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Abstract  
In this article, we chose the musical form of a sonata to examine tetrads, a simple four-fold structure that Marshall McLuhan coined and employed to describe various technologies. Tetrads, as cognitive models, are used to refine, focus, or discover entities in cultures and technologies, which are hidden from view in the psyche. Tetradic logic frames human artifacts and the means of doing things. The ideas that McLuhan eloquently brought to consciousness, long before technologies became the sophisticated communication tools they have become today, may be reinterpreted in a far more timely fashion. The poignancy of his views invite our immediate attention in light of the limitless extensions humans are being afforded with new technologies. McLuhan has always remained a significant and powerful voice among artists—his ideas, in effect, resonate with our artistic sensibilities.

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Media advertising is used to sell products and services. News in leading media has been shown to significantly affect stock prices; lead to corporate collapses; cause falls in sales of products; result in the resignation of senior office-holders—even bring down Presidents. Further information on the effects of mass media is provided in Macnamara (2003), Mass Media Effects: A Review of 50 Years of Media Effects Research. Sociologists have been interested in mass media content since the early 20th century, starting with Max Weber who saw media content as a means of monitoring the “cultural” tem