

## Selected Bibliography

- AFIPS Conference Proceedings* (National Computer Conference 1979). Vol. 48, May 1979.
- Aristotle. *De Anima*. Translated by W. D. Ross. Oxford: Clarendon Press, 1931.
- . *Generation of Animals*. Translated by A. L. Peck. Cambridge, Mass.: Harvard University Press, 1943.
- . *The Rhetoric of Aristotle*. Translated by Lane Cooper. New York: Appleton-Century-Crofts, 1960.
- AT&T Annual Report, 1983* (Annual Report to Stockholders). Charles L. Brown, Chairman of the Board, April 20, 1983.
- Atwood, Margaret. *Survival*. Toronto: House of Anansi Press, 1972.
- Auden, W. H. *The Dyer's Hand*. New York: Random House, 1962.
- Benedict, Ruth. *The Chrysanthemum and the Sword, Patterns of Japanese Culture*. Cleveland and New York: Meridian Books, 1967.
- Between Friends/Entre Amis*. Toronto: McClelland and Stewart, 1976.
- Bewley, Marius. *The Complex Fate*. London: Chatto and Windus, 1952.
- Birdsall, Derek, and Carlo M. Cipolla. *The Technology of Man, A Visual History*. London: Wildwood House, 1980.
- Bloomfield, Morton W. "Canadian English and Its Relation to Eighteenth-Century American Speech." *Journal of English and Germanic Philology* 47 (1948).
- Bogen, Joseph E. (M.D.) and Glenda M. Bogen (R.N.). "The Other Side of the Brain, III: The Corpus Callosum and Creativity." *Bulletin of the Los Angeles Neurological Societies* 34, no. 4 (October 1969).
- Bunge, Mario. *Causality: The Place of the Causal Principle in Modern Science*. Cambridge: Harvard University Press, 1959.

- Calder, Nigel. *Timescale: An Atlas of the Fourth Dimension*. New York: Viking Press, 1983.
- Capra, Fritjof. *The Tao of Physics*. Boulder, Colo.: Shambhala Publications, 1975.
- Carpenter, Edmund Snow. *Oh, What a Blow That Phantom Gave Me!* New York: Holt, Rinehart and Winston, 1973.
- Cicero, Marcus Tullius. *De Oratore*. Translated by E. W. Sutton and H. Rackham. Cambridge, Mass.: Harvard University Press, 1967.
- Cook, Ramsay. *The Maple Leaf Forever*. Toronto: Macmillan, 1971.
- Cooper, Leon, and Michael Imbert. "Seat of Memory." *The Sciences* (February 1981).
- Cooper, S. F., Jr. *Imaging Saturn: The Voyager Flights to Saturn*. New York: Holt, Rinehart and Winston, 1983.
- Cornford, F. M. "The Invention of Space." *Essays in Honour of Gilbert Murray*. London: Allen and Unwin, 1936.
- Crean, J. F. "Automation and Canadian Banking." *The Canadian Banker and the ICB Review* 85, no. 4 (July-August 1978).
- . "The Canadian Payments System." *The Canadian Banker and the ICB Review* 85, no. 5 (October 1978).
- . "Contrasts in National Payment Systems." *The Canadian Banker and the ICB Review* 86, no. 1 (February 1979).
- . "EFTS and the Canadian Payments System." *The Canadian Banker and the ICB Review* 85, no. 6 (December 1978).
- Creighton, Donald. *The Empire of the St. Lawrence*. Toronto: Macmillan, 1956.
- Lord Durham. *Report on the Affairs of British North America*. Oxford: Clarendon Press, 1912.
- Edwards, Betty. *Drawing on the Right Side of the Brain*. Los Angeles and New York: J. P. Tarchner, St. Martin's Press, 1979.
- Eliot, T. S. "American Literature and the American Language," in *To Criticize the Critic*. New York: Farrar, Straus and Giroux, 1965.
- . *Selected Essays*. London: Faber and Faber, 1932, 1950.
- Ellul, Jacques. *Propaganda: The Formation of Men's Attitudes*. Translated by Konrad Keller and Jean Lerner. New York: Vintage Books, 1973.
- Eysenck, H. J. "Personality and the Law of Effect," in *Pleasure, Reward Preference*. Edited by D. E. Berlyne and K. B. Madsen. New York and London: Academic Press, 1973.
- Fagan, M. D., ed. *A History of Engineering and Science in the Bell*

*System (1925-1975)*. Murray Hill, New York: Bell Telephone Laboratories, 1978.

Fincher, Jack. *Human Intelligence*. New York: Putnam, 1976.

Friedman, Robert. "SuperNews: Journalism in the High Tech Mode." *Channels of Communication* 3, no. 3 (Sept.-Oct., 1983).

Frye, Northrop. *Anatomy of Criticism: Four Essays*. Princeton, N.J.: Princeton University Press, 1957.

Galin, David. "Hemispheric Specialization: The Implications for Psychiatry," in *Biological Foundations of Psychiatry*. Edited by R. G. Grenell and S. Gabay. New York: Raven Press, 1976.

Garland, Hamlin. *Roadside Meetings*. New York: Macmillan, 1930.

"Geostationary Congestion." *Computing Canada* (Conference Issue). November 1981.

Geschwind, Norman. "Language and the Brain," in *Scientific American* 226 (April 1972).

Giedion, Siegfried. "Space Conception in Prehistoric Art," in *Explorations in Communications, An Anthology*. Edited by Edmund Carpenter and Marshall McLuhan. Beacon Press, 1966.

———. *Space, Time and Architecture*, Cambridge, Mass.: Harvard University Press, 1941.

*The Global 2000 Report to the President: Entering the Twenty-first Century*. Vols. I, II, and III. Gerald O. Barney, Study Director. Washington, D.C.: U.S. Government Printing Office, 1980.

Gombrich, E. H. *Art and Illusion*. Princeton: Princeton University Press, 1961.

Gross, Lynne Schafer. *The New Television Technologies*. Dubuque, Iowa: Wm. C. Brown, 1983.

Gusdorf, Georges. *Speaking (La Parole)*. Translated by Paul T. Brockelman. Evanston, Ill.: Northwestern University Press, 1965.

Hass, Hans. *The Human Animal*. New York: G. P. Putnam, 1970.

Havelock, Eric. "Origins of Western Literacy," in *Ontario Institute for Studies in Education*. Monograph series no. 14. Toronto: 1971.

———. *Preface to Plato*. Cambridge, Mass.: Harvard University Press, 1963.

Heaps, Leo. *Operation Morning Light (COSMOS 954)*. New York: Paddington Press, 1978.

Heraclitus. *The Cosmic Fragments*. Translated by G. S. Kirk. Cambridge: Cambridge University Press, 1962.

Hochman, Sandra, and Sybil Wong. *Satellite Spies*. New York: Bobbs-Merrill, 1970.

- Huizinga, J. *The Waning of the Middle Ages*. New York: Doubleday Anchor Books, 1955.
- 1982 IBM Annual Report (Annual Report to Stockholders). Frank T. Carey, Chairman of the Board, April 25, 1983.
- Innis, Harold. *The Bias of Communication*. Toronto: University of Toronto Press, 1951.
- . *Empire and Communications*. London: Oxford University Press, 1950.
- James, Henry. *The Novels and Tales of Henry James*. New York: Charles Scribner's Sons, 1909. Reprint. New York: Augustus M. Kelley, 1972.
- Jung, Carl G. *Psyche and Symbol*. New York: Doubleday Anchor Books, 1958.
- Kakuzo, Okakura. *The Book of Tea*. Rutland, Vermont-Tokyo, Japan: Charles E. Tuttle, Co., 1978.
- Kenner, Hugh. "The Case of the Missing Face," in *Our Sense of Identity*. Edited by Malcolm Ross. Toronto: Ryerson Press, 1954.
- Kirk, Geoffrey S. *Heraclitus: The Cosmic Fragments*. London: Cambridge University Press, 1954.
- Kohler, Wolfgang. *Gestalt Psychology*. New York: Liveright, 1947.
- Kosinski, Jerzy. *Being There*. New York: Harcourt Brace Jovanovich, 1971.
- Krugman, Herbert E. "Electro-encephalographic Aspects of Low Involvement, Implications for the McLuhan Hypothesis," presented at the meeting of the American Association of Public Opinion Research, Lake George, New York, May 21-23, 1970.
- Kuhn, Thomas. *The Structure of Scientific Revolutions*. Chicago: University of Chicago Press, 1962.
- La Feber, Walter. *Inevitable Revolutions: The United States in Central America*. New York: W. W. Norton, 1983.
- Lain, Entralgo Pedro. *Therapy of the Word in Classical Antiquity*. New Haven: Yale University Press, 1970.
- Lasch, Christopher. *The Culture of Narcissism*. New York: W. W. Norton, 1973.
- Leach, Edmund Ronald. *Claude Lévi-Strauss*. New York: Viking Press, 1970.
- Leacock, Stephen. *How to Write*. New York: Dodd, Mead, 1943.
- Lewis, Wyndham. *The Caliph's Design: Architects Where Is Your Vortex?* London: Egerest Press, 1919.
- Lilly, John C. *The Centre of the Cyclone*. New York: Bantam Books, 1973.

- Lin, Nan. *The Study of Human Communication*. Indianapolis: Bobbs-Merrill, 1973.
- Lorenz, Konrad. *On Aggression*. Translated by Marjorie Kee Wilson. New York: Harcourt, Brace, World, 1966.
- Luria, A. F. "The Functional Organization of the Brain," in *Scientific American* (March 1970).
- . *The Working Brain*. Translated by Basil Haigh. New York: Basic Books, 1973.
- Lusseyran, Jacques. *And There Was Light*. Translated by Elizabeth Cameron. Boston: Little, Brown, 1963.
- McGillem, Clare D., and William P. McLauchlan. *Hermes Bound: The Policy and Technology of Telecommunications, Science and Society*. Purdue University Series in Science, Technology and Human Values. West Lafayette, Ind.: Purdue University Press, 1978.
- McLuhan, Marshall, with Wilfred Watson. *From Cliché to Archetype*. New York: Viking Press, 1970.
- . *The Gutenberg Galaxy*. Toronto: University of Toronto Press, 1962.
- McNaught, Kenneth. "Canadian Independence, Too, Was Won in the 1770's," *The Toronto Star*, July 1, 1976, p. C3.
- Marrou, Henri Irene. *A History of Education in Antiquity*. Translated by Charles Lamb. New York: Sheed and Ward, 1956.
- . *Saint Augustin et la fin de la culture antique*. Editeur: E. De Boccard. Paris: Bibliotheque des Ecoles Francaises D'Athenes et Rome, 1938.
- Martin, James. *Future Developments in Telecommunications*. Englewood Cliffs, N.J.: Prentice Hall, 1977.
- Nelson, Joyce. "As the Brain Tunes Out, the TV Admen Tune In." *The Globe and Mail*, Toronto, April 16, 1983.
- Nevitt, Barrington. *The Communication Ecology*. Toronto: Butterworth and Company, 1982.
- Nin, Anais. *D. H. Lawrence*. Chicago: Swallow Press, 1964.
- Ong, Walter. *Ramus, Method and Decay of Dialogue*. Cambridge, Mass.: Harvard University Press, 1958.
- Ornstein, Robert. *The Psychology of Consciousness*. New York: Penguin Books, 1972.
- Pauling, Linus Carl. *The Nature of the Chemical Bond and the Structure of Molecules*. Ithaca, N.Y.: Cornell University Press, 1939.
- Penfield, Wilder. "Memory Mechanisms," *A.M.A. Archives of Neurology and Psychiatry* 67 (1952).

- Piaget, Jean. *Structuralism*. Translated and edited by Chaninah Maschler. Harper Torchbooks, 1971.
- Popper, Karl. *The Open Society and Its Enemies*. Princeton, N.J.: Princeton University Press, 1966.
- Powell, James N. *The Tao of Symbols*. New York: Quill/William Morrow, 1982.
- Reich, Charles A. *The Greening of America*. New York: Random House, 1970.
- Restak, Richard M. (M.D.). *The Brain: The Last Frontier*. New York: Warner Books, 1979.
- Ricoeur, Paul. *The Rule of Metaphor*. Toronto: University of Toronto Press, 1977.
- Rosenstock-Huessy, Eugen. *Out of Revolution: Autobiography of Western Man*. Norwich, Vt.: Argo Books, 1969.
- Ross, Frank, Jr. *Oracle Bones, Stars and Wheelbarrows: Ancient Chinese Science and Technology*. Boston: Houghton, Mifflin, 1982.
- Saussure, Ferdinand de. *Course in General Linguistics*. Edited by Charles Bally and Albert Sechehaye in collaboration with Albert Riedlinger. Translated with introduction and notes by Wade Baskin. New York: McGraw-Hill, 1959.
- Schwartz, Tony. *The Responsive Chord*. Garden City, N.Y.: Doubleday Anchor Books, 1973.
- Semmes, Josephine. "Hemispheric Specialization: A Clue to Possible Mechanism." *Neuropsychologica* 6 (1968).
- Shannon, C. E., and W. Weaver. *The Mathematical Theory of Communication*. Urbana, Ill.: University of Illinois Press, 1963.
- Shaw, George B. *Prefaces by George Bernard Shaw*. London: Constable and Company, 1934.
- Simeons, A. T. W. *Man's Presumptuous Brain: An Evolutionary Interpretation of Psychosomatic Disease*. New York: E. P. Dutton, 1962.
- Slater, Philip E. *The Glory of Hera: Greek Mythology and the Greek Family*. Boston: Beacon Press, 1968.
- Striegel, James F. "Marshall McLuhan on Media." Rockville, Md. (Unpublished dissertation for the Goodwin Watson Institute/Union Graduate School, 1978).
- Telecommunications: Trends and Directions*. A seminar program sponsored by the Communication Division, Electronic Industries Association (proceedings editor: John Sodolski), May 26-28, 1981, Hyannis, Mass.
- Trotter, R. J. "The Other Hemisphere." *Science News* 109 (April 3, 1976).

- Tucker, Albert W., and Herbert S. Bailey, Jr. "Topology." *Scientific American* 182, no. 1 (January 1950).
- Turbayne, C. M. *The Myth of Metaphor*. New Haven: Yale University Press, 1962.
- Turner, Frederick Jackson. *The Frontier in American History*. New York: Henry Holt, 1920.
- U.S. *Population Projections for the OASDI, Cost Estimates, 1980*. Social Security Administration Publications, no. 47061.82. Francisco R. Bayo and Joseph F. Faber. Washington, D.C.: U.S. Government Printing Office (H.E. 3.19:82), June 1980.
- Wallbank, Walter T., Alistair M. Taylor, and Nels M. Bailkey. *Civilization: Past and Present* (Single Volume Edition). Chicago: Scott, Foresman, 1962.
- Weiss, E. B. *The Communications Revolution and How It Will Affect All Business and All Marketing* (Advertising Age Monograph). Chicago: Advertising Publications, 1967.
- White, Lynn, Jr. *Medieval Religion and Technology, Collected Essays*. Center for Medieval and Renaissance Studies. Los Angeles: University of California, 1978.
- Wimsatt, W. K., Jr., and Cleanth Brooks. *Literary Criticism—A Short History*. New York: Alfred A. Knopf, 1957.
- Witrock, M. C., ed. *The Human Brain*. Englewood Cliffs, N.J.: Prentice Hall, 1977.
- World Population, 1983: Recent Demographic Estimates for the Countries and Regions of the World*. Bureau of the Census. C. E. Kincannon, Dir. U.S. Department of Commerce. Washington, D.C.: U.S. Government Printing Office, Dec. 1983.
- Yee, Chiang. *The Chinese Eye: An Interpretation of Chinese Painting*. Bloomington: Indiana University Press, 1964.