

Marshall McLuhan at John Hopkins University Part 1/5

06:05 to 08:30

"One of the peculiar effects of the alphabet was to separate the visual faculty from the other senses. Such an effect never occurred in china or Arab world. Only the Phonetic alphabet has the power to divorce the visual faculty from the other senses. Visual space is continuous and connected homogenous and static. All other spaces created by the other senses of touch, acoustics, kinaesthetic – all these other senses are discontinuous, resonant and dynamic, they are not static"

09:50 to end

"The alphabet in divorcing the heart (the right hemisphere of the brain) from the head (the left hemisphere of the brain)" (next video)

<http://www.youtube.com/watch?v=aHKx9tMuoD4&feature=related>

Marshall McLuhan at John Hopkins University Part 2/5

00:00 to end

From previous video:

"The alphabet in divorcing the heart (the right hemisphere of the brain) from the head (the left hemisphere of the brain .. the quantifying visual detached observant function. The alphabet in doing that left the other side of the brain somewhat in abeyance. The Greeks developed an environment of services, roads, military. Alexander the Great would have been unthinkable without the alphabet and without the lineality that went with it. And the Romans took over there and developed an even more lineal and beurocratic hieratical structure. The Roman world created a world that pushed the right/left hemisphere into dominance. A dominance that remained throughout the middle ages, the renaissance and reaching peaks in the industrial assembly line and other structures of the kind."

<http://www.youtube.com/watch?v=29zX5bV9e6Y>

Marshall McLuhan at John Hopkins University Part 3/5

06:30 to 08:30

Discontinuity is acoustic . Continuity and connectiveness is visual and left hemisphere. Discontinuity which is electric – electric current do not flow in the way water does through a pipe or a wire. That is not the form in which they exist. The Telegraph was not long in existence when we had a revolution in physics:

- Max Planck – 1900. Matter as discontinues quanta of energy. Matter was not connected at all. There was resonating intervals in matter (planck's quantum theory)
- Freud – discontinuity between the unconscious and the conscious
- Picasso – discontinuous spaces called Cubism
- Einstein later – relativity theory refers to the fact that you have to measure anything in the world to the speed of light

<http://www.youtube.com/watch?v=E2ObzvixLkg>

Marshall McLuhan at John Hopkins University Part 4/5

06:00 to 06:25

"You can have 20/20 vision in each eye and still be profoundly dyslexic. Dyslexia is not something that takes place in the eyes – it takes place in the matter of conversions of the eye in front of the page. Dyslexia is a problem of conversion"

<http://www.youtube.com/watch?v=fVlupPkRF-k>

Marshall McLuhan at John Hopkins University Part 5/5

00:35 to 01:00

“A recent report from Colorado reported that 99% of all men behind bars in Colorado are dyslexic cases”

<http://www.youtube.com/watch?v=eH97zTwiv-4>