

Future Shuckin', or, A profit in his own hand

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 irected (literacy requires knowing only a small fraction of the total possible vocabulary); and opinion not fully explained by fact — Toffler finds his distaste for "Hippies, Incorporated" hard to hide, though it helps his point none. In addition, the huge data-filing operation required for such a work can't help but miss some intriguing cross-references — the vastly increased use of the oceans examined in one spot, for instance, is not tied to the rapid acceleration of power consumption mentioned elsewhere, though the latter might create enough heat to melt the polar ice and enlarge the oceans.

Future Shock isn't much of a sourcebook, then — just an intriguing conglomeration, an oversized magazine story.

And also, it must be noted, a fine example of the very trends its author perceives. The writer-plus-researcher dichotomy displays the emergence of "modular man" in modern organizations. Indeed, the present-day group journalism set-up is not far from the "ad-hocracy" of Toffler's future.

The modular trend also shows itself in the way the book was written. Each of the five parts is a module which could stand on its own with minor changes. It thus becomes a suitable magazine article. By no coincidence, portions of *Future Shock* first appeared in *Playboy*, *Horizon*

and *Redbook*, in the process supporting Toffler's assertion that "many books are no more than one-shot magazines." That could be the book's epitaph — selling a million copies today, it will all but vanish in a few years as time passes it by. Time, Toffler emphasizes, is speeding up.

And things are changing. That is his message, and one suspects, his self-justification. Certainly the short biography just inside the back cover does justice to Toffler's man of the future — it associates him with nine organizations, numerous periodicals, even two homes. Moreover the tone of the book throughout leaves little doubt its author expects to be a "super-industrial man" in the future he foresees.

How well he foresees is another matter. Perhaps the politics of the future, which he all but ignores, has an essential part to play. How will future man share his power? How will he arrange for super-industrial death? We can only guess how recent wars fit Toffler's scheme of things — are we to assume they're anachronisms doomed to die out along with bureaucracies and the family?

We still don't know. "To prophesy is extremely difficult — especially with respect to the future," Toffler quotes a purported Chinese proverb. He is but a minor prophet, revealing only the present, only guessing the future.

UROP

New opportunities and openings not listed in the UROP Directory are listed below. As additional openings arise, they will be posted outside the Undergraduate Seminar Office, 7-105, and listed with Department UROP coordinators.

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Students interested in joining a research project at the Charles S. Draper Laboratory should contact Professor Wallace E. Vander Veld, Room 33-107 or Room DL5-137, X3759 or X3956.

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3) Investigation of secondary school students' decision-making process in affecting college choice;

Students interested in these opportunities should contact Professor Roland B. Greeley, Room 3-108, X4791.

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