



Entertainment

By BOB SPENCE
Thomson News Service

Marshall McLuhan has been described as a genius who influenced our understanding of communication.

The medium is the message - an aphorism he first used at a reception in Vancouver in 1959 - has become a much quoted adage.

Now, eight years after his death, his final book - co-authored by his son, Eric - is being published.

Laws of Media: The New Science was completed by Eric McLuhan, based on research by both McLuhans.

The McLuhans say there are exactly four laws that apply to all products of human expression, from a teacup to an X-ray machine.

The laws are based on a set of four questions, which can be applied to any artifact, piece of information or idea:

- What does it enhance or intensify?
- What does it render obsolete?
- What does it retrieve that was previously obsolesced?
- What does it produce or become

when pressed to an extreme?

Laws of Media will be published in November by the University of Toronto Press.

Sherlock Holmes is coming back. Britain's Granada Television has produced a second collection of shows for its series, The Return of Sherlock Holmes. The first show in the new series makes its North American debut on CBC-TV July 31.

Once again, Jeremy Brett portrays the fabled detective, while Edward Hardwicke is Dr. Watson.

These four stories* (one, The Hound of the Baskervilles, will be shown in two parts) complete 28 hours of television chronicling the adventures of the fictional detective.

The 1988 version of the Festival of Friends opens Aug. 5 in Hamilton's Gage Park.

The three-day music festival offers 30 acts, including Burton Cummings, The Nylons, Prairie Oyster, Vudsy and Spirit of the West.

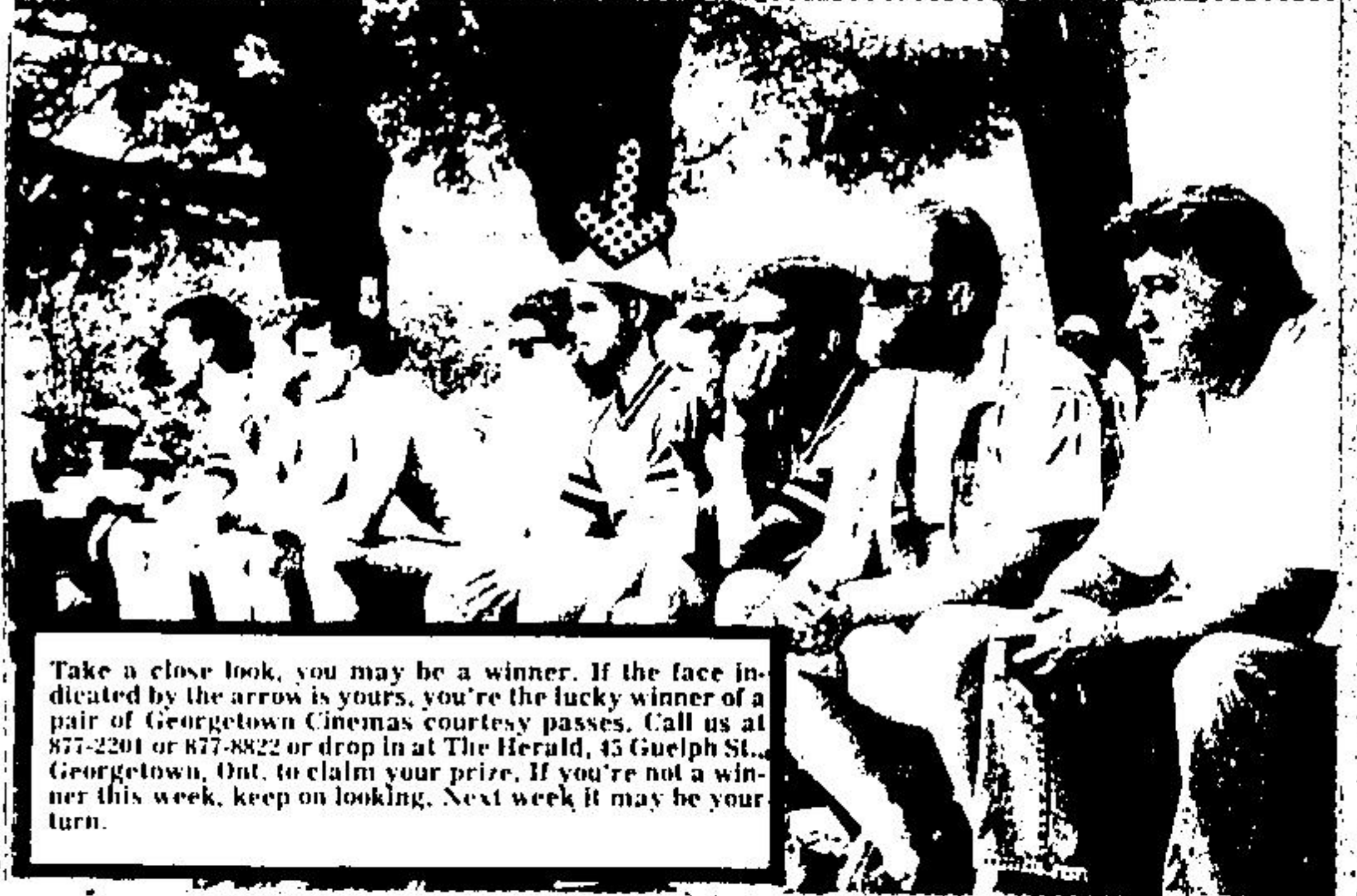
Thanks to corporate sponsors and the City of Hamilton, it's all free.

More than 400,000 people are expected to take to the streets of Toronto to watch the Caribana '88 parade on July 30.

CBC-TV will present 90 minutes of highlights on July 31.

The music ranges from Reggae to Calypso to Salsa to African.

Face in the Crowd



Take a close look, you may be a winner. If the face indicated by the arrow is yours, you're the lucky winner of a pair of Georgetown Cinemas courtesy passes. Call us at 877-2201 or 877-8822 or drop in at The Herald, 45 Guelph St., Georgetown, Ont. to claim your prize. If you're not a winner this week, keep on looking. Next week it may be your turn.



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A ROBERT ZEMMECKIS FILM

Who Framed ROGER RABBIT

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- Any Seat
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PASSWORD THURSDAYS

See Wednesday's Herald For Details...