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**What is a Cellphone? A Tetradic Odyssey:
A Study in Media Ecology**

A thesis presented in partial fulfilment of the requirements for the degree of

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Abstract

This study asks the question, “What is a cellphone?” Marshall McLuhan et al. jointly devised the tetrad as a method for revealing the hidden characteristics of any human medium or artefact. This study views a cellphone through the tetrad’s distinctive four-dimensional non-dialectical approach. In the process, many intriguing, surprising and even contradictory aspects come to light.

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Contents

	Page
Abstract	iii
Acknowledgements	iv
Introduction	1
Obsolescing Place	5
Retrieving the “Colonial Spirit”	20
Obsolescing Face-to-Face Contact	23
Obsolescing Empathy	40
Enhancing Revolution	48
Enhancing “Now”	56
Retrieving the Renaissance	75
Enhancing Intelligence	94
Reversing into Information Overload	99
Reversing into Robot	117
Conclusion	130
Appendix A: A Brief History of the Cellphone	136
Appendix B: Speech and Writing	141
Appendix C: Dantzig’s Arc	145
Appendix D: The Machine Model of Communication	146
Appendix E: A Cellphone Tetrad	148
Bibliography	149
List of Respondents	167

List of Illustrations

Figure 1 Global Telephone vs. Cellular Subscriptions	10
Figure 2 SMS triples in three years	30
Figure 3 Preferred mode of communication among teens	30

