

"Communication is a miracle, but not impossible." - FURRY LINT

THE PERFECT PITCH

NEWS THAT STAYS NEWS

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T.S. Eliot's famous account of "the auditory imagination" has become an ordinary form of awareness; but Finnegans Wake, as a comprehensive study of the psychic and social dynamics of all media, remains to be brought into the waking life of our world.

-Marshall McLuhan
Letter to Playboy
1970

...his troubles may be over but his doubles have still to come;...

-James Joyce
Finnegans Wake
p. 138, 1939

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TV will produce a reversion to civilized book values by sheer reversal of itself. TV automatically makes the tribal man superior. The iconic, tribal mask of the oriental and the Negro belongs to the TV medium. The chiaroscuro of the white face fails even on black-and-white TV.

-Marshall McLuhan
Culture is Our Business
p. 332, 1970

...some dub him Rotshield and more
limn him Rockyfellow;...

-James Joyce
Finnegans Wake
p. 129, 1939

There is more to this than economic policy as such. The development on which you should focus special attention, is the emergence of the Cini Foundation, at Venice's Island of St. George Major, at the close of the 1950s. This development was organized by a certain religious order continuing ancient traditions of the Roman imperial families. The central feature of the Venetian interests' sponsorship of the Cini Foundation, was the proposal to destroy Western European culture from within, by introducing what was termed, then and more recently, a "cultural paradigm-shift."

The object was to destroy the Augustinian heritage of the Golden Renaissance: the sovereign nation-state, and commitment to principles centered upon Cardinal Nicolaus of Cusa's definitions of natural law, and that heritage of scientific and technological progress exemplified by Leonardo da Vinci, Kepler and Leibniz. The object was to establish a new world order, modeled upon the Black Guelph objectives of the late thirteenth and fourteenth centuries' "New Dark Age," to establish a world oligarchical order modeled upon the Roman Empire's systems of satrapies and colonies, and to draw the Soviet Union, temporarily, into cooperation with such a reconstruction of global society.

-The Executive Intelligence Review
p. 27
July 9, 1985

For the electric puts the mythic or collective dimension of human experience fully into the conscious wake-a-day world. Such is the meaning of the title Finnegans Wake. While the old Finn cycles had been tribally entranced in the collective night of the unconscious, the new Finn cycle of totally interdependent man must be lived in the daylight of consciousness.

-Marshall McLuhan
The Gutenberg Galaxy
p. 319
1962

The Happening exploits not only the clash of one cliché against another, but also the much more effective interface of a cliché from one medium with clichés from other media.

-Marshall McLuhan
& Wilfred Watson
From Cliche to Archetype
p. 205
1970

Putting truth and untruth together a shot may be made at what this hybrid actually was like to look at.

-James Joyce
Finnegans Wake
p. 169, 1939

The GENERALIST applies multi-specialist disciplines of literate Western culture, with its hidden visual sensory bias, logically like C.P. Snow; he seeks plausible answers to current questions. In contrast, the COMPREHENSIVIST employs multi-cultural approaches of both literate and non-literate, Eastern and Western cultures, with full awareness of their visual and non-visual sensory biases, ecologically like Marshall McLuhan; he seeks relevant questions for exposing hidden environments that create current problems.

-Barrington Nevitt
Keeping Ahead of Economic Panic
p. 149
1985

The older medium is thus free to play a subversive role, much favored by artists but deplored by those grown accustomed to speak with the voice of authority. The New York Times & Life magazine now find themselves uneasy in their role as critic. Before TV, both spoke in the name of the Establishment. Emmett Hughes, editor of Life, was Eisenhower's chief speech writer; his editorials & Presidential speeches were identical. The New York Times knew of Kennedy's plan to build up forces in Vietnam, but chose, in the interests of national security, "to minimize its coverage of this crucial event." James Reston knew of the U-2 flights fourteen months before the story broke. In the past, the White House felt free to confide to the Establishment press. No more. Life now exposes corruption in government, and the New York Times no longer suppresses news on request from the White House. The White House is reported to share classified information now only with TV networks. Print has joined the declassifiers. The press has gone underground.

-Edmund Carpenter
They Became What They Beheld
1970

"...My comments would be geared more to their tactics than sympathy with the people involved in it because though I definitely believe that alterations in the society have to be made, the tactics are not the best. The only way you have of improving the world is by taking advantage of technology which is fucking it up. In the United States, the problems are a combination of organized religion, television, poor education, military-industrial-complex and the government which I think is extremely corrupt on all levels and the easiest way to attack that is through the medium which caused it. They have to get into...all the things that are causing the problem and straighten it out from the inside. It's very difficult to attack these things externally, there's virtually no hope of ripping it all down. I don't even think it's advisable."

-Frank Zappa
Interview with Chris Hodenfeld
June, 1970

No more extreme instance of this delusion could be mentioned than our present image of TV as a current variation on the mechanical, movie pattern of processing experience by repetition. A few decades hence it will be easy to describe the revolution in human perception and motivation that resulted from beholding the new mosaic mesh of the TV image. Today it is futile to discuss it at all.

-Marshall McLuhan
Gutenberg Galaxy
p. 323
1962

...
twixt (fame would come to you
-James Joyce
Finnegans Wake
p. 192, 1939)

But as I said, the Negro arouses hostility in whites precisely because they subliminally recognize that he is closest to that tribal depth involvement and simultaneity and harmony that is the richest and most highly developed expression of human consciousness. This is why the white political and economic institutions mobilize to exclude and oppress Negroes, from semiliterate unions to semiliterate politicians, whose slim visual culture makes them hang on with unremitting fanaticism to their antiquated hardware and the specialized skills and classifications and compartmentalized neighborhoods and life styles deriving from it. The lowest intellectual stratum of whites view literacy and its hardware environment as a novelty, still fresh and still status symbols of achievement, and thus will be the last to retribalize and the first to initiate what could easily become a full-blown racial civil war. The United States as a nation is doomed, in any case, to break up into a series of regional and racial ministates, and such a civil war would merely accelerate that process.

-Marshall McLuhan
Playboy interview
p. 68
March, 1969

What we are talking about is a chiasmus pattern. Bell/A.T. & T. extended its acoustic character so intensively that there was a flip to its opposite side. The Bell companies are on their way to an energetic left-hemisphere experience, with a collateral shaking-out of personnel and refinement of equipment. The primary area of growth will probably be in the business area in computerized data transmission--that will enhance the instantaneous sharing of large amounts of data, yet at the same time, it will obsolesce meaning (the human ability to decode). It will retrieve pattern recognition (of a party-line variety) but flip into a new pattern of corporate identity, or tribal involvement. Everyone turns into a nobody. The same thing will happen with E.F.T.S., the electronic funds transfer system. It was begun as a way to improve the banking industry's ability to keep a heavy cash flow going through the community. Strong, consistent spending during every business day is necessary to keep the economy from stalling. But in such a set-up, the bank computer validates a person's credit worthiness; all other satellite credit operations, in department stores, food chains, gas companies and hotels, begin to eliminate their credit checks and depend solely on regional banks. As the speed of credit data exchange picks up, the bank's determination of a person's credit rating becomes the paramount ranking. The accent on cashless transactions, instead of cash money, forces a great managerial stress on credit investigations. Mergers of EFTS regional systems will encourage large scale credit information trading, central data banks, and regular systematic probes of people's personal lives. Privacy disappears. Again, the transmission of data at the speed of light creates non-persons.

-Marshall McLuhan
Interview in Et cetera
p. 235
Fall, 1980

Must we continue to mow down the Kennedys in order to illustrate that the hot politics of the old machines won't work on the cool and involving TV medium?

-Marshall McLuhan
The Interior Landscape
p. xiv
1969

Today, apart from government itself, the biggest show business, is putting "secrets" on display: whether of the CIA, FBI, KGB, MI5, or Watergate--not like Perry Mason, but the "real McCoy"--as Nature imitates Art. Private history "in camera" has become public myth by time compression "on camera", just as the hitherto ob-scene is now on stage: a déjà vu of all times and places now here.

-Barrington Nevitt
Keeping Ahead of Economic Panic
p. 129
1985

...in which the soulcontracted son of the secret cell groped through life at the expense of the taxpayers, dejected into day and night with jesuit bark and bitter bite...

-James Joyce
Finnegans Wake
p8. 182, 1939

The figures of classical rhetoric are archetypes or postures of individual minds. Joyce by means of the modern press translates them into archetypes or postures of collective consciousness. He breaks open the closed system of classical rhetoric at the same time that he cuts into the closed system of newspaper somnambulism. Symbolism is a kind of witty jazz, a consummation of Ruskin's aspirations for the grotesque that would have shocked him a good deal. But it proved to be the only way out of "single vision and Newton's sleep."

-Marshall McLuhan
The Gutenberg Galaxy
p. 317
1962

Since 1983, especially, the Andre family and U.S. based Protestant fundamentalists have been funding Rabbi Meir Kahane's Kach Party and Jewish Defense League, and Rabbi Levinger's Gush Emunim party to blow up the Al Aqsa mosque on the Temple Mount in Jerusalem. This intended demolition is ideologically justified by Jewish fundamentalists as a necessary step in rebuilding Solomon's Temple on the site. For the Christian crazies, the reconstruction of the Temple will hasten the Second Coming and the battle of Armageddon. To date several dozen Israeli fundamentalists have been arrested attempting to carry out this action. The desecration is intended to provoke riots throughout the Islamic world, especially in Jordan and Saudi Arabia--the intended targets of this Anglo-Soviet-Swiss caper.

-Executive Intelligence Review
Derivative Assassination
p. 132
1985

...though his heart, soul and spirit turn to pharaoh times, his love, faith and hope stick to futuerism;...

-James Joyce
Finnegans Wake
p. 129, 1939

All technologies are collective unconscious. All arts, science and philosophy are anti-environmental controls that are ever merging into the environmental and losing their power to create awareness of environment. When arts fail to cope with the environment by being anti-environment then there can be a shift to a rapid succession of innovations as ersatz anti-environments....

Technologies would seem to be the pushing of the archetypal forms of the unconscious out into social consciousness. May this not help explain why technology as environment is typically unconscious? The interplay between environmental and content factors, between old and new technologies, seems to obtain in all fields whatever. In politics, the new conservatism has as its content the old liberalism. Every new technology requires a war in order to recover an image made by the old environment.

-Marshall McLuhan
Counterblast
p. 31
1969

This may seem very specialized, very arty. Actually it spells out into the most practical political and social consequences for each one of us. What Joyce is saying is that for the first time in history man now has the means of observing the social process as the process of redemption. This he can do because the social process is the analogue of the process of sense perception and interior cognition. And the process of perception is that of incarnation.

For anybody concerned with the subject of Catholic humanism in modern letters, I should think that Joyce's insight, which was marvellously realized in his work, is the most inspiring development that is possible to conceive. But we must ask, what happens when this insight occurs even in a fragmentary way to the secular minds of our age? The answer can be found in The Foundations of Social Survival a recent book by John Lindberg, a Swedish nobleman associated with the United Nations. His proposal for social survival is that we adopt the Christian doctrine of brotherly love. He is not a Christian but he thinks Christianity might be made to work by non-Christians. Perhaps he has in mind that it appears to be unworkable when left to Christians. In short, he proposes practical Christianity as a sort of Machiavellian strategy of culture and power. And his reasons are directly linked to the developments I have outlined in modern letters. Namely that in the modern world we have through the very perfection and instantaneity of our means of com-

In particular, since the most enigmatic aspect of the language of the Wake is the ten hundred-letter "words," the "thunderclaps," each of these is examined in detail and in its context. A separate chapter is given to each. The result is a wholly new reading of the Wake, one which shows that Joyce's basic concern in that book was to explore and present in Menippean fashion, using the resources of language as the storehouse of experience, a cohesive and encyclopedic account of the relation between our innovations and technologies of communication and the resulting changes in our culture and sensibilities.

-Eric McLuhan
Menippean Thunder at Finnegans Wake
p. 16-17
1982
PhD. thesis

Everyone will be involved in role-playing, including those few elitists who interpret and/or manage large-scale data patterns and thus control the functions of a speed-of-light society.

-Marshall McLuhan and Bruce Powers
Journal of Communication
Summer, 1981
p. 199

munication made it impossible to resolve the conflicting claims of the numerous societies and cultures which are now in close association. Neither can we hope to impose any one culture on all the others and reduce them to a single form. But, he argues, we now have the key to the creative process which brings all cultures into existence (namely the extension into social institutions of the central form and mystery of the human cognitive process.) And it is this key which he proposes to deliver into the hands of a world government.

-Marshall McLuhan
Catholic Humanism and Modern Letters
1954

...where the possible was the improbable and the improbable the inevitable.
-James Joyce
Finnegans Wake
p. 110, 1939

J. PARE: L.B. Johnson was a dropout in a sense, but it is difficult to conceive of John Kennedy as a dropout?

M. McLuhan: He really dropped out. You know why: he was killed by the Establishment. He was executed. He was dangerous to them.

J. PARE: Because he did not want to drop out, he wanted to change things like his brother?

M. McLuhan: Yes. These men were executed by the Establishment. And they will be anytime they try anything like that.

-Forces Magazine
Hydro-Quebec
No. 22
p.67
1973

For example, the Rockefeller-controlled "Hertz Rent-A-Car Company" has just launched a new magazine for customers called "NUMBER ONE," and the inaugural issue contains a cover article titled, quote: "JOHN D. ROCKEFELLER III - SOME STRONG IDEAS AMERICANS CAN USE IN THE SECOND REVOLUTION." In that article John's involvement in the IPR is paraded as if it were something to be proud of; but it doesn't mention that after Japan was defeated in the War (that the IPR helped bring about), John D. Rockefeller III swooped down with his entourage and proceeded to take over the Japanese economy lock, stock, and barrel, consolidating great chunks of it into a huge cartel called Zaibatsu.

The so-called economic miracle of Japan is in fact no more surprising than the remarkably American appearance of this Asian giant since the War. Since World War II both America and Japan have been under Rockefeller control. After all, even SONY stands for nothing more than the former Standard Oil Company of New York!

-Dr. Beter
Audio Letter # 3
August 21, 1975

There are a lot of things that remain to be said about this commission and their phoney report.

Admission of an old card trick at the beginning set the tone for what was to follow. What was never supposed to come out was the use of the Reinhard Gehlen agents surrounding Lee and Marina Oswald for the purposes of covering up the assassination conspiracy.

Two Lee Harvey Oswalds existed.

One memorized the Marine manual by age 17, went directly into radar and electronic work. He trained at U-2 bases, learned the Russian language, got himself into and out of the Soviet Union, wrote clear and literate letters. He was met, upon arriving home, by Government agents, provided with occupations, fathered two children, owned no debts, traveled around a great deal, met with interesting oil geologists, defense department and intelligence agents. Their social circle included the "Cabots and Lodges" from Czarist Russia, Admirals, and some fancy folks.

The other Oswald was one developed by the Warren Commission to divert attention from the facts. Nobody ever saw the original "diary" that he couldn't have possibly written.

Every Gehlen witness and emigre associated with the CIA, Tolstoy Foundation, or Greek Orthodox Church was directed towards the most ridiculous questions. From all that garbage the Defense Department wrote the history.

The last thing that should happen is for the warriors to interpret and define for us. The facts speak for themselves.

-Mae Brussell
The Rebel
p. 35
Nov. 22, 1983

...one asks was he poisoned, one thinks how much did he leave;...

-James Joyce
Finnegans Wake
p. 133, 1939

This Awareness indicates that in reference to efforts to bring about a nuclear strike in March of '84, this Awareness indicates that this also has been weakened considerably in that the forces behind that plan have become cognizant of the immense power held by the Soviet Union in regard to its new technologies and that the attempts to create a First-Strike, which attempts in the past have failed, even in the simulated attacks; that wherein these attempts have failed in the past, and wherein these entities are now aware of the immense development of the new technologies which the Russians have at their disposal, they are becoming more realistic in the appraisal that the use of nuclear weapons is lacking as a means of conquering or destroying Russia.

This Awareness indicates that it is for this reason that the President recently announced a new effort to develop super-weapons for space war, including laser beam weapons and so forth. This Awareness indicates that essentially, what is not being discussed is the use of psionic weapons, which the Russians have developed to a high technology, and the use of rays which have been developed to the point of being capable of wiping out complete armies from a great distance, of dematerializing these forces, and this Awareness indicates that these many new military weapons, both of the United States and its allies and of the Russians and their allies, being so advanced in development have created a totally new scenario, yet the public is still made to focus on the nuclear fears, while in actua-

"I'm not really here, I just stick around for my friends."

-Captain Beefheart
Rolling Stone Magazine
May 14, 1970

Leasing our eyes and ears and nerves to commercial interests is like handing over the common speech to a private corporation, or like giving the earth's atmosphere to a company as a monopoly. Something like this has already happened with outer space, for the same reasons that we have leased our central nervous systems to various corporations. As long as we adopt the Narcissus attitude of regarding the extensions of our own bodies as really out there and really independent of us, we will meet all technological challenges with the same sort of banana-skin pirouette and collapse.

-Marshall McLuhan
Understanding Media
p. 73
1964

lity the military is concentrating on the development, the mass development of these new weapons.

This Awareness indicates these may be termed super-weapons. That they do not make use of nuclear weaponry but do make use of the laser technology and the technology associated with psionics. That these also making use of weather manipulation and of bacteriological warfare. This Awareness indicates that the Chinese as being most advanced in this area. This Awareness indicates that to assume a sense of relief because the nuclear threat is diminishing while the psionics and laser threat increases is not much compensation or does not give much sense of relief. It is simply likened unto the entities who, rather than threatening to blow up the entire building with a bomb in order to destroy an enemy, have shifted weapons which can be destructive, but not have the long-term effect.

-Cosmic Awareness
Interpreter Paul Shockley
August 25, 1983

" In this era of electric autonomy under discarnate conditions, humanity discovers that, perceptually It has no body. Every historical culture and every time period implode in the all-inclusive simultaneity of acoustic space while being re-played in the rear-view mirror of the various media. The old fragmented & literate visual bias in the West is subsumed by the macroscopic gesticulation of electronic media.

The subgenius comprehensivist merges with and interplays all inner & outer environments within a tactile interval, thus facilitating a recognition of the pattern behind all effects created by the discarnate extension of our central nervous systems." FUN.

Sources - JR Bob Marshall Dobbs McLuhan.