It is instructive to review developments in this field over the past thirty-three years:


3. Short-lived "Newsmen and Writers' Committee to Combat Discrimination" established in 1946. (Members included Andrew Allan, R.A. Farquharson, Dan MacArthur, Hugh MacLennan, Len Peterson). Publication of a small booklet, "I Didn't Know It Was Loaded!" re thoughtless reporting, especially on race.

4. Creation of the "McLuhan-Carpenter" group at the University of Toronto in the early 50's. Publication of *Explorations*, a journal on communications from 1953 to 1959, financed by the Ford Foundation, culmination later in "Varsity Graduate" magazine as a section. McLuhan seminar established in these years, leading to founding of the U. of Toronto's Institute of Culture and Technology under direction of Prof. McLuhan. McLuhan's *Mechanical Bride* published in 1951, *Gutenberg Galaxy*, 1962; *Understanding Media*, 1964; and several books since then, latest of which is *The Executive as Dope-Out*, 1972.

5. Creation of academic courses in various aspects of communication and mass media, throughout the late 40's, 50's and 60's; Carleton University, U. of Western Ontario, York University, the U. of Ottawa, U. of Saint Paul, Loyola, Sir George Williams, McGill, Laval, Simon Fraser, and several community colleges. Publication by Wilfred Kesterton, Carleton of a *History of Canadian Journalism*.

6. Formation of The Canadian Institute of Communications with J.W. Hole as Director, and publication of its journal in French and English, 1960-1962, Ottawa.


8. Publication of *Content*, a national monthly with critical articles on the mass media. Convening of Media '71, Media '72 conferences, Media '73 conference in Winnipeg, Media '74 in Moncton.


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