BE ASTOUNDED

WE'VE GOT COMPANY,
TO USE THE PHRASE
LOOSELY.
In the beginning was the Word, and the Word was with God, and the Word was God. The same was in the

Man is language. Language is an extension of man’s voice. Writing is exchanges an eye for an ear. Because it separates seeing from speaking and listening; acting and linearly. It’s emphasis on the separateness of the individual, and visual uniformity and
an extension of man's eyes. The alphabet is visual language. The phonetic alphabet from reacting, individual from the tribe, it causes man to think visually, analytically. Continuity reduces non-literate cultures into the fragments of our Western world.
Print mass produces the alphabet. The message of print is continuity, uniformity, and repeat and infinity (calculus). Print isolates a fixed point of view (perspective). Print marks time. Analyzed rules. Uniformity of print fixes rules, regulations. Assembly-line print begins industrialization's
ability. It wraps speech into packaged information. Print is the visual realization of number analysis of components and separation of functions isolates the moment in time. Print writes linear fragmentary mechanism which is now made obsolete by the instant electric technology.
Print mass produces man. Fragmentation of knowledge and sensibilities, and segmented and prices and produces mass markets. The individual self-expression, and fixed point of view of and language boundaries produces nationalism. Nationalism as an image still depends on the
homogenizing situations produce specialization. Repeatability and uniformity of print fixes print, where a people sees itself for the first time as a social unity coextensive with land press but has all the electric media against it.
The phonetic alphabet, number, and print are now obsolete. The continuous, uniform, repetitive centralized, specialized, static, entropic, turned-off Machine Age is now superceded by the effective, mosaic field pattern perception, omni-directional, comprehensive, general systems theo
ble, visual, analytic, fragmentary, detribalizing, individual, fixed-point-of-view, one-way, linear, discontinuous, non-uniform, unique, sub and ultra-visible, synergetic, total, retribalizing, coll ry, decentralized, anti-entropic, imploding, switched on. Electric Age
The Press brings print into line with language. The Press exchanges the fixed point of the
professional that provides participation in the making of a communal mosaic of the corporate
two-dimensional, dynamic, instant mosaic field pattern perception, myth comic to which it
individual for the many points of view of the collective unconscious. The Press is a group co
image. This mosaic of multiple items in juxtaposition is similar to the many-point-of-view,
is trending.
Ads are good news. Real news is bad news. Ads are unified compressed images of the collective process; the all-inclusive and never-ending process that is the image of any great enterprise.
live consciousness — a complex togetherness of the corporate posture, the process and organization, integrating producer, consumer, seller society. My consumers are they, not my producers.
Art means make. Art has become as total in its mandate for human order as the mass mark of beauty and order in all
ets from which all can now share the awareness of new scope and potential for everyday be aspects of life at once.
Our aim was to show the effect of the medium of print on society - not the "content" of what is printed, but the impact of the communicating medium, how this medium has changed our perception of the world. We are indebted to the writings of Marshall McLuhan, whose books "The Gutenberg Galaxy" and "Understanding Media," were the direct inspiration for this hot icon comic communication engineering information theory general system ad.