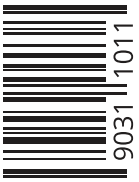


THE 1910 INQUIRER



THE ROAD IS MADE BY WALKING

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TECH & SCIENCE



JOHN HONDERICH ON THE DISAPPEARANCE OF PRINT MEDIA: Celebrated journalist and chairman discusses the implications of shutting own StarMetro for communication and society

EXCLUSIVE INTERVIEW

It's March 2020. John Honderich, chairman of the eminent Torstar Corporation, sits in his office wearing a severe, businesslike suit jacket that juxtaposes his trademark grin. Wide picture windows reveal a view of the Toronto skyline, and we take a moment to admire it as we prepare to conduct our interview.

The city has changed significantly throughout the span of Chairman Honderich's career. He first began working as a news reporter for the Toronto Star in 1976, at a time when community and daily newspapers enjoyed ample circulation and readership. Now, it is almost five months since the closure of StarMetro, the last free

daily English newspaper in Canada. Torstar Corporation made the decision to terminate the newspaper on November 19, 2019, after increased digitization led to plummeting demands for print media.

Turning our backs on the bright city landscape, we decide to discuss the subject of change and continuity with Chairman Honderich. How will the closure of small print newspapers such as the StarMetro impact civil society and life in Toronto?

Chairman Honderich is quick to reassure us of the healthy and prevailing presence of reliable news sources in the city.

"The media play a critical role in the health of democracy. It is an

inevitable part of the process... [and] the Toronto area is extremely well served by the media," he enthuses. "So about the closure of the StarMetro, whether this has had an impact: No, since there [are] many other opportunities to have access to the information."

In short, the closure of StarMetro newspaper does not necessarily engender the dire scenario of isolation by communication that scholars such as Adorno and Horkheimer have theorized. But the question remains: Is this technological progress for the betterment of society? Or does it herald "the collapse of continents" (or the integrity of journalism itself), as envisioned by the fretful Frankfurt school of thought?

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“The media play a critical role in the health of democracy.”

Despite his conviction about the availability of news sources in the city, Chairman Honderich admits that he fears for young people whose primary source of information consists of Facebook videos and Twitter threads. We wholeheartedly agree. Especially in light of online amateur journalism, the unchecked and unregulated nature of open access online platforms, and accusations of ‘fake news,’ physical newspapers are seemingly more important than ever to aid in the dissemination of trustworthy information. Indeed, as Gianni Vattimo postulated, amidst the forces of postmodernity and technologies’ continuous mediation, the urban dweller could very well experience the ‘weakening of the real,’ or the relentless ‘crisscrossing of information, interpretations, and images’ spurred by digital mainstream media.

Despite these concerns, digital media continues to be popular and attractive to the public. According to Leif Weatherby, the digital comprises perfect replications of data that are both free and instantaneously transmitted — affordances that print media cannot compete with.

Therefore, can digital journalism ever be a sufficient replacement for the growing decline of print journalism? Chairman Honderich does not pause to ponder his answer.

“Absolutely not. It is true that people on social networks do a basic job as reporters, giving their time and opinions on topics. But being a journalist requires real involvement and is not just about giving your opinion. Being a journalist means getting out, going out to try to understand a fact... Call me old fashioned!”

He laughs, and we do too. In regard to the conflict between print journalism and digital journalism, it is apparent that the journalistic medium is indeed integral to the journalistic massage.

But will print journalism ever make a come-back? Is there a possibility that digital media will revert back to its prior materiality, much like vinyl experienced a resurgence of popularity amidst the prevalence of streaming services in the music industry? Chairman Honderich is skeptical.

“I think it’s highly doubtful [that newspapers will make a come-back]. But do I think that print is over? No... There is a magic to the experience you have with a printed product, which is entirely different from the experience you have with your phone in your hand. I call it the ‘serendipity of print.’ When you’re reading a newspaper and you come across a photograph, or drawing, you’re drawn into the story... and I think that happens much more often with print media than digital media.”

However, with the decline of print newspaper circulation — evidenced by the closure of StarMetro — the public is increasingly turning to digital journalism to read the news. Access to such media comes at a price. Within conditions of postmodernity and the rise of the

Cont’d page 3

OWN A **Motorola** AND YOU KNOW YOU OWN THE BEST

HOW TELEVISION BENEFITS YOUR CHILDREN

Motorola, leader in television, shows how TV can mean better behavior at home and better marks in school!

Motorola television strengthens family ties. Educators, religious and social agencies all agree: TV can be the most important learning device in the home. Parents can relax and still supervise their children's TV watching. TV can be a valuable educational guide. The best example of this is the new educational program in the line television on the world's first TV screen. It's the only program that can be seen on any TV screen. It's the only program that can be seen on any TV screen.

Motorola TELEVISION

Do You Telephone

The Slow Way or the Quick Way?

5 Seconds by the watch

Is all the time required to get your party over the automatic telephone

The Dial Does it

Montana Independent Telephone Co.
C. F. STEVENSON, Local Manager

He finds trouble by ear

As this cableman runs his pickup coil along the cable, his ear tells him when he has hit the exact spot where wires trouble is interfering with somebody's telephone service.

Trouble develops when water enters a cable sheath cracked perhaps by a bullet or a flying stone. With insulation damaged, currents stray from one wire to another or to the sheath. At the telephone office, electrical tests on the faulty wires tell a repairman approximately where to look for the damage.

A special "tracer" current, sent over the faulty wires, generates a magnetic field. Held against the sheath, an exploring coil picks up the distinctive tracer signal and sends it through an amplifier on the man's belt to headphones. A change in signal strength along the cable tells the exact location of the "leak."

Compact, light, simple to use, this test set makes it easier for repairmen to keep your line in order. It's another example of how Bell Laboratories research helps make Bell Telephone service the most dependable in the world.

BELL TELEPHONE LABORATORIES
Exploring and locating, testing and repairing, for continued improvement and expansion in telephone service.

'information society', which Barbero (2013) describes as a society wherein "information has become the most valuable and costly raw material and in which communications has become the model of its own organization", digital news has become inundated with monetary barriers and paywalls, meaning that the public must subscribe to access news content.

According to Chairman Honderich, these paywalls are necessary to ensure the survival of newspaper organizations such as the Torstar corporation.

"This is how I describe what's happened to the newspaper industry: It used to be that we were the ones that had the dominant share of local advertising in markets. Now, between 75 and 80 percent of all digital advertising is owned by Facebook and Google. They're getting all the money... It's no secret that we [Torstar corporation] are in a very tough battle for survival."

It is true that the digital economy has arguably engendered what is known as 'platform capitalism'. Just read Scott Galloway's *The Four*, which likens Facebook, Google, Amazon, and Apple to the four horsemen of the apocalypse. Italian scholar Carlo Vercellone similarly claims that such multinational corporations are "re-making the world in their image." Chairman Honderich is more blunt in his description of Facebook and Google:

"They are predatory in how they operate, they want to push their stuff to the top and everyone else down to the bottom, so it has been a huge challenge... We're trying with our paywalls to get a subscriber base that will sustain the news operation. But it's quite a struggle."

The struggle for survival is also not merely dependent on digital subscriptions. As the *Financial Times* reported on February 26, print advertising is still the largest source of revenue for Torstar Corporation. With the advent of digitization, and with it the domination of 'global technology giants' in the digital advertising sphere, we wonder how the Torstar Corporation plans to make up for this significant financial deficit.

"I think North America — and Canada, in particular — is finally starting to wake up and realize the dangers of Facebook and Google. Especially in the United States, philanthropy for public service journalism is well-established. It's been there for a couple of decades now. Through their tax rules, they can get charitable slips for people who want to donate to newspapers who are doing serious journalism."

Although Canada has not yet implemented any laws to safeguard and support the news industry,

Chairman Honderich is adamant that domestic legislation will soon change. Multiple media sources are actively demanding that the Canadian government take measures to regulate foreign digital companies, and through revised copyright protection and taxation rules these national news agencies hope to preserve the vibrant, reliable, and diverse 'media ecosystem' that is integral to a healthy democracy.

We find ourselves comparing Chairman Honderich's answer to the Palo Alto school of thought. Canadian news sources and democracy can be likened to Gregory Bateson's (1972) 'redwood forest' or 'coral reef' in *Steps to an Ecology of Mind: A human community, with its various societal institutions, comprises 'closed loops of causation'.* The StarMetro newspaper (and the Torstar Corporation as a whole) could and should thus be studied in accordance with its environment, as it and the greater community are mutually influenced by each other.



“It's no secret that we are in a very tough battle for survival.”

So where do we, the students, belong in this environment?

"The most significant way that students can support newspapers is to subscribe," Chairman Honderich affirms. "I know it's not cheap, but that's all anyone can realistically expect from students."

Indeed, as Chairman Honderich cheekily emphasizes, there is no such thing as a 'free lunch'. If a community wants to read quality journalism, then it must be committed to supporting it. His words are reminiscent of his 2019 Canadian Journalism Foundation lifetime award acceptance speech,

where he pithily told his audience to “Think not what journalism has done for you, but ask what you can do to make quality journalism thrive in Canada”.

Chairman Honderich’s 2019 Canadian Journalism Foundation’s lifetime achievement award followed his receipt of the Order of Canada in 2004 and the Order of Ontario in 2006. As our interview comes to a close, we are astounded by his amazing accomplishments and profound professional legacy. Most of all, we are humbled that he had taken the time to talk to us

about such important matters. But we are also curious — of all his many achievements, what is he most proud of?

Chairman Honderich smiles as he speaks about the sweeping impact of the Toronto Star, which has been in circulation since 1892.

“The Star is governed by what are called the Atkinson principles, and they have been the philosophical prism through which we have operated. The Star stands for certain things. We’re a paper that covers certain stories:

Stories of immigrants, stories of people hard done by. To be able to have preserved, maintained — and hopefully to have informed people of what is going on as a progressive voice — is probably what I am most proud of.”

Indeed, like the discipline of communications itself, it can be said that over the course of his career Chairman Honderich has “assume[d] some of the mantle of philosophy, seeking to explain humanity to itself” (Hartley, 2002, p. 32).



The Star stands for certain things. We’re a paper that covers certain stories: Stories of immigrants, stories of people hard done by.

DE LA RHÉTORIQUE ET DES RÉSEAUX SOCIAUX

Par Rose Debu

Facebook, Twitter, Instagram. Autant de nouveaux terrains de jeux pour ceux qui communiquent - c'est-à-dire, intrinsèquement, tout être humain. De la caption Instagram au post Facebook, du retweet au partage : à chaque action effectuée sur les réseaux sociaux correspond un nouveau code particulier, et si un domaine en est affecté, c'est bien l'art de la parole. Cette rhétorique, canonisée il y a plus de 2000 ans, est aujourd'hui confrontée à l'évolution d'un monde qui semble tourner bien trop vite pour elle : voilà tout l'intérêt de redécouvrir Aristote, Cicéron ou même Schopenhauer à la lumière de la communication digitale.

L'ère du pathos ; le désert du logos ; l'attaque de l'ethos...

Le triptyque aristotélien, qui définit les différents types d'arguments utilisés par le rhéteur - du pathos (l'argument émotionnel), à l'ethos (le caractère de l'orateur) et au logos (l'argument logique) - reste un cadre d'analyse pertinent, mais montre des évolutions très marquées. Tout d'abord, le flot permanent d'informations et la multiplication des contenus en tout genre entraînent un besoin de se démarquer pour exister, et donc de pouvoir susciter très rapidement l'émotion. Si l'exemple des vidéos de chaton est le plus emblématique, suscitant une tendresse et une empathie presque instantanée chez la plupart des viewers,

l'exemple des groupes de contestation politique sur Facebook illustre également très bien ce propos. L'utilisation d'emojis "pas content" ou "poing levé", les titres en majuscules (du "ON NOUS MENT" à "CETTE VIDÉO CENSURÉE PAR LE POUVOIR") : tout est fait pour accrocher l'oeil, et susciter la colère, le mépris ou l'indignation de celui en face de son écran. Cette sur-utilisation du pathos n'est pas surprenante : il semble bien plus facile de convaincre une foule diverse et variée, comme peut l'être celle présente sur les réseaux sociaux, en recourant à des sentiments simples et universels, plutôt qu'en utilisant un discours logique, soutenu et argumenté, forcément plus long à produire, plus clivant et moins adapté au format des réseaux sociaux. C'est ce qui explique un certain recul du logos, de l'argument logique : si les 140 caractères de Twitter pouvaient être perçus comme peu favorables à un long débat construit (perception depuis remise en question notamment par l'effusion de threads et autres techniques), les commentaires Facebook ne sont pas plus un espace d'échange citoyen ou académique.

A cela, il reste possible de répondre que cette vision du logos, comme étant une argumentation développée et presque référencée, peut sembler élitiste, et qu'au contraire obliger à synthétiser une réflexion en quelques phrases, voire quelques mots, est un exercice de citoyenneté et d'expression tout à fait intéressant. A chacun de se faire son idée, selon ce qu'il observe sur son fil d'actualité : il semble néanmoins possible d'affirmer qu'aujourd'hui, les réseaux sociaux sont majoritairement un espace de communication "coup de poing", se basant sur l'émotion et la réputation de celui qui s'exprime, bien plus que



sur la rationalité de son propos. C'est ce qui nous conduit à notre dernier point : l'argument du caractère, l'ethos, celui qui se construit en fonction du charisme, de la répartie, des précédentes prises de position, de la capacité à s'exprimer, de la réputation de l'orateur. Cet ethos est disséminé à chaque prise de parole, et donne aux arguments avancés un poids supplémentaire : les exemples politiques contemporains les plus marquants étant Barack Obama, Nelson Mandela ou encore, en France, Christiane Taubira ; pour les combats qu'ils ont menés, et le prestige associé à leur nom, leur parole est considérée comme plus légitime et marquante. Evidemment, ces figures considérées comme "progressistes" ont leur équivalent du côté obscur de la force politique : de Donald Trump à Matteo Salvini, d'autres dirigeants ont aussi fait de leur réputation une arme de communication. Et si cet article tend à se concentrer sur la dimension politique de la rhétorique, les mêmes procédés sont à l'oeuvre dans le domaine du marketing et de la publicité : capter l'attention du consommateur par un appel direct à ses émotions, s'assurer de son attention par la présence d'une personnalité reconnue, et expliquer pourquoi le client a absolument besoin de ce produit - ce qui peut se baser sur un syllogisme des plus simples (ce vêtement est de bonne qualité et peu cher, vous avez besoin de vêtements de bonne qualité et peu cher, vous avez donc besoin de ce vêtement).

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OPINION:

Bateson & COVID-19

"Mammals in general, and we among them, care extremely, not about episodes, but about the patterns of their relationships. When you open the refrigerator door and the cat comes up and makes certain sounds, she is not talking about liver or milk, although you may know very well that that is what she wants. You may be able to guess correctly and give her that — if there is any in the refrigerator. What she actually says is something about the relationship between herself and you. If you translated her message into words, it would be something like "dependency, dependency, dependency" (Bateson, *Steps to an Ecology of Mind*, 1972, p. 470).

Human beings are dependent on each other. Our identity is formed by the relationships that we maintain. Our relationships, and how we interact with and relate to each other, accordingly provide the basis of society.

So what happens when the pattern of these relationships is stripped away?

Amidst the COVID-19 pandemic crisis, governments across the world have enacted strict social distancing laws in order to mitigate the spread of the virus. In Canada, this generally means that citizens are being encouraged to stay home, practice social distancing, and delimit gatherings so that they only include immediate family members. Failure to observe these measures will mean that the virus will continue to spread from person to person.

During a situation without modern precedent, the dependency of humans is being brought into stark relief. Despite repeated warnings, people are still taking unnecessary trips outside, congregating in large groups, skulking around public places, and blatantly disregarding government pleas to stay home.

Could the relationships that society depends on therefore also lead to its downfall?

Epistemologically, Gregory Bateson (1972) argued that "when you separate the mind from the structure in which it is immanent, such as human relationship, the human society, or the ecosystem, you thereby embark... on fundamental error" (p. 485). But actually,

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...La fin du "storytelling", l'époque du "clash"

L'enjeu majeur des réseaux sociaux diffère finalement assez peu de la question déjà posée par les Grecs, 2500 ans avant l'invention de la story Insta : comment rendre sa parole audible et impactante pour l'audience ? Jusqu'à récemment, aux différents types d'arguments évoqués précédemment dans cet article s'ajoutait un instrument bien utile : la narration, ou storytelling. Construire une histoire dans laquelle il est possible d'avancer ses arguments, qui viennent encore renforcer l'histoire, qui à son tour nourrit les arguments. Cette narration se retrouve principalement dans le discours délibératif, le discours politique : les grands récits du néolibéralisme, du communisme et du libre-marché en sont quelques exemples ; le récit de l'immigration massive et criminelle, ou le récit de la crise écologique en sont d'autres. Notons que la valeur du récit n'est pas ce qui nous intéresse : c'est bien le procédé en soi dont il est question, car c'est lui qui est remis en question aujourd'hui. La première raison de cela, étrangère aux réseaux sociaux, est l'effondrement d'une partie de ces récits : le mythe communisme s'est affaïssé un jour de Noël 1991 ; le récit d'une finance néolibérale autorégulatrice a perdu sa valeur spéculative en automne 2008. Lorsque les banques se tournent vers les Etats pour éviter que la crise mondiale ne s'aggrave encore plus, le récit se brise, ce qui n'est pas sans conséquence : les contre-récits, notamment ceux de la théorie du complot, prenant en importance depuis le 11 septembre 2001, se retrouvent renforcés, et constituent une alternative concrète à ceux que les grands récits laissent maintenant de côté.

Un exemple incarne particulièrement ce déclin du storytelling : Greta Thunberg. Comment communiquer l'urgence, quand on ne peut même pas créer la panique ? D'abord, cette activiste s'inscrivait parfaitement dans le récit écologique - celui de la prise de conscience, de l'inaction mondiale, et du réveil citoyen. Mais face au manque d'impact de ce récit, une transition s'opère vers une confrontation plus directe ("How dare you ?") : on passe du récit, au clash. Et le terrain d'affrontement devient alors les réseaux sociaux : Donald Trump (75 millions d'abonnés) attaque violemment Greta Thunberg sur Twitter, celle-ci lui répond en reprenant son attaque pour en faire la caption de son compte, suivi par 4 millions de personnes. Et voilà une affaire virale, traitée par les médias, et à l'impact bien plus important que celui que pourrait avoir une interview de une heure donnée par la jeune activiste. Exit les spin doctor, professionnels de la communication politique : place aux spécialistes du conflit en peu de mots - en somme, celui qui trouve la meilleure phrase, la meilleure attaque. Cet ère du clash, nous y baignons en permanence, car c'est celle qui s'adapte le mieux aux réseaux sociaux : de Twitter à Facebook, la toile raffole des saillies telles que "ok,

boomer". Deux mots, une vidéo, et un "buzz" mondial. Voilà la recette du succès, reprise très largement par une multitude d'acteurs. Pour revenir au marketing et à la communication des entreprises, la logique est la même : l'essaimage des Community Managers, ces communicants 2.0, le montre bien ; l'objectif est d'être au plus proche du client, de répondre à ses attentes, ses angoisses, ses inquiétudes, et d'en profiter pour se montrer comme la marque la plus sincère, la plus empathique ou sympathique. L'essor des compilations des clashes, réponses bien senties voire surenchères entre différents comptes de marques en est la preuve. Aujourd'hui, l'enjeu, qu'il soit commercial, publicitaire ou politique, ne se joue plus seulement en magasin et sur les bancs de l'Assemblée, mais bien sur les nouveaux panneaux d'affichage de l'espace public : Facebook, Twitter et Instagram.



“ **How dare you?** ”





Pictured: The Last Supper in the era of social distancing.

EDITORIAL

This is an editorial written thirty years ago that we decided to publish once again in our current edition. The author is a former political science teacher at the University of Washington, and was part of the utopist school of thought in the mid-90s, thinking of the Internet as a huge democratic and social tool, with massive positive impact for all citizens.

FROM PRINTED TO DIGITAL MEDIA : THE KING IS DEAD, LONG LIVE THE KING !

Open Editorial - Lou R. Ex
31 March 1990

Remember this : internet is the future. And along with it, our way of understanding media and information is going to evolve, towards a new time: the era of digital media.

For the first time since the telegraph, humanity is going to free communication from the constraints of both time and distance; more than this, from all barriers currently known. You will be able to access all the resources you need, or want, everywhere, and at any time. This is the simple promise of digital media.

Long gone are the days of printed papers, distributed once a week by a poor newspaper delivery boy, with more pimples on his face than on the dashboard of a car: this is about permanent, unlimited access to newspapers, information and comments made by other people.

Today, I hear your frustration. When you see, in the Toronto Star, an advertisement for a new Blue Jays

to physically do so would be the opposite: To separate these entities is the solution to the COVID-19 crisis.

Our current survival is therefore not dependent on the presence of the relationships that sustain us, but their absence. By sacrificing our routines and the patterns of our relationships, we can keep each other healthy and safe from harm. Indeed, the best way to love thy neighbour right now is to leave them alone.

FILM REVIEW

Citizen Kane (1941)

Citizen Kane is a wondrous film directed by Orson Welles, nominated in many prestigious ceremonies, and renowned as one of the greatest cinematic masterpieces of our time for many compelling reasons.

With Citizen Kane, the American director redefines cinema, blurring the lines between art, storytelling, and documentary. He denounces the fallacy of fiction, with a montage worthy of a government campaign film. He puts newspaper headlines in the foreground and uses an almost advertising like voice-over to narrate the life of the main character. For Welles, cinema is neither propaganda nor pure melodrama - Citizen Kane is delightful entertainment. Orson Welles offers an innovative narrative structure — an “inverted narrative” — as he begins with the death of Kane and develops an enigma with his last word “Rosebud”. Is it a woman? A place? A secret code?

A reporter is hired to translate the end of this incredible story. He will meet the great man’s relatives and, through their testimonies, reconstruct the events and emotions that make up a life.

Welles shows us individuals who have become ghosts overwhelmed by memories that they relive before our eyes. The past contaminates the present with long flashbacks. They offer a cubist portrait of Charles Foster Kane.

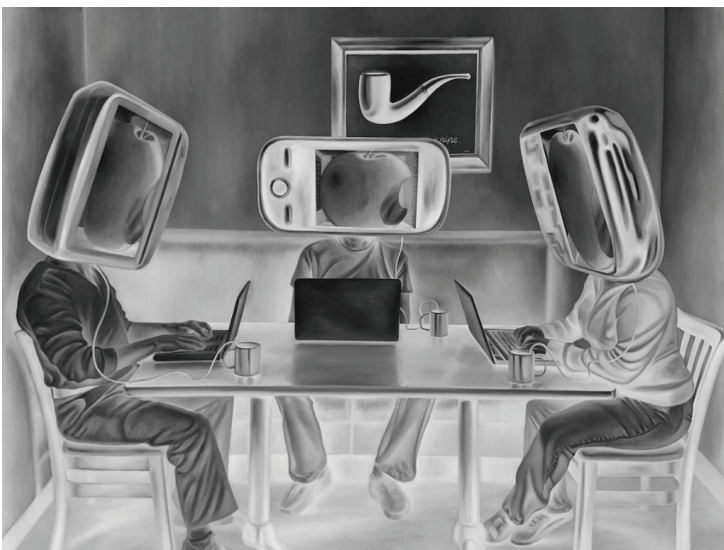
This film also encourages the spectator to conduct their own investigation by forming their own ideas about the character of Kane and his life. In an innovative twist, Orson Welles gives his viewer freedom: he doesn't tell a story, he offers to tell it to himself. Citizen Kane is ultimately an excellent portrayal of the values that formed the basis of Hollywood cinema in the 20th century: the reality of freedom and happiness of individuals.

can-opener, and you have to wait until the end of your day to go to the store, while hoping that it is still available: this is over. With digital media, you'll just have to click on the advertisement to order it online, and it will be delivered at your front door in less than a few hours — even a few minutes, if the delivery boy runs fast (out of his newspapers job, he turned to Deliv'Express to pay for his acne cream).

Of course, such a wonderful tool is not to be wielded without caution. If a State should gain control over such a web, it could have far-reaching consequences, and even if the blue-dot planet will probably not be turned into Red, the USSR threat did not entirely disappear.

But the benefits far outweigh the risks, if nothing else in terms of health: our individual health patterns will be more than improved, and it will have a tremendous effect on our life expectancy. Jobs will be affected: you will be able to work from your home, or your holiday residence, without any physical risk for you! Impersonal printed media will be a thing of the past. With new digital media, you will have access to everything you need, according to your personal information: to deal with any health issue you may have, you will be redirected towards scientific and medical articles, to raise your awareness and help you overcome your problems. No need either to worry for your future political commitments : as the Internet will know everything about you, it could tell you exactly for which politicians you should vote for; the one who'll serve your interests the best!

This is an era of rest and harmony, the beginning of the biggest information and social revolution the world has ever known. For this time, however, leave aside the sickle and the hammer: computers of all countries, unite!



HOROSCOPES

The Stars Down to Earth - Secondary Superstition at Your Service

What are you doing here, what would Adorno say?
..It's okay, you can read on. We promise not to tell him.



ARIES (March 21-April 19)

Make today a meaningful one. Your can-do attitude will carry you through the day. Maybe it's time to start that online venture you've been thinking about. Time to sell people random things they do not need. Tonight: Stay inside.



TAURUS (April 20-May 20)

You've been rather passive lately. Extra passive. Have you been looking at too many advertisements maybe? You are finding it even more difficult than usual to initiate. Try to get ahead of the curve and manipulate the masses instead. Tonight: Stay inside and comfort food.



GEMINI (May 21-June 20)

You have a lot of curiosity in regards to your surroundings. Quit being dialectical and just relax—you're not Hegel! Why don't you subscribe to that online publication you've been thinking about? Tonight: Have a dinner party with yourself.



CANCER (June 21-July 22)

You've been looking for a tertiary superstition to believe in. Look no further, the answer is on one of these pages. Tonight: Watch a wild documentary.



LEO (July 23-Aug. 22)

Feeling a bit retro tonight? Blow the dust off that VHS player, or buy a new one and reminisce about the good old days because we told you to. Tonight: Host a Zoom party.



VIRGO (Aug. 23-Sept. 22)

Your friends try to convince you to listen to jazz but you know better. You aren't so easily influenced, and that's a good thing. Tonight: Cook a gourmet dinner for yourself. Use our promo code for your first delivery free.

NOW Lowest Price Ever Offered!
Lowest Terms Ever Offered!

ONLY \$100 DOWN
Bring this Brand New CORONA for 15 Days' Trial

ONLY 10¢ a Day
See Page For This CORONA On Easy Pay Plan

Brand New CORONA Model No. 3
Sensational Value-While They Last!




LIBRA (Sept. 23-Oct. 22)

There is nothing esoteric about the significance of our galaxy. Try to impress your peers with your cool gadgets instead. Tonight: Make that phone call.



SCORPIO (Oct. 23-Nov. 21)

When Horkheimer and Adorno were talking about the negative connotations associated with early experimentations with sex, they were talking about you. Tonight: Go to bed early.



SAGITTARIUS (Nov. 22-Dec. 21)

You've been feeling the wanderlust a lot lately. Try tracking some flights a few years from now to get the best deal. If anything else, buy a travel book. Tonight: Write it down.



CAPRICORN (Dec. 22-Jan. 19)

You're smart, and people know you for this. Tell your friend to purchase your ebook and they will. Tonight: Light a candle to celebrate.



AQUARIUS (Jan. 20-Feb. 18)

You've been holding off on your purchases, but it's starting to look like everything is selling out. Now is the best time to start a new hobby, like healing crystals. Tonight: Add to cart.



PISCES (Feb. 19-March 20)

Believe in your art. You will find inspiration in the occult. Tonight: Tell a friend what's on your mind.

DEAR ABBY...

Dear Abby, am I isolated in the current system?

I am writing to you with a troubling matter. As I was riding the Toronto subway to work last Tuesday, I caught sight of my reflection in the car window and thought, my gosh, am I a victim of isolation by communication? I've been reading the *Dialectic of Enlightenment* (1947) by Adorno and Horkheimer lately, and I wholeheartedly believe that I am experiencing the very situation that they described all those years ago. The lying words of my lecherous local radio announcer have become imprinted on my brain — I'm so upset because of it, I can't even talk to my friends — and I'm fairly certain that Pepsi advertisements signify the end of all humanity. When I look at all of the corporate advertisements that are plastered on my subway car, I also can't help but also be reminded of Adorno's text "The Culture Industry: Enlightenment as Mass Deception", wherein "those in control of the system are entrenching themselves in advertising" and "advertising for advertising's sake [is] the pure representation of social power". I feel victimized not only as a commuter, but as a consumer. Is there no escape from this madness?

What's more, the other day I was talking to my friend Susan, who was lamenting about movie stars who promote uncouth sexuality in children that will probably result in fractured marriages. I truly feel, deep in my heart, that societal 'progress' is literally forcing people apart!

I would love to talk to my fellow passengers on the subway about my concerns, but they are always engrossed in their phones or at advertisements that I am convinced will kill off continents. Personally, I spend my time on the subway staring blankly out the window, struggling to connect to Wifi, or failing to access news stories online because of paywalls. I used to read the free commuter daily StarMetro, but since its closure I feel like I'm travelling on rubber tires in complete isolation from other people!

Dearest Abby, I would truly appreciate any advice that you have on this matter.

Sincerely,

Frankie



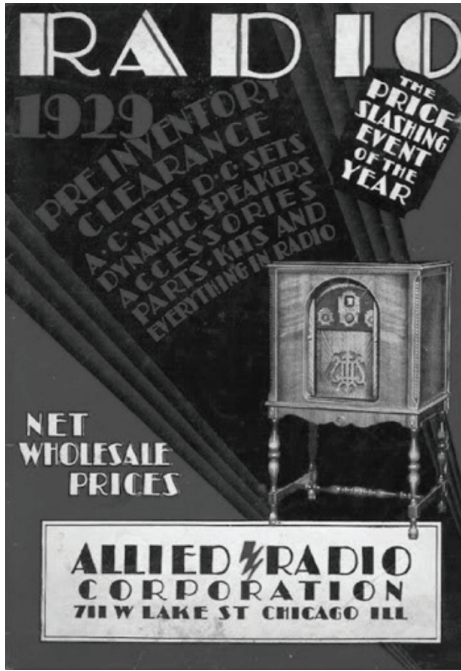
Pictured: The men who started it all, Adorno and Horkheimer.

ADVERTISEMENT
 COMMUNICATION
 DIGITAL
 INTERACTIONISM
 NEWSPAPER
 SOCIETY

CAPITALISM
 CRYPTOGRAM
 FAKE NEWS
 LOUIS SULLIVAN
 PALO ALTO
 STAR METRO

CITIZEN KANE
 DEMATERIALIZATION
 INFRASTRUCTURE
 MEDIA
 RHETORIC

F E X O R H W G N G P V R S I T D C C A
 A R R Q R M Y E Q A H E Q N H E E O E D
 K L M U Y T W T L Z N E T G M V M W Y V
 E X G W T S E O E A N E Q A U M B K O E
 N P H C P C A M K I R T T P U U C A N R
 E X D A L L U N R A C E Y N V I A I Z T
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 S E V O D Z O T T I T C S O T O F E R S
 R K D Y I R I R A S A S T W P L M M Y E
 F U G T Q O Q L X T A E C O T D S X P M
 A X I C N A I A I C H R K W K K I E T E
 M C B I A Z P O M R H A F C D F L Q O N
 F W S U A Z N L U S P P O N Y O A Z G T
 R M B T L A T I G I D V L U I I T N R A
 G P I L O U I S S U L L I V A N I Z A K
 F O O M C N V W N H X P K M C Z P O M U
 N J X D U A D B I P Y G E X S Z A X I E
 W Y K K A F S O Q L W M P J Z Y C L Q A
 O P I V R U O E W T I A B G T C V E L U
 V D Z F Q Y C L R W M F P M N S T M P P



OPINION

Subscription Music: A Condition for Existence

Music occupies a very special place in people’s lives. But over the course of the last fifty odd years, the way music is consumed, produced and distributed has evolved drastically. From listening to music on the radio (where you could not only listen to catchy new tunes, but also hear about a terrifying alien invasion from Mars!) to the introduction of vinyl,

the shifting materiality of music has been the subject of much contention. The progression of physical music media from vinyl records and CDs to transcendental music streaming services has led to what some theorists term the “dematerialization of material culture”. Colin Renfrew even declared in 2003 that the human experience in its entirety is becoming more electronic and less tangible, resulting in a separation between communication and substance. But today, I’m here to argue that streaming services, rather than heralding the end of material culture, is in fact the best thing to happen to

our civilization since sliced bread.

The first LP vinyl came out in 1948 at record stores, in big poster envelopes. It was the typical way to buy your music back then. Can you believe it? I cannot imagine ever going back to that. The leap from vinyls to cassettes took some time. Then right before our eyes came the rise and demise of Compact Disks. Before we knew it, rejoice! No one was buying physical copies of their music.

Such a marvelous time. Instead music finally joined us in its truest form: The mp3. It eliminated the hassle of keeping up with the discs and tapes that were taking up precious physical space. And then came the smartphone — combining two products into one? How remarkably linear. No other technology before had allowed the possibility of listening to Springsteen's entire discography, then immediately phoning a travel agent to book a trip down the New Jersey Turnpike. But alas, the best was yet to come.

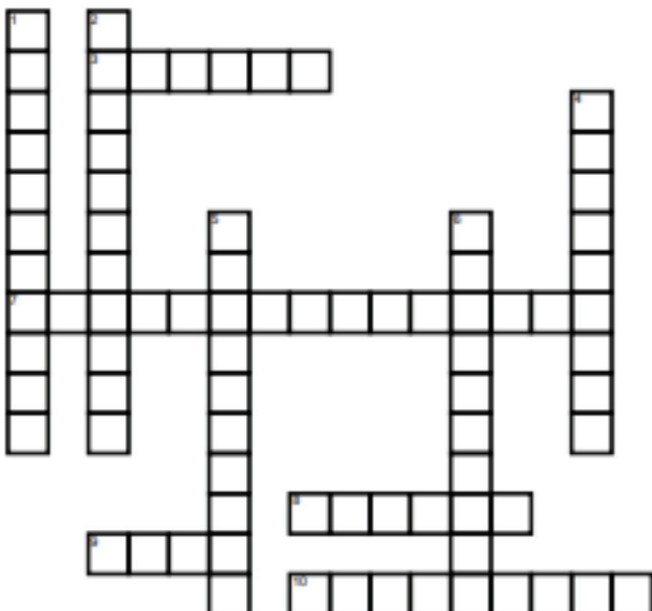
Now we have the ever lovely subscription music services, which includes giants such as Spotify, Apple Music, Play Music, Amazon Prime Music, and YouTube Music. Unlimited access to their library of millions of songs for a monthly fee? Fantastic. Plan options customizable for Student and Family specials? Amazing! It is definitely the most favoured among public consumers and I seriously doubt a return to former archaic times. As former Beatle George Harrison once said in his song "Living in the Material World", "I'm fated for the material world/Get frustrated in the material world/Senses never gratified". Streaming services could indeed be our salvation from this dismal reality, allowing us to hold millions of songs, podcasts, books, and poetry in the palm of our hands.

Streaming services accommodate everyone, and I predict that they will undoubtedly be the preferred method to listen to music till the end of time. Video may have killed the radio star, but music streaming trumps all.

SPOTLIGHT

On February 12, Canada lost a great voice: that of Christie Blatchford. This great journalist and columnist lost her life in Toronto after leading a battle against disease. Today, the 1910 Inquirer wishes to pay tribute to one of Toronto's greatest newspaper writers. Christie Blatchford's writing will forever be remembered as a writer who did so much for the press in this country. Christie Blatchford began her career as a journalist with The Globe and Mail in 1973, breaking down gender barriers by becoming the first Canadian woman to be a sports reporter. Four years later, she left the Globe and Mail for the Toronto Star and then worked as a columnist for the Toronto Sun in 1982. She dedicated 16 years of her life to the Toronto Sun, reporting on difficult issues such as victims of crime and Canadian soldiers. She left the Toronto Sun in 1998 to join the newly launched National Post. She then returned to the Globe and Mail for a few years before ending her career at the National Post in 2011. In parallel to her work, Christie Blatchford has covered numerous criminal trials and has also been a regular guest on CFRB Radio. Interested in a multitude of issues, particularly those of public order, and subjects such as Olympic athletes, Christie Blatchford has delighted readers for almost 50 years. Her work will be recognized by the National Newspaper Award she received in 1999 for all of her columns. Christie Blatchford has also been in the field, making four trips to

Cont'd page 13



Across

- 3 Critical Theorist
- 7 German for culture industry
- 8 1999 film critiquing Base and superstructure concept
- 9 The new replicator
- 10 School of social theory and critical philosophy

Down

- 1 Welles Film (2 words)
- 2 McLuhan's field of study
- 4 Ended its publication in late 2019
- 5 Individual in Grand Hotel Abyss
- 6 Famous for "One cannot not communicate"

CLASSIFIEDS

MORTGAGE SOLUTIONS!
We provide complete Property Management, Leasing and Real Estate Services for Residential and Commercial Properties.

3BR - Single Family \$32,900
Single Family - 3 Bedroom / 1 1/2 Bath Property has been COMPLETELY RENOVATED!

RENT TO OWN
If you cannot qualify for a traditional mortgage through the banks, NO PROBLEM!

BUSINESS

MORTGAGE SOLUTIONS!
We provide complete Property Management, Leasing and Real Estate Services for Residential and Commercial Properties.

ATTENTION!
2 bedroom completely furnished unit is ready to move in!

EXCELLENT!
2 Family Property available occupied currently furnished.

COMMERCIAL
We will offer the following:
• Multi-Unit
• Retail
• Office
• Mixed Use

NO MONEY DOWN!
We help home buyers take their home with ZERO money down, call us today to put together a proposal for an offer on your property.

OFFICE AVAILABLE
3 individual enclosed office space cubicles (with desks) at a great location, use of Boardrooms and general facilities. General Parking nearby. **2718 Leach** Location: Downtown.

LOOKING FOR INVESTORS
Looking for additional investors investments are primarily focused in Real Estate Market.

GENERAL HELP WANTED
Seeking someone for general help.

GARDEN MAINTENANCE
Experienced in maintenance work such as, lawn mowing/blow it clean, trimming, garden, pruning of plants, hedges, painting, and other maintenance and installation. Location: West River RD.

Are you looking for a realtor?
Maybe you just have some questions. Maybe you don't know what you want yet.

STUDENT LOANS
Do you need a Student loan? We provide all kinds of options to assist you financially. CALL US TODAY!

*** MORTGAGE EXPERT ***

WEEKEND RECEPTION
We are seeking a general office assistant for Sunday afternoons between the hours of 11:30am to 5:00pm. \$12/hr

GENERAL MANAGER
a non-profit social enterprise is seeking a full-time General Manager with business experience to lead and manage, the focus of the work will be on sales, marketing. \$60,000 per annum.

R/T Sales assistant
We are looking for high energy, career oriented sales assistant who thrives in a fast paced environment. You must be able to multi-task consistently. \$12/hr

FINANCIAL ADVISOR ASSISTANT
Established independent management organization seeking a qualified Assistant to join the team. \$40,000 per annum on relevant experience.

RECEPTIONIST WANTED
Our office is looking for a receptionist to greet our clients. This position is a full-time position. Must be a friendly person.

CALL NOW

Sales Assistant
We currently have an opportunity in our sales department. Information about our company. See our website.

Word Processing Specialist
Our client is seeking a talented and experienced Word Processing Specialist to join their team for a short-term project. A strong background in computer programs in general. \$15/hr

EDUCATION

TUTORS NEEDED
We are looking for: highly skilled, motivated and dynamic individuals who have strong communication skills. Candidate must possess a love for teaching. \$12/hr. B.A. is a must.

DANCE CLASSES
We offers an opportunity for private dance lessons. Students can register for classes and learn based on their specific needs and

ENGLISH CLASSES
We offers an opportunity for private English classes. Students can register for classes and learn based on their specific needs and

TUTORS NEEDED
We are looking for: highly skilled, motivated and dynamic individuals who have strong communication skills. Candidate must possess a love for teaching. \$12/hr. B.A. is a must.

DANCE CLASSES
We offers an opportunity for private dance lessons. Students can register for classes and learn based on their specific needs and

Medical Assistant Training
Online Classes. We want you to be successful. Just click the link and learn today.

ENGLISH CLASSES

We offers an opportunity for private English classes. Students can register for classes and learn based on their specific needs and

RECEPTIONIST WANTED
Our office is looking for a receptionist to greet our clients. This position is a full-time position. Must be a friendly person.

CALL NOW

Sales Assistant
We currently have an opportunity in our sales department. Information about our company. See our website.

assist you financially. CALL US TODAY!

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Residential & Commercial, Specialist in Residential Real Estate Finance & All Commercial Mortgages.

NEED A SMALL LOAN
Do you need a loan? Do you need some cash fast? CALL US QUICKLY

BOOKKEEPING SERVICES
-Accounts Payable
-Accounts Receivable
-Bank Credit Card Reconciliations
Flexible rates starting at \$18 per hour.

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We provide complete Property Management, Leasing and Real Estate Services for Residential and Commercial Properties.

LOOKING FOR INVESTORS
Looking for additional investors investments are primarily focused in Real Estate Market.

We BUY HOUSES
HOUSES WANTED!... Need to sell your house?? Have you been thinking of selling your house soon??

Free Property Seminar
Topic covered: Buying procedures, tax issues, and property values. Seating is limited, so please REGISTER NOW!!!

REAL ESTATE

Service
at time home and Licensed Now for 2008

MORTGAGE SOLUTIONS!
We provide complete Property Management, Leasing and Real Estate Services for Residential and Commercial Properties.

\$32,900
3 Bedroom / 1 1/2 Bath Property has been COMPLETELY RENOVATED!

RENT TO OWN
If you cannot qualify for a traditional mortgage through the banks, NO PROBLEM!

\$905
3rd open floor unit with a parking space and balcony.

HOUSE FOR SALE
2 bed/2 bath open floor concept condo comes with a lovely kitchen, charming living room w/ fireplace. Now only \$ale for 289900!

RENOVATED 1 BEDROOM
This great corner unit has just finished being renovated including new paint, flooring and appliances. **Only for \$885**

GARDEN MAINTENANCE
Experienced in maintenance work such as, lawn mowing/blow it clean, trimming, garden, pruning of plants, hedges, painting, and other maintenance and installation. Location: West River RD.

*** MORTGAGE EXPERT ***
Residential & Commercial, Specialist in Residential Real Estate Finance & All Commercial Mortgages.



Marketplace

KJJI



"GUESS WHAT'S IN MY MOUTH?" "PULL MY HAIR—AND SEE!"

CHILDREN COAX FOR
Dr. Miles' Laxative Tablets
BECAUSE THEY TASTE LIKE CANDY

"GUESS WHAT'S IN MY MOUTH?" "PULL MY HAIR—AND SEE!"

IT'S A DR. MILES LAXATIVE TABLET

CHILDREN COAX FOR
Dr. Miles' Laxative Tablets
BECAUSE THEY TASTE LIKE CANDY

This \$8⁷⁵
EVERSHARP CA PEN
now \$5⁹⁵!



"WORLD'S SMOOTHEST-WRITING PEN"
Rolls Ink on Dry... Writes and Writes Without Refilling!

Now—save up to 60% on the EVERSHARP CA Pen you've always wanted... the super-smooth, speed-writing pen with EVERSHARP's exclusive Magic Sphere cartridge! For a limited time only—EVERSHARP CA Pen prices are slashed up to 60%. Every color—every combination is included in this sensational sale. Better buy several—save—for school, for birthday and business gifts.

Give **EVERSHARP**... and you give the finest!

\$3398
10MB
THE HARD DISK YOU'VE BEEN WAITING FOR

MORE SOFTWARE
This system has a full one-year warranty on parts and labor unless better than specified.

WARRANTY
This system has a full one-year warranty on parts and labor unless better than specified.

ALSO AVAILABLE FROM XCOMP
General Purpose controllers (16 bit interface) with easy interface to microprocessor based systems. 250 controller for the IBM and 10MB drive above. 512K controller for 512K interface. 512K controller for 512K interface. 512K controller for 512K interface. 512K controller for 512K interface.

FAST CONTROLLER
The XCOMP controller is the key to this system's efficiency operation. Speed-look buffer with high resolution cache look-up. 512K cache with 512K buffer and 512K cache. 512K cache with 512K buffer and 512K cache.

Apples make great carrots.

When's the last time you came across a heinous machine that gets people more excited than a trip to Acapulco or a color TV? Personal computers are the hottest products of the year, and Apples' are the hottest personal computers.

Because there are more ready-to-use programs for Apples than any other personal computer you can buy, Apples can do just about anything for just about anybody. From playing games to playing the stock market, from plotting sales to plotting the orbits of electrons, Apple is the best-known, most desired brand in the category with 33% better unaided brand awareness than our nearest competitor. So it's a great incentive for top achievers. But it's also a powerful tool to help them achieve even more. An Apple speeds routine business tasks and helps make better decisions, faster. Which turns a great prize into a grand prize—increased productivity.

There are more people in more places doing more things with Apples than with any other personal computer in the world. Including motivating people. The most personal computer.

Apple

Twitter
The sublime, mighty community with just 140 letters!

A VIRTUAL locality with a wide assortment of people. That's Twitter! A notorious new mechanism that lets you maintain virtual contact with family and friends no matter where they are. By following or being followed, you will enjoy previously unimagined experiences like sharing incredible amounts of information including videos, photographs, etc. Twitter is a truly magnificent tool!

Twitter

"Thanks for the memory."

INTRODUCING THE COMMODORE 128™

It's here. And it's going to make a lot of Commodore 64™ owners very happy. A personal computer with 128K memory and 80-column capability that's still compatible with all the peripherals and over 3,000 programs designed for the Commodore 64.

There are a lot of extra features we didn't forget. Like a handy numeric keypad for extra entry efficiency, and accuracy.

An expanded keyboard that puts more commands at your fingertips for easier programming. So you can be a whiz at using more varied graphics and text. Or a musical genius playing full three-part melody in any key, any set. And there's even a "help" key.

It's intelligence that can match your own versatility and then, even take it to a higher level.

There's also a new floppy disk drive, with a separate "burst" mode that can transfer up to 3,000 characters per second. Just in case you're a speed demon.

Thanks for the memory! You've welcomed. And for the expandability and compatibility, and versatility, and for making it all very affordable. After all, one of the other things that should go into a new computer is a price that makes sense.

COMMODORE 128™ PERSONAL COMPUTER
A Higher Intelligence

IF IT ISN'T AN EASTMAN, IT ISN'T A KODAK.

The Top Notch in Pocket Photography

The 3A Folding Pocket Kodak

Every detail of design, material and workmanship has been worked out with the utmost care to produce a camera of the widest capabilities, yet it retains the Kodak simplicity—and "Kodak" you know, means photography with the better left out.

A feature of the 3200 model is the Kodak Ball Bearing Shutter, in which we have embodied a new principle in shutter construction. The leaves are in five segments, mounted entirely on ball bearings and open in the form of a star, thus admitting a much greater amount of light in a given time than any other between-the-lens type of shutter. Practically foolproof and with a precision and smoothness that are a mechanical delight.

No. 3A Folding Pocket Kodak, pictures 31, \$51, \$20.00.

EASTMAN KODAK COMPANY,
ROCHESTER, N. Y. The Kodak City.

"everybody's coming since I got my Westinghouse Duo"

Westinghouse Duo

It's a hand-held computer that can do the job of two other computers. The Westinghouse Duo can do the job of two other computers. It's a hand-held computer that can do the job of two other computers.

listan...and you'll buy Westinghouse

NOW FROM QUASAR: THE HAND-HELD COMPUTER.

Dimensions 8 1/2" x 4 1/4" x 1 1/4" (22.7 cm by 11.3 cm by 3.2 cm)

Weight 1 lb. 4 oz. (570 g)

CPU 6502 microprocessor, 1 MHz

Keyboard 65 keys with 3 programmable function keys and 1 program-definable key. Any programmable function program. Two-key rollover. Auto repeat. Full control control.

Display 128 x 64 dot persistence LCD. 36 character positions. Ten display rates to control the speed of the information displayed. Displays upper/lower case characters, numerals 0-9, plus various symbols.

Internal clock Real time, with a resolution of 1/256 second. Alarm.

Calendar Modified for leap years. Ten messages created/displayed.

Text file Text entered in free form, editor with insert/delete, full cursor control, search, and copy functions.

Language Microsoft™ Basic, QBASIC

RAM Memory 32 bytes of 4K bytes non-volatile RAM internal; expandable with up to six 4K bytes non-volatile programmable memory (using the I/O adapter option).

ROM/EPROM Memory 16K bytes internal ROM, with three sockets for ROM or EPROM expansion. ROM capacities up to 16K bytes. EPROM capacities up to 64 bytes.

Ports One included in unit: six additional through I/O adapter.

Peripherals I/O adapter, 15-column printer, programmable terminal, video camera, coupler, color TV/video monitor, stereo, and RS-232C interface adapter.

Peripheral Connectors 44-pin edge connector with address and data buses plus control lines.

Power One peripheral unit can be connected directly to the primary unit; additional peripherals must be connected via the I/O adapter. Built-in nickel-cadmium battery pack supplies power for continuous use; power drain control; variable memory and internal clock. AC adapter/recharger optional.