

NEWS RELEASE

Wilfrid Laurier University



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Eric McLuhan to speak at Laurier

Dr. Eric McLuhan, an internationally-known lecturer on communication and media, will give a free lecture at Wilfrid Laurier University on Wednesday, March 13, at 7 p.m.

The topic of McLuhan's address, which is sponsored by the departments of English and Communication Studies, the Cultural Affairs Committee, and the Office of the Dean of Arts and Science, is Communication and Culture in the Age of the Internet.

McLuhan, who is the son of the late Marshall McLuhan, has more than 30 years experience teaching subjects ranging from high-speed reading techniques to literature, media and communication theory.

In 1980, with Roger Davies, McLuhan developed the Thinking and Writing workshops. In 1995 he founded The McLuhan Institute for the Study of Culture and Communication.

He also assisted Marshall McLuhan with research and writing of *The Medium is the Massage*, *War and Peace in the Global Village*, *Culture is our Business*, *From Cliche to Archetype*, and *Take Today: The Executive as Drop-Out*.

McLuhan is also co-editor of *The Essential McLuhan*, and has two books scheduled for publication this year: *Cynic Satire*, and an interpretive study of James Joyce's *Finnegan's Wake*.

McLuhan will be speaking in the WLU Staff and Faculty Lounge, which is located on the bottom floor of the former Student Services Building, which is located between the Paul Martin Centre and the Student Union Building. Admission is free and all are welcome.

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