

Marshall McLuhan: a Centenary in Media

21/Jul/1911 - 21/Jul/2011



21/Jul/1911
McLuhan born in Edmonton, Alberta,
Canada

Media and communication philosopher and academic Marshall McLuhan was born in Edmonton, Alberta, Canada to Elsie Naomi (nee Hall) and Herbert Ernest McLuhan.

His younger brother, Maurice, was born in 1913.

Resources:

[Edmonton Public Library \(http://www.epl.ca/photo-collections-detail?id=40\)](http://www.epl.ca/photo-collections-detail?id=40)

[Wikipedia entry on Marshall McLuhan \(http://en.wikipedia.org/wiki/Marshall_McLuhan\)](http://en.wikipedia.org/wiki/Marshall_McLuhan)



15/Apr/1912 Sinking of the Titanic

The world's largest ship at the time, constructed so as to be "unsinkable", hits an iceberg and sinks on its maiden voyage from London to New York, killing 1,517 people.

Resources:

[Titanic \(http://en.wikipedia.org/wiki/RMS_Titanic\)](http://en.wikipedia.org/wiki/RMS_Titanic)



28/Jul/1914 World War 1 Begins

Following the assassination of Archduke Franz Ferdinand on 28 June, Austria-Hungary declares war on Serbia. In the following months, Russia, Germany, France and the United Kingdom also joined the war.

Resources:

[World War 1 begins \(http://en.wikipedia.org/wiki/World_War_I\)](http://en.wikipedia.org/wiki/World_War_I)

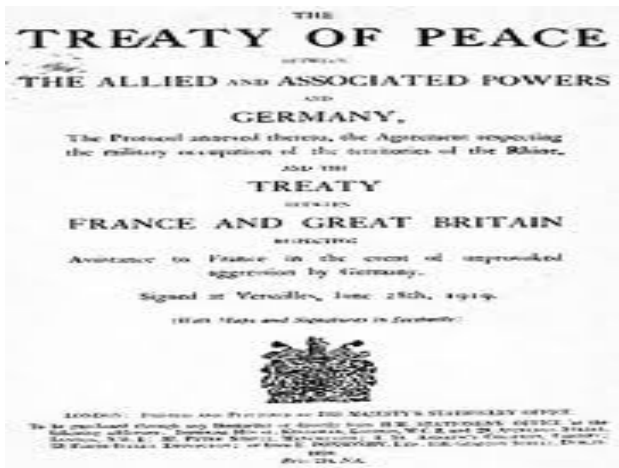
6/Jul/1916
Uncle Sam Wants You



Uncle Sam recruitment campaign, by illustrator James Montgomery Flagg is first seen on the cover of magazine Leslie's Weekly.

Resources:

[Wikipedia - Uncle Sam \(http://en.wikipedia.org/wiki/Uncle_Sam\)](http://en.wikipedia.org/wiki/Uncle_Sam)



11/Nov/1918
World War I Ends

A ceasefire is declared. The Treaty of Versailles is signed on 28 June 1919 in Germany.

Resources:

[World War 1 - Wikipedia \(http://en.wikipedia.org/wiki/World_War_I\)](http://en.wikipedia.org/wiki/World_War_I)

30/Jun/1924
Electrical Microphones



Electrical microphones introduced by Joseph P. Maxfield and Henry C. Harrison of Bell Telephone Laboratories.

A number of attempts had been made in previous years, but the attempt by Harrison and Maxfield, using the principles of mechanical analogues of electrical circuits, applied to sound recording, was the first to be successful.

Resources:

[Wikipedia - Sound recording and reproduction \(http://en.wikipedia.org/wiki/Sound_recording_and_reproduction\)](http://en.wikipedia.org/wiki/Sound_recording_and_reproduction)



16/Mar/1930
First car radio on the market

The model 5T71 car radio becomes the world's first commercially successful car radio. It is designed and manufactured by Galvin Manufacturing Corporation, now known as Motorola.

The device sold for between \$US110 and \$130 (in today's market, around \$1 700), and was able to be installed in most cars.

Resources:



19/Mar/1932 Sydney Harbour Bridge Opens

After 6 years of construction, iconic Sydney landmark the Sydney Harbour Bridge was opened by Premier Jack Lang. It allowed easy and convenient access between the north and south side of Sydney Harbour.

Resources:

[Sydney Harbour Bridge \(http://www.sydneyharbourbridge.info/\)](http://www.sydneyharbourbridge.info/)



30/Jul/1932
First full-colour movie

Walt Disney pictures creates the first full-colour film, called Flowers and Trees. This was the first commercially available colour production, and won the first Academy Award for Animated Short Subjects.

Resources:

[Wikipedia entry on Flowers and Trees \(http://en.wikipedia.org/wiki/Flowers_and_Trees\)](http://en.wikipedia.org/wiki/Flowers_and_Trees)

[IMDB entry \(http://www.imdb.com/title/tt0022899/\)](http://www.imdb.com/title/tt0022899/)

[History of Mass Communications - timeline \(http://www.docstoc.com/docs/2197833/TIMELINE-Major-Events-in-the-History-of-Mass-Communications\)](http://www.docstoc.com/docs/2197833/TIMELINE-Major-Events-in-the-History-of-Mass-Communications)



19/Apr/1933
McLuhan earned a BA in English from
the University of Manitoba

Also won a University Gold Medal in Arts and Sciences. Graduated with MA (1934) i, after a one year stint as an engineering major.

Resources:

[Wikipedia - Marshall McLuhan \(http://en.wikipedia.org/wiki/Marshall_McLuhan\)](http://en.wikipedia.org/wiki/Marshall_McLuhan)



16/Feb/1934
Completes Masters Degree

McLuhan completes a Master of Arts at the University of Manitoba.

Resources:

[Wikipedia - Marshall McLuhan \(http://en.wikipedia.org/wiki/Marshall_McLuhan\)](http://en.wikipedia.org/wiki/Marshall_McLuhan)

8/Apr/1934
Overseas Education



McLuhan applies for and is accepted to enroll at Trinity Hall, Cambridge. He later reflected back upon his time at Trinity Hall and credited the faculty with influencing his later work because of their emphasis on the training of perception.

Resources:

[Wikipedia - Marshall McLuhan \(http://en.wikipedia.org/wiki/Marshall_McLuhan\)](http://en.wikipedia.org/wiki/Marshall_McLuhan)

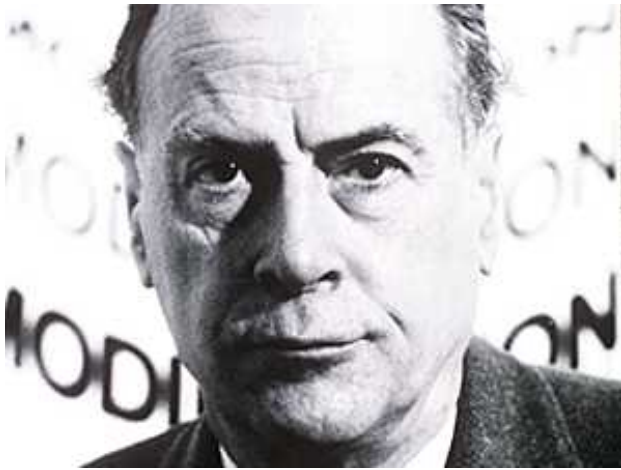


19/Nov/1934
Marshall McLuhan studies at Trinity
College, Cambridge

McLuhan studied under I. A. Richards and F. R. Leavis, and was influenced by New Criticism.

Resources:

[Wikipedia - Marshall McLuhan \(http://en.wikipedia.org/wiki/Marshall_McLuhan\)](http://en.wikipedia.org/wiki/Marshall_McLuhan)



16/Jun/1937
Converts to Catholicism

After years of 'agnosticism', McLuhan converts to Roman Catholicism.

Resources:

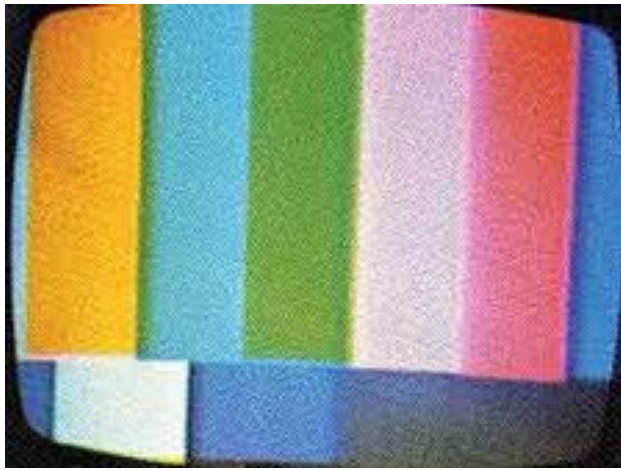


16/Aug/1937
Teaching Career

McLuhan teaches English at Saint Louis University.

Resources:

[Wikipedia - Marshall McLuhan \(http://en.wikipedia.org/wiki/Marshall_McLuhan\)](http://en.wikipedia.org/wiki/Marshall_McLuhan)



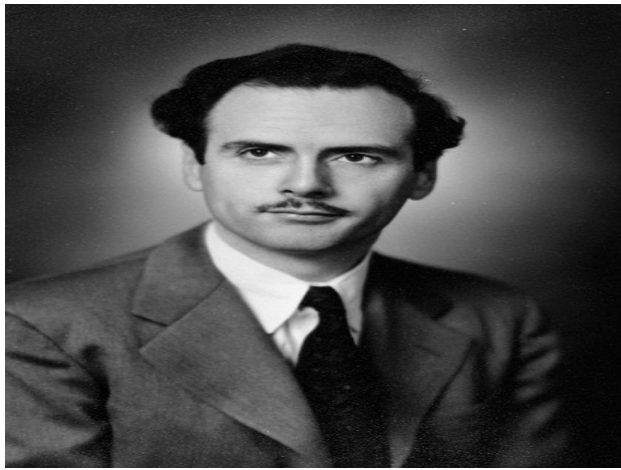
4/Feb/1938 World's First colour TV broadcast

John 'Logie' Baird makes the world's first successful colour television broadcast, sending an image from the Crystal Palace studios to The Dominion Theatre in London. He was a pioneer of television, being the first person to transmit moving silhouette images.

On 16 August 1944, Baird gave the world's first demonstration of a full-colour television display.

Resources:

[John Logie Baird \(http://www.youtube.com/watch?v=O5ZSXPmlumc&feature=related\)](http://www.youtube.com/watch?v=O5ZSXPmlumc&feature=related)



4/Mar/1939
McLuhan marries Corinne Lewis

Teacher and aspiring actress Corinne Lewis met McLuhan in Saint Louis. Together, the pair had six children - Eric, twins Mary and Teresa, Stephanie, Elizabeth and Michael.

Resources:

[Wikipedia - Marshall McLuhan \(http://en.wikipedia.org/wiki/Marshall_McLuhan\)](http://en.wikipedia.org/wiki/Marshall_McLuhan)



9/Sep/1939 World War 2 Begins

Nazi Germany and Slovakia invade Poland, prompting numerous other European countries to declare war on Germany. Lasting six years, the war claimed over 50 million lives.

Resources:

[World War II - Wikipedia \(http://en.wikipedia.org/wiki/World_War_II\)](http://en.wikipedia.org/wiki/World_War_II)

25/Jan/1940
A Second masters Degree



McLuhan awarded his Masters degree from Cambridge.

Resources:



8/Feb/1941
The Place of Thomas Nash in the
Learning of his Time

McLuhan's PhD Thesis at Cambridge University

Resources:

[Marshall McLuhan biography \(http://marshallmcluhan.com/bibliography/\)](http://marshallmcluhan.com/bibliography/)

Photo # 80-G-19942 USS Arizona burning at Pearl Harbor, 7 December 1941



7/Dec/1941 Pearl Harbour Attacked

Japan's World War II attack on Pearl Harbour reported by radio. The announcement interrupted broadcasts of a football game between the New York Giants and Brooklyn Dodgers.

Resources:

[The bombing of Pearl Harbour \(http://www.otr.com/r-a-i-new_pearl.shtml\)](http://www.otr.com/r-a-i-new_pearl.shtml)

[Radio broadcast, Pearl Harbour bombing \(audio\) \(http://www.otr.com/ra/PH/mutual_120741.mp3\)](http://www.otr.com/ra/PH/mutual_120741.mp3)



16/Jun/1943
McLuhan continues his teaching career

McLuhan takes a position teaching at Assumption College in Windsor, Ontario.

Resources:

[Wikipedia - Marshall McLuhan \(http://en.wikipedia.org/wiki/Marshall_McLuhan\)](http://en.wikipedia.org/wiki/Marshall_McLuhan)

16/Dec/1943
McLuhanAwarded PhD



McLuhan is awarded his Ph.D from Cambridge after obtaining permission to complete his dissertation from his home, rather than having to travel back to Cambridge.

Resources:



15/Aug/1945
World War II Ends

160. Stars and Stripes announces end of war.

Used with permission from Stars and Stripes, a DoD publication.

Germany surrenders, ending the war in Europe. Japan ended the war in Asia on 15 August 1945 when by also surrendering.

Resources:

World War II (http://en.wikipedia.org/wiki/World_War_II)



16/Feb/1946
Moves to Toronto

McLuhan moves to Toronto, Canada, to teach at St Michael's College, part of the University of Toronto.

The University later created the Centre for Culture and Technology to ensure he stayed. McLuhan remained at the University of Toronto until 1979.

Resources:

[Wikipedia - Marshall McLuhan \(http://en.wikipedia.org/wiki/Marshall_McLuhan\)](http://en.wikipedia.org/wiki/Marshall_McLuhan)



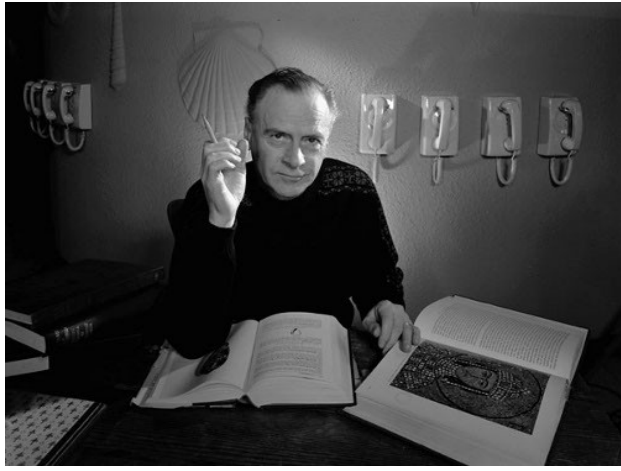
1/Jan/1947
Paul Levinson is born

Paul Levinson (born 1947) is an American author and professor of communications and media studies at Fordham University in New York City.

A recognised authority on McLuhan, Professor Levinson has published and continues to lecture on his influence on the media landscape.

Resources:

[Wikipedia entry for Paul Levinson \(http://en.wikipedia.org/wiki/Paul_Levinson\)](http://en.wikipedia.org/wiki/Paul_Levinson)

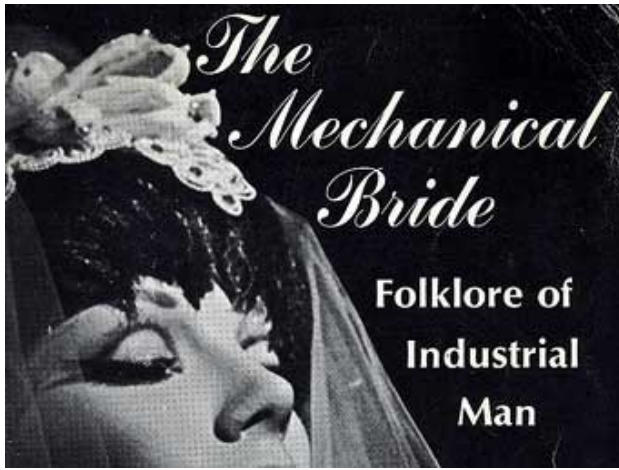


16/Oct/1950 Communication and Culture seminars

McLuhan establishes Communication and Culture seminars, funded by the Ford Foundation and hosted by the University of Toronto.

Resources:

[Wikipedia - Toronto School of Communication Theory \(http://en.wikipedia.org/wiki/Toronto_School_of_communication_theory\)](http://en.wikipedia.org/wiki/Toronto_School_of_communication_theory)

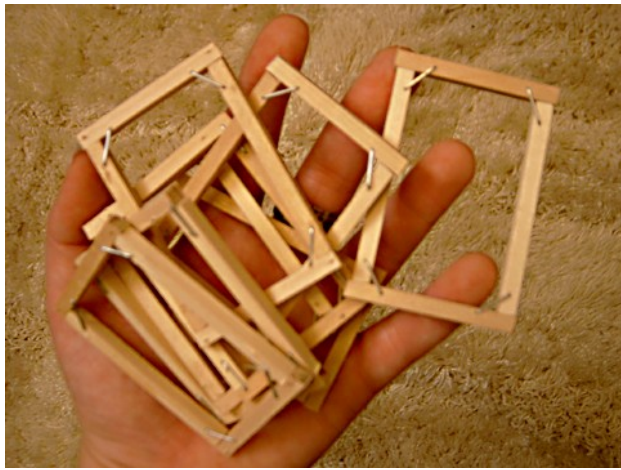


8/May/1951
The Mechanical Bride

McLuhan's first major work, *The Mechanical Bride: Folklore of Industrial Man*, is published by Vanguard Press, analysing advertising and popular culture through a series of essays.

Resources:

[McLuhan bibliography \(http://www.digitallantern.net/mcluhan/bibliography.html\)](http://www.digitallantern.net/mcluhan/bibliography.html)



6/Mar/1955
"It is the framework which changes with each new technology."

"It is the framework which changes with each new technology and not just the picture within the frame."

Marshall McLuhan, 1955

Resources:



1/Nov/1955 The Vietnam War, the first televised war, begins

McLuhan used James Joyce's *Finnegans Wake* as an inspiration for this study of war throughout history as an indicator as to how war may be conducted in the future.

Resources:

[TV coverage - Vietnam War \(http://www.youtube.com/watch?v=DsmMpRJD9mk\)](http://www.youtube.com/watch?v=DsmMpRJD9mk)

[Raw footage of Vietnam \(http://www.youtube.com/watch?v=eaKlsoVvWTE&feature=related\)](http://www.youtube.com/watch?v=eaKlsoVvWTE&feature=related)



22/Nov/1956 Melbourne Olympic Games broadcast

The 1956 Melbourne Olympic Games are the first Olympic Games to be broadcast live around the world on television.

The games were the first to be held outside North America or Europe, and the first in the Southern Hemisphere.

The Soviet Union topped the medal tally, taking out 98 medals - 37 of those gold. Australia won 13 gold medals during the Games.

Resources:

[Olympic Games site \(http://corporate.olympics.com.au/games/melbourne-1956\)](http://corporate.olympics.com.au/games/melbourne-1956)



19/May/1959
Revolutionary Volkswagen Beetle Think
Small advertising campaign launched

Launched in 1959 by ad agency Doyle Dane Bernbach, one of the most legendary advertising agencies in history.

Resources:

Think Small advertising campaign launched (<http://theinspirationroom.com/daily/2004/volkswagen/>)

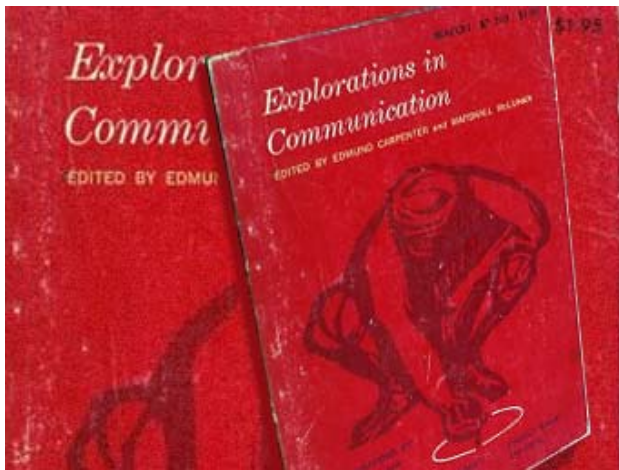


17/Jun/1959
Television as Education

Marshall McLuhan is appointed Director of the National Association of Educational Broadcaster's Media Project

Resources:

[Wikipedia - Marshall McLuhan \(http://en.wikipedia.org/wiki/Marshall_McLuhan\)](http://en.wikipedia.org/wiki/Marshall_McLuhan)



1/Jan/1960
Explorations in Communication

Co-authored by Edmund Carpenter, *Explorations in Communication: An Anthology*, is published by Beacon Press, Boston.

Resources:

[Sensorium entry on Wikipedia \(http://en.wikipedia.org/wiki/Sensorium\)](http://en.wikipedia.org/wiki/Sensorium)

[Amazon - Explorations in Communication \(http://www.amazon.com/Explorations-Communication-Anthology-Edmund-Carpenter/dp/B000RL1308\)](http://www.amazon.com/Explorations-Communication-Anthology-Edmund-Carpenter/dp/B000RL1308)

24/Mar/1960
Sensorium

Sensorium

From Wikipedia:

In the 20th-century the sensorium became a key part of the theories of Marshall McLuhan, Edmund Carpenter and Walter J. Ong (Carpenter and McLuhan 1960; Ong 1991).

McLuhan, like his mentor Harold Innis, believed that media were biased according to time and space. He paid particular attention to what he called the sensorium, or the effects of media on our senses, positing that media affect us by manipulating the ratio of our senses. For example, the alphabet stresses the sense of sight, which in turn causes us to think in linear, objective terms: the medium of the alphabet thus has the effect of reshaping the way in which we, collectively and individually, perceive and understand our environment.

Focusing on variations in the sensorium across social contexts, these theorists collectively suggest that the world is explained and experienced differently depending on the specific "ratios of sense" that members of a culture share in the sensoria they learn to inhabit (Howes 1991, p. 8). More recent work has demonstrated that individuals may include in their unique sensoria perceptual proclivities that exceed their cultural norms; even when, as in the history of smell in the West, the sense in question is suppressed or mostly ignored (Classen, Howes and Synnott 1994).

Read more to the right on Wikipedia.

Resources:

[Sensorium \(http://en.wikipedia.org/wiki/Sensorium\)](http://en.wikipedia.org/wiki/Sensorium)

[Vision and "the training of perception:" McLuhansMedienpdagogik \(http://learningspaces.org/n/papers/McLuhan_Vision_Pedagogy.pdf\)](http://learningspaces.org/n/papers/McLuhan_Vision_Pedagogy.pdf)



18/May/1960 World is a global village

From the CBC archive:

The book is no longer "king," says Marshall McLuhan, a professor at the University of Toronto's St. Michael's College. McLuhan studies the effects of mass media on behaviour and thought. In this CBC report on the teenager, he discusses how our youth facilitate the global shift from print to electronic media. Television has transformed the world into an interconnected tribe he calls a "global village."

There's an earthquake and no matter where we live, we all get the message. And today's teenager, the future villager, who feels especially at home with our new gadgets the telephone, the television will bring our tribe even closer together.

Resources:

[CBC Marshal McLuhan Archive \(http://archives.cbc.ca/arts_entertainment/media/topics/342-1814/\)](http://archives.cbc.ca/arts_entertainment/media/topics/342-1814/)

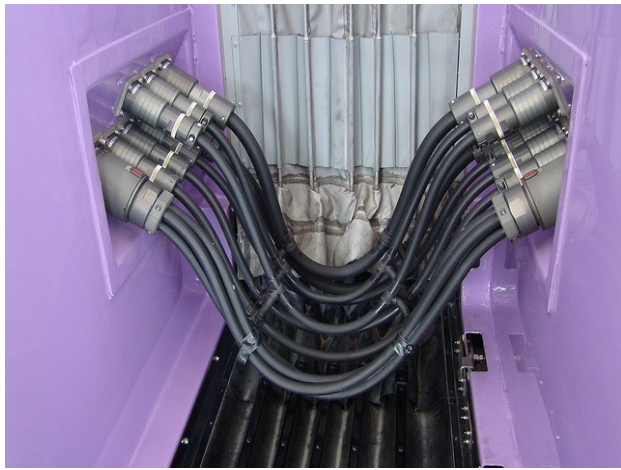


26/Sep/1960 Largest TV audience watches first of four presidential debates

The debates between John F. Kennedy and Richard Nixon leading up to the 1960 presidential election were the first to be broadcast on television. The first debate is believed to have been watched by about 70 million people.

McLuhan saw the delineation between watchers and listeners to the debate and the resulting support given to the candidates as the epitome of his most famous adage, "the medium is the message."

Resources:

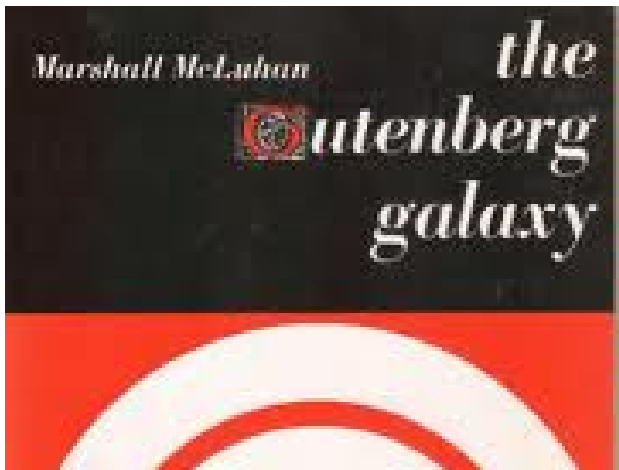


6/Jun/1962
"The new electronic interdependence
recreates the world in the image of a
global village"

"The new electronic interdependence recreates the world in the image of a global village"

Marshall McLuhan, Gutenberg Galaxy, 1962

Resources:

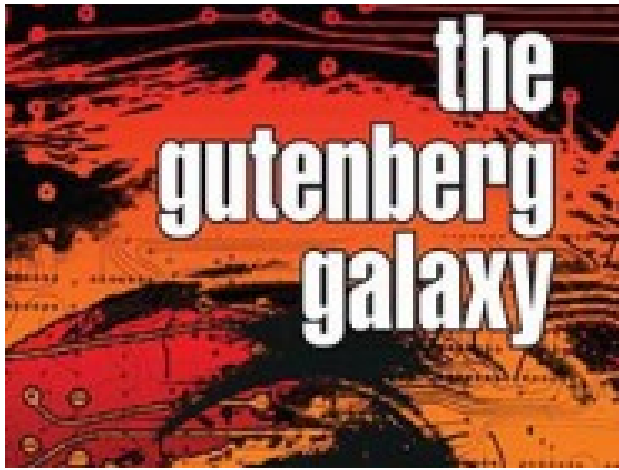


17/Jun/1962
Gutenberg Galaxy published

McLuhan's next book, Gutenberg Galaxy: The Making of Typographic Man, is published by University of Toronto Press.

Resources:

McLuhan bibliography (<http://www.caslon.com.au/biographies/mcluhan.htm>)



19/Aug/1962
The Gutenberg Galaxy: The Making of
Typographic Man

McLuhan's *The Gutenberg Galaxy: The Making of Typographic Man* (written in 1961, first published in Canada by University of Toronto Press in 1962) is a pioneering study in the fields of oral culture, print culture, cultural studies, and media ecology.

Throughout the book, McLuhan takes pains to reveal how communication technology (alphabetic writing, the printing press, and the electronic media) affects cognitive organization, which in turn has profound ramifications for social organization:

Resources:

24/Oct/1963
Centre for Culture and Technology
Opens



The University of Toronto establishes the Centre for Culture and Technology in a building known as the 'Coach House'.

McLuhan stays at the Centre for Culture and Technology until 1979.

Resources:

U of T - McLuhan Coach House Institute (<http://www.dynamiclegend.com/view/item/5339f022b6972f076b05dce4edb60b1af00cb32fb50ef3d438533c8455691277>)
Wikipedia - Marshall McLuhan (http://en.wikipedia.org/wiki/Marshall_McLuhan)



22/Nov/1963 First Presidential funeral broadcast

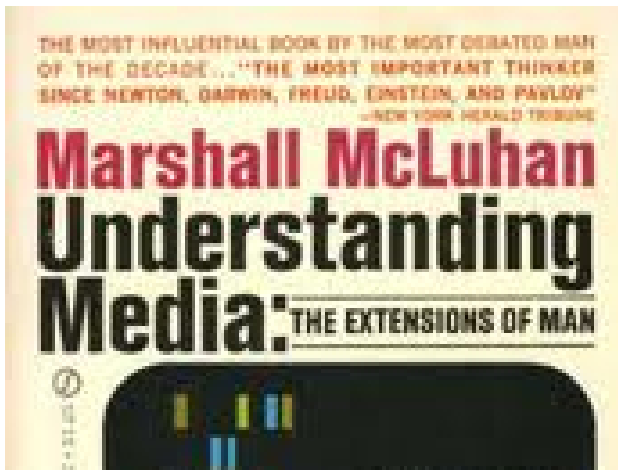
The funeral of John F. Kennedy, the 35th president of the United States of America, was broadcast three days after his assassination. It was the first presidential funeral to be broadcast, and was watched by millions of people on three channels.

Resources:

[Wikipedia - State Funeral of John F Kennedy \(http://en.wikipedia.org/wiki/State_funeral_of_John_F._Kennedy\)](http://en.wikipedia.org/wiki/State_funeral_of_John_F._Kennedy)

[Wikipedia - John F Kennedy \(http://en.wikipedia.org/wiki/John_F._Kennedy\)](http://en.wikipedia.org/wiki/John_F._Kennedy)

17/Jun/1964
Understanding Media



McLuhan's most widely known work, Understanding Media: The Extensions of Man, is published.

Resources:

McLuhan bibliography (<http://www.digitallantern.net/mcluhan/bibliography.html>)



6/Jul/1964

"All media exist to invest our lives with artificial perception and arbitrary values"

"All media exist to invest our lives with artificial perception and arbitrary values."

Marshall McLuhan, *Understanding Media*, 1964

Resources:

6/Jul/1965

All advertising advertises advertising



"All advertising advertises advertising - no ad has its meaning alone."

Marshall McLuhan

Resources:

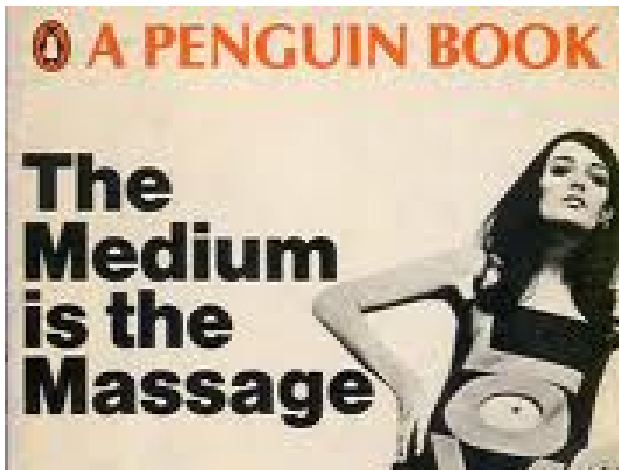


6/Feb/1967
"All media are extensions of some human faculty - psychic or physical"

"All media are extensions of some human faculty- psychic or physical"

Marshall McLuhan, The Medium is the Message, 1967

Resources:



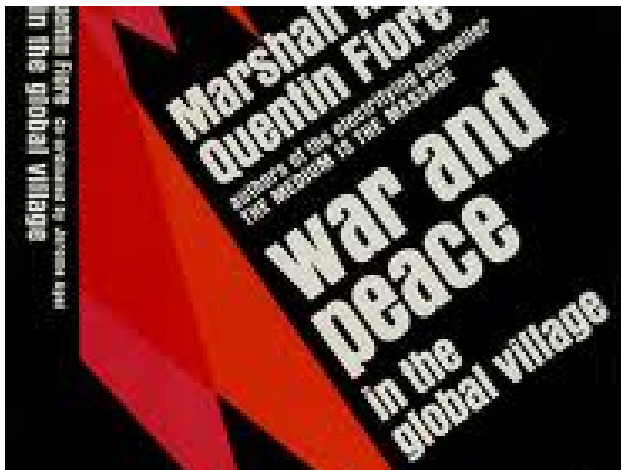
1/Aug/1967
The Medium Is The Massage published

The Medium Is The Massage: An Inventory of Effects.

McLuhan academic and biographer Paul Levinson, defines the meaning of the title: "What is The Medium is the Message? It's the medium, its the way of communicating in contrast to the content or what is communicated, what is said, that often has the most profound impact when we interact with media."

Intriguingly, when the first edition of the book was printed and McLuhan was shown the misspelling of the title ('massage' instead of 'message'), he was reportedly delighted at it and insisted it remain.

Resources:



30/Jun/1968

War and Peace in the Global Village

War And Peace in the Global Village is published

Resources:



6/Jul/1968
"The age of writing has passed"

"The age of writing has passed. We must invent a new metaphor, restructure our thoughts and feelings. The new media are not bridges between man and nature they are nature."

Marshall McLuhan, Explorations in Communication: an Anthology, 1968

Resources:

[Wikipedia - Marshall McLuhan \(http://en.wikipedia.org/wiki/Marshall_McLuhan\)](http://en.wikipedia.org/wiki/Marshall_McLuhan)

20/Jul/1969
Apollo 11 Moon landing



The Apollo 11 Moon landing is broadcast. In the days preceding the landing, the astronauts had broadcast two other colour transmissions back to Earth to a global audience.

From the Moon's surface, Buzz Aldrin and Neil Armstrong proclaimed "Here men from the planet earth first set foot on the moon July 1969, A.D. We came in peace for all mankind".

Resources:

[Astronautix site \(http://www.astronautix.com/flights/apollo11.htm\)](http://www.astronautix.com/flights/apollo11.htm)

[Wikipedia - Apollo 11 \(http://en.wikipedia.org/wiki/Apollo_11\)](http://en.wikipedia.org/wiki/Apollo_11)

20/Jun/1970
From Cliche to Archetype



In his 1970 book, *From Cliché to Archetype*, McLuhan, collaborating with Canadian poet Wilfred Watson,[64] approached the various implications of the verbal cliché and of the archetype.

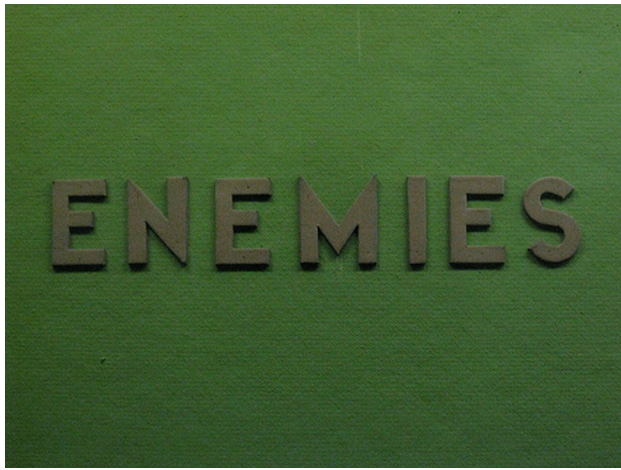
Resources:

20/Jun/1970
Order of Canada



McLuhan is made a Companion of the Order of Canada in recognition of his contribution to understanding the relationships between society and media

Resources:



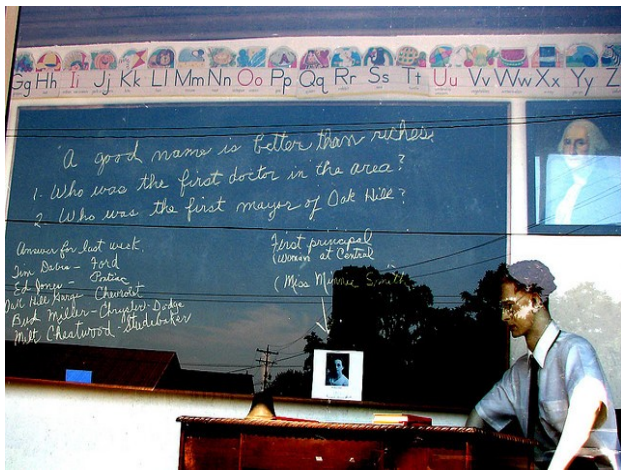
6/Jul/1970

The only cool PR is provided by one's enemies.

"The only cool PR is provided by one's enemies. They toil incessantly and for free."

The Book of Probes by Marshall McLuhan

Resources:



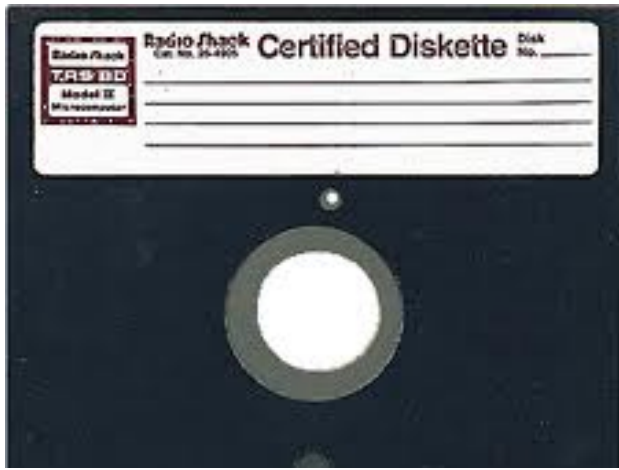
6/Aug/1970

"Nature is an item contained in a man-made environment of satellites and information."

"Nature is an item contained in a man-made environment of satellites and information."

Marshall McLuhan, Culture Is Our Business, 1970

Resources:



16/Feb/1971
Floppy Disk

The first floppy disks, 8 inches in size, are made available commercially by IBM.

The 8-inch floppy disk was succeeded by 5.25-inch then 3.5 inch forms, and was used until the early 2000s.

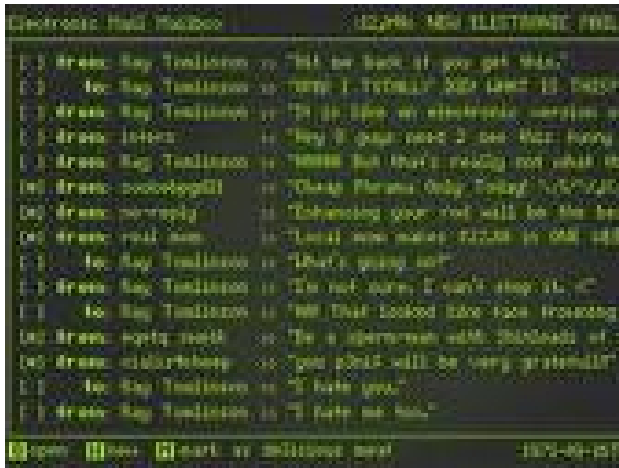
Resources:



1/May/1971
CD-ROM

After numerous developments in optical digital audio discs, the Compact Disc is introduced.

Resources:



19/May/1971 First email sent by ARPANET

First successful email was sent by Ray Tomlinson, via ARPANET from one computer to another directly beside it.

Tomlinson worked at Bolt Beranek and Newman (BBN), the company hired in 1968 to develop the Internet for the United States Defense Department, where he was experimenting with a local electronic messaging program that allowed computer users to leave messages to other users of the same computer.

The first email is said to have read, "QWERTYUIOP".

Resources:

ARPANET computers (<http://computer.howstuffworks.com/arpamet1.htm>)

24/Jun/1971
Awards



McLuhan receives an honorary degree from The University of Alberta, LL.D. He also received the Christian Culture Award, Assumption University, Windsor, Ontario and a Gold Medal Award from the President of the Italian Republic at Rimini, Italy, in recognition of original work as philosopher of the mass media.

Resources:

McLuhan.org (<http://www.mcluhan.org/>)



16/Nov/1971
Email

First successful email sent by Ray Tomlinson, via ARPANET from one computer to another directly beside it

Resources:



3/Apr/1973
Martin Cooper of Motorola makes the first analogue mobile phone call on April 3rd, 1973

Martin Cooper of Motorola makes the first analogue mobile phone call. The first call was made from New York City to AT&T's Bell Labs. The phone weighed 30 ounces (approximately 850g). With the success of that first call began a ten-year process to make mobile telephones commercially available.

Resources:

[Mobile phones - Wikipedia \(http://en.wikipedia.org/wiki/Mobile_phone\)](http://en.wikipedia.org/wiki/Mobile_phone)

[History of the Cell Phone \(http://inventors.about.com/cs/inventorsalphabet/a/martin_cooper.htm\)](http://inventors.about.com/cs/inventorsalphabet/a/martin_cooper.htm)

1/Mar/1975
Countdown Broadcast in Colour



John Farnham hosts the first colour episode of the popular music show 'Countdown'

Resources:

[Blog - ABC TV in the 1970s \(http://blogs.abc.net.au/abc_tv/2011/06/abctv-1970s.html\)](http://blogs.abc.net.au/abc_tv/2011/06/abctv-1970s.html)



1/Mar/1975
First ABC Colour TV News Broadcast

ABC Newsreader James Dibble reads the first colour news broadcast on the ABC.

Resources:

[Blog - ABC TV in the 1970s \(http://blogs.abc.net.au/abc_tv/2011/06/abctv-1970s.html\)](http://blogs.abc.net.au/abc_tv/2011/06/abctv-1970s.html)



11/Nov/1975 Gough Whitlam Dismissed

Governor-General of Australia, Sir John Kerr, formally dismissed Prime Minister Gough Whitlam.

Resources:

Site - Whitlam Dismissal (<http://whitlamdismissal.com/overview/>)



1/Jan/1976
Meme

In 1976 *The Selfish Gene* was published. Written by Richard Dawkins, it introduced the idea of the Meme, an idea, behavior or style that spreads from person to person within a culture.

Read more in the Wikipedia entry to the right.

Resources:

[Wikipedia entry on Meme \(http://en.wikipedia.org/wiki/Meme\)](http://en.wikipedia.org/wiki/Meme)



24/Sep/1976
McLuhan interviewed by Tom Brokaw
and Edwin Newman

McLuhan critiques presidential campaign TV debate of 1976.

Resources:

Marshall McLuhan TV interviewed with Tom Brokaw (<http://www.youtube.com/watch?v=ZF8jej3j5vA>)



1/Mar/1977
Marshall McLuhan appears in Woody Allens film Annie Hall

Annie Hall is a 1977 American romantic comedy directed by Woody Allen from a screenplay co-written with Marshall Brickman and co-starring Diane Keaton.

Resources:

[Misunderstanding McLuhan: Flashback to Annie Hall \(http://artsbeat.blogs.nytimes.com/2011/01/07/misunderstanding-mcluhan-flashback-to-annie-hall/\)](http://artsbeat.blogs.nytimes.com/2011/01/07/misunderstanding-mcluhan-flashback-to-annie-hall/)

[Annie Hall - clip inc Marshall McLuhan \(http://www.youtube.com/watch?v=OpIYz8fGjY\)](http://www.youtube.com/watch?v=OpIYz8fGjY)

[Annie Hall Wikipedia entry \(http://en.wikipedia.org/wiki/Annie_Hall\)](http://en.wikipedia.org/wiki/Annie_Hall)

[Annie Hall: Best comedy of all time \(http://www.guardian.co.uk/film/2010/oct/18/annie-hall-comedy\)](http://www.guardian.co.uk/film/2010/oct/18/annie-hall-comedy)

[IMDB entry - Marshall McLuhan \(http://www.imdb.com/name/nm0572956/bio#trivia\)](http://www.imdb.com/name/nm0572956/bio#trivia)



19/Jun/1977

"Advertising is the major art form of the twentieth century."

"Advertising is the major art form of the twentieth century."

Marshall McLuhan on ABC TV's Monday Conference, 1977

Resources:



31/Jul/1977
McLuhan presents lecture at John
Hopkins University

"The personal and social"

Resources:

McLuhan gives lecture at John Hopkins University in mid 1970s. (http://www.useriscontent.com/media/McLuhan_at_Johns_Hopkins_1970s_mono.mp3)

Video of John Hopkins lecture

([http://www.google.com.au/url?sa=t&source=web&cd=1&sqi=2&ved=0CBsQtwlwAA&url=http://www.youtube.com/watch?v=eH97zTwiv-4&rct=j&q=mcluhan john hopkins&ei=15TUTfmEBcXKhAfP_oHICA&usg=AFQjCNE3Xzm8BBThTACjNy9wrwAZpzZJSQ&sig2=wPH4wnXN3U4gjw8E3V-4hg&cad=rja](http://www.google.com.au/url?sa=t&source=web&cd=1&sqi=2&ved=0CBsQtwlwAA&url=http://www.youtube.com/watch?v=eH97zTwiv-4&rct=j&q=mcluhan%20john%20hopkins&ei=15TUTfmEBcXKhAfP_oHICA&usg=AFQjCNE3Xzm8BBThTACjNy9wrwAZpzZJSQ&sig2=wPH4wnXN3U4gjw8E3V-4hg&cad=rja))

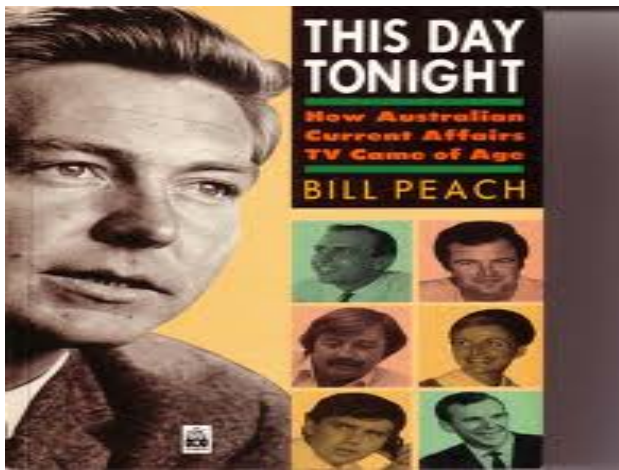


16/Aug/1977 Death of Elvis Presely

Elvis Presley, "The King of Rock n' Roll" passes away after battling with deteriorating health and drug abuse. More than 80 000 people attended his funeral, held on August 18, 1977

Resources:

[Elvis Presley Dead \(http://www.youtube.com/watch?v=eAl4G8vqUCE\)](http://www.youtube.com/watch?v=eAl4G8vqUCE)

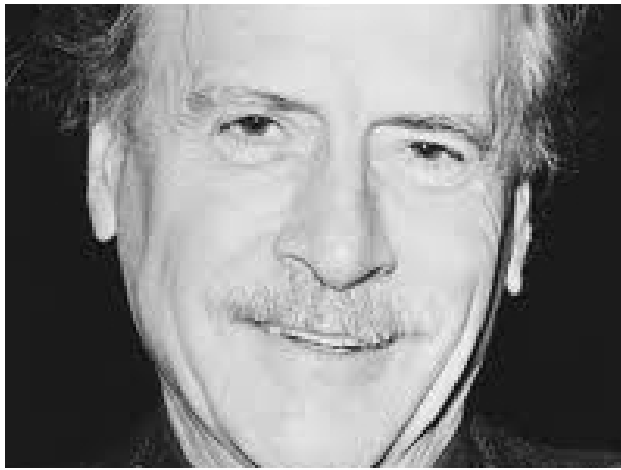


12/May/1978 Final Episode of This Day Tonight

Final episode of the popular news and current affairs program, This Day Tonight, airs on the ABC

Resources:

Today Tonight - last program (<http://aso.gov.au/titles/tv/tdt-the-last-program/notes/>)
Wikipedia - This Day Tonight (http://en.wikipedia.org/wiki/This_Day_Tonight)



20/Sep/1979 McLuhan Suffers a Stroke

Marshall McLuhan suffers a stroke that impairs his ability to speak. He never fully recovers.

Resources:



1/Jun/1980
CNN Launches

The world's first 24-hour news station, CNN (Cable News Network), is launched at 5pm. Hosts David Walker and Lois Hart anchor the first newscast. The station's first news anchor was Bernard Shaw. CNN is now broadcast in over 212 countries and territories.

Resources:

[First broadcast of CNN \(http://www.youtube.com/watch?v=vqQd7Ecxqg\)](http://www.youtube.com/watch?v=vqQd7Ecxqg)

[Wikipedia - CNN \(http://en.wikipedia.org/wiki/CNN\)](http://en.wikipedia.org/wiki/CNN)



31/Dec/1980
Marshall McLuhan passes away

Following a stroke the year before, Marshall McLuhan passes away in his sleep.

Resources:

[Wikipedia - Marshall McLuhan \(http://en.wikipedia.org/wiki/Marshall_McLuhan\)](http://en.wikipedia.org/wiki/Marshall_McLuhan)



8/Jul/1982
CD-ROMs invented

After numerous developments in optical digital audio discs, the Compact Disc is introduced. It was originally designed to store and play back audio recordings, however its usage expanded to video and other data.

Standard CDs can store up to 700MB of data, and are one of the most widely used technologies in the computer industry today.

Resources:

[How Stuff Works - CDs \(http://www.howstuffworks.com/cd.htm\)](http://www.howstuffworks.com/cd.htm)

5/Jun/1984
Reagan 1984 Presidential Campaign



The Republican Party's presidential campaign for candidate Ronald Reagan leads to a landslide victory. The television advertisements accompanying the campaign carried the slogan "It's morning again in America."

Resources:

[Wikipedia - Morning in America \(http://en.wikipedia.org/wiki/Morning_in_America\)](http://en.wikipedia.org/wiki/Morning_in_America)



9/Nov/1989 Berlin Wall Falls

Constructed in 1961 as a result of social divisions following World War II between East and West Berlin, demolition of the Berlin Wall begins on November 9, 1989

Resources:

[Fall of the Berlin Wall \(http://www.youtube.com/watch?v=wnYXbJ_bcLc\)](http://www.youtube.com/watch?v=wnYXbJ_bcLc)



1/Apr/1993
First smartphone

Developed in 1992 and released to the public in 1993, the IBM Simon was the world's first smartphone. It was developed as a joint venture between IBM and BellSouth, being marketed and sold in the United States by BellSouth in 1994, for \$899.

The phone combined features of a telephone, pager, personal digital assistant (PDA) and fax machine, with a number of other applications now common in mobile phones such as games, calculator, calendar, email and address book.

Resources:

[World's first smartphone \(http://micro.lonegunman.co.uk/post/5384966210/perhaps-the-worlds-first-smartphone-ibm-simon \)](http://micro.lonegunman.co.uk/post/5384966210/perhaps-the-worlds-first-smartphone-ibm-simon)



24/Jun/1993
Wired Magazine names Marshal
McLuhan its patron saint

According to the Magazine Archive, "WIRED's editorial stance was originally inspired by the ideas of Canadian media theorist Marshall McLuhan, credited as the magazines patron saint in early colophons."

Resources:

WIRED Magazine history on Wikipedia ([http://en.wikipedia.org/wiki/Wired_\(magazine\)](http://en.wikipedia.org/wiki/Wired_(magazine)))
Magazine Archive (<http://magazinearchive.co/portfolio/wired-magazine-us>)



30/May/1994 McLuhan Program in Culture and Technology

The McLuhan Program in Culture and Technology becomes part of the University of Toronto Faculty of Information

Resources:

Facebook Page - McLuhan Program in Culture and Technology at U of T
(<http://www.facebook.com/pages/McLuhan-Program-in-Culture-and-Technology-UofT/136948513030620?sk=info>)



8/Jul/1995
Amazon Launched

Amazon.com, an online shopping destination, launches. The site was originally named Cadabra.com but was changed after confusion with "cadaver".

Resources:

[Wikipedia - Amazon \(http://en.wikipedia.org/wiki/Amazon.com\)](http://en.wikipedia.org/wiki/Amazon.com)



1/Nov/1996
First DVD players available

The first commercially available DVD players and discs are marketed in Japan, followed by the United States in March 1997, Europe in 1998 and Australia in 1999.

The technology was announced in 2005, and finalised in September 2006. By 2003, DVD rentals and sales had topped those of VHS tapes.

Resources:



15/Jan/2001
Wikipedia Launched

The first successful open-source online encyclopedia, Wikipedia, was formally launched. It is a collaborative site, allowing people to add to or create entries without editorial review. By July 2011, the English Wikipedia has 3 675 496 articles, 24 375 438 pages and 14 862 445 registered users.

Resources:

[Wikipedia \(http://en.wikipedia.org/wiki/Main_Page\)](http://en.wikipedia.org/wiki/Main_Page)



11/Sep/2001 September 11 Terrorist Attacks

Terrorist attacks on the Twin Towers are reported worldwide. Al-Qaeda terrorists hijacked four commercial planes, flying two of them into the Twin Towers and the third into the Pentagon. The fourth plane crashed into a field after passengers and crew attempted to retake control of the plane.

Resources:

[Wikipedia - September 11 \(http://en.wikipedia.org/wiki/September_11_attacks\)](http://en.wikipedia.org/wiki/September_11_attacks)



1/Aug/2003
Skype

Skype, peer-to-peer audio and video communication software, launches.

In 2010, Skype users made 207 billion minutes of voice and video calls, around 42% (approximately 87 billion) of which was video.

Resources:

[About Skype \(http://about.skype.com/\)](http://about.skype.com/)

[Skype Collaborations - Brighthub \(http://www.brighthub.com/office/collaboration/articles/6109.aspx\)](http://www.brighthub.com/office/collaboration/articles/6109.aspx)



16/Aug/2003 MySpace Launches

Social media site MySpace launches publically, only 10 days after the initial concept was created.

Targeting Gen Y audiences, the site allows users to create a customised profile with images, status updates, moods and 'friends', and allows users to track musicians and bands.

Resources:



4/Feb/2004 Facebook Launches

Facebook launched in its first iteration, as 'The Facebook' with membership restricted to students of Harvard University. Before long, that restriction extended to include other universities and schools, before being opened to everybody. In 2011, Facebook has over 500 million registered users.

Resources:

[The Social Network - trailer \(http://www.youtube.com/watch?v=IB95KLmpLR4\)](http://www.youtube.com/watch?v=IB95KLmpLR4)



4/Jun/2004 Marshall McLuhan Hall Dedicated

The University of Manitoba dedicates the Marshall McLuhan Hall.

Resources:

1/Nov/2005
Youtube Launches



Youtube, global video sharing website, is publicly launched after development begins in February 2005.

The first video is uploaded in April 2005, and by July 2006, YouTube has 100 million video views and 65 000 new uploads.

In October 2006, it is acquired by Google for \$1.65 billion. In May 2010, YouTube exceeds 2 billion views per day.

Resources:

[Wikipedia entry for YouTube \(http://en.wikipedia.org/wiki/You_Tube\)](http://en.wikipedia.org/wiki/You_Tube)



15/Jul/2006
Twitter has Public Launch

Social networking site Twitter launched publicly on July 15 2006 after being founded in March 2006. Within its first few months of existence, Twitter picked up a few thousand users. In 2011, Twitter has over 200 000 000 registered users, sending around 155 000 000 tweets per day.

Resources:

5/Jan/2009
Coach House Institute Launched



The University of Toronto launches the CHI (Coach House Institute), a research unit that houses the McLuhan Program in Culture and Technology.

Resources:

4/May/2009
Digital Radio launched in Australia



Australia's major capital cities roll out 'DAB+' services for commercial and community broadcasters.

Digital radio introduces additional features such as rewinding and pausing live radio, and features scrolling text displaying information such as song information, weather reports and news updates.

The service has led to the creation of a number of digital-only channels, including ABC Dig Music.

Resources:

Digital Radio (http://www.digitalradioplus.com.au/index.cfm?page_id=1002)



25/Jun/2009
Death of Michael Jackson

Michael Jackson, "King of Pop" passes away following cardiac arrest. News of his death and consequent online action caused multiple social media sites and news networks to crash due to user overload

Resources:

[Michael Jackson has died \(http://www.dailytelegraph.com.au/news/michael-jackson-dead-at-50/story-e6freuy9-1225742715804\)](http://www.dailytelegraph.com.au/news/michael-jackson-dead-at-50/story-e6freuy9-1225742715804)



4/Feb/2010
Old Spice Campaign

American body care company Old Spice launches one of the world's most successful viral online advertising campaigns, resulting in a 107% sales increase

Resources:

[Old Spice Youtube page \(http://www.youtube.com/user/OldSpice?blend=1&ob=5\)](http://www.youtube.com/user/OldSpice?blend=1&ob=5)

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EVENTS THAT SHAPED THE WIRED WORLD

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21/Jul/2011
July 21, 1911: Media Messenger
McLuhan Born

July 21, 1911: Media Messenger McLuhan Born

By Scott Thill July 21, 2010 | 12:00 am | Categories: 20th century, Communication, Culture

1911: Media theorist Marshall McLuhan escapes the medium of the womb to become a founding messenger of the electronic future. His scholarly analyses like *The Mechanical Bride*, *The Gutenberg Galaxy*, *Understanding Media*, *The Medium Is the Message* encode pop culture and postmodernism's cultural and economic dominance from the 20th century onward.



Scott Thill says, "Media theorist Marshall McLuhan escapes the medium of the womb to become a founding messenger of the electronic future. His scholarly analyses like *The Mechanical Bride*, *The Gutenberg Galaxy*, *Understanding Media*, *The Medium Is the Message* encode pop culture and postmodernism's cultural and economic dominance from the 20th century onward..."

A link to the full article is listed to your right.

Resources:

[This Day in Tech: July 21, 1911: Media Messenger McLuhan Born \(http://www.wired.com/thisdayintech/2010/07/0721marshall-mcluhan-born/\)](http://www.wired.com/thisdayintech/2010/07/0721marshall-mcluhan-born/)