



Virtually McLuhan: **Theorizing Code and Digital Life**

CCFI Noted Scholar
Lecture Mini-Series

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MARCH 5

McLuhan and the Body as Medium

Richard Cavell

Long before media theorists asked how we became post-human, McLuhan asked a much more compelling question: how did we become human? He found the answer to this question in the encounter of technology and the bios.

MARCH 12

***The MisEducated Imagination:
McLuhan's Creativity***

Arthur Kroker

The lasting legacy of Marshall McLuhan has everything to do with his creatively disruptive thought: art as an early warning system of major technological change, media theory as culture probes, words moving at light-speed, texts as worm holes to alternative futures, a festival of seductive paradoxes in writing, images, and aphorisms. With McLuhan, technology simultaneously stultifies and mobilizes the imagination, does violence to the human nervous system and creates electronic breakthroughs.

MARCH 12

One Code To Rule Them All...

Suzanne de Castell

When all that has been solid melts into code, how do we rethink and re-make scholarly praxis – theory, research and pedagogy – built from and for a literate universe? Quality becomes quantity, arts and sciences are re-fused, media fluidly converge, and even the ontology of the body, this “too too solid flesh” of Hamlet’s distracted imaginings, becomes molten, as virtuality. This paper is part of a larger project which interweaves three strands of interdisciplinary scholarship: the conceptual work of forging a ‘digital epistemology,’ the technological challenge of developing a multimedia, multimodal research tool capable of taking the measure

of the re-mediated subjects and objects of interdisciplinary study, and the pedagogical call for the resuscitation of ‘play’ as inseparable from and indispensable for teaching, learning and the advancement of knowledge under unprecedented conditions of uncertainty.

■ **MARCH 5 and** ■
MARCH 12, 2009
12-2 pm

Neville Scarfe building
310 - 2125 Main Mall
UBC
http://www.maps.ubc.ca/PROD/index_detail.php?locat1=232

**Advance readings and
 lunch provided
 with RSVP**

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