist Publications, 1994; Stoddart, 1995

1994-1995 Consulting Editor, CD-ROM developed by Southam/Voyager on Marshall McLuhan. Released in 1996 as *Understanding McLuhan*

1995-present Editor and writer, *McLuhan Studies*,

1995-1999 *Cynic Satire*, a college-level text on this kind of satire and its relation to the other two strains, Horatian and Juvenalian. Sets criteria for identifying and studying it in new media such as film and TV. Links the tradition of Menippism, from Homer (*Margites*) to John Fowles (*A Maggot*) and Woody Allen (*The Purple Rose of Cairo*). University of Toronto Press, 2002-3.

1995-9 "CD as Classroom": revision and updating of *City as Classroom* for the CD-users at colleges and universities. Currently underway. Also a project, *Media Trials*, for teaching—on the internet—the effects of the media.

1995 Article [various titles, depending on the paper] on "the resurgence of interest in Marshall McLuhan" for World Media, Paris-based syndicate of 26-plus European newspapers and feature magazines.

1997 *The Role of Thunder in Finnegans Wake*. University of Toronto Press, Spring,

1998 *Electric Language: Understanding the Present*, a collection of essays on contemporary media and society. Stoddart, Spring, 1998. Publ. in US and Canada

1999 *The Medium and the Light*, a collection of the writings of Marshall McLuhan on the subject of religion and communications, drawn from a wide diversity of sources: letters, essays, articles, etc. Appeared in April, 1999.

2001-present. General editor, series of books new and old concerning the works of Marshall McLuhan. New titles include *The Book of Probes*, and *McLuhan Unbound*, *The Dance of the Ages* (about animated ancient Egyptian art), and *Hamlet and Modern Identity*.

Many other articles, essays.

Some Recent Major Addresses

European Alpbach Forum '95, Alpbach, Austria. "Globalism, Tribalism and Networks."

The School of Architecture and Design, University of Hartford, Connecticut. "The Future of the City." (Keynote: 1995)

New Technologies Conference: McGill University, Montreal. "Literacy, Media and Culture." (1994)

ATA '94: Australasian Teleconferencing Association, Sydney, Australia.
"Teleconferencing: The Global Theatre." (Keynote: 1994)

Austrian Cultural Conference, Wels, Austria. "Laws of the Media: Predicting Effects for Planning Change." (Keynote: 1993)

Laboratory for Computer Graphics and Spatial Design, Harvard University, Boston.
"Visual and Acoustic Space: Designing with Intervals."

Young Presidents' Organization, Rio de Janeiro, Brazil. "Informatics and Economics."

International Centre for the Study of the Family, Milan, Italy. "The Family in the Electronic Age."

South American Computer Exposition, Sao Paulo, Brazil. "Predicting Media Effects in Third-World Cultures."

P. A. C. E., Ottawa, Ontario. "The Side-effects of Video-Display Terminals on Perceptual Bias and Neurological Stress."

O. C. T. E., Toronto. "The Uses and Abuses of Post-literacy."

NBC, *Today Show*. "Why TV is Now Obsolete." (on the 50th anniversary of TV)

University of Buenos Aires, Argentina. "The Mystery of the Renaissance Cycle. (Why does the West undergo a renaissance every four centuries?)"

Vienna, Elias Canetti Conference (Keynote). "The Electric Crowd" (1998)

Advisory and Consulting

Directorships, past and present. (Past, e.g., Catholic Children's Aid Society, Toronto and Area Right to Life Society. Present, e.g., The Transcopyright Institute; The McLuhan Program at U of T.)

Editorial Boards: Past: *Monday Morning*, *The Interim*, *The Idler*. Current: *McLuhan Studies*, *Journal of Social and Biological Structures*, Harris-Bentley Publications (on corporate mergers and acquisitions: consulting editor), Wood-Lake Books (occasional editor).

Advisory:

Cult Project: Montreal-based group that studies present-day cults, cult leaders, cult indoctrination techniques, susceptibility, and that consults with civic groups, parents, local and national (RCMP) law-enforcement agencies.

Writer's Hotline, 1985-1992 (stopped for lack of funding during the recession): a free service to Canadian writers: telephone answers to any question about writing and editing. Calls from all over Canada, but mainly from Toronto and Ottawa. Frequent referrals, e.g., from Toronto Press Club, Toronto Public Library. Invaluable source of information about current state of literacy.

Voice Dynamics: advisor to Toronto / Ottawa-based school for training of voice and delivery skills.

Opera Aetelier: Toronto-based specialists in Baroque opera. (Consulted re. rhetorical and musical tropes, schemae, and ornaments in voice, dance, etc.)

Catholic Archdiocese of Toronto: Inter-Church Advisory Committee.

Ministry of Correctional Services (Federal): member of advisory board re. adoption of San Bernardino programme of vision training to reduce recidivism.

* * *