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

(Continued from page 13)

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 recent wars fit Toffler’s scheme of things. Indeed, the present-day over-sized magazine story. 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 recent wars fit Toffler’s scheme. 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 was America’s lowest cost life insurance for all Ordinary Life, Endowment, 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 the times pass 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 forsees 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 disappear along with humanities and the family? We still don’t know. “To prophecy 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.

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-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 forsees 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 disappear along with humanities and the family? We still don’t know. “To prophecy 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.

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Students interested in participating in a research opportunity in the Psychiatric Department should contact Dr. Morton Kahne, Room II-203, X2997.

Students interested in joining a research project at the Charles S. Draper Laboratory should contact Professor Wallace E. Vander Veld, Room 33-407 or Room DI-547, X3759 or X3956.

The Admissions Office is particularly interested in three general areas where undergraduates might make special contributions:
1) Statistical analyses of relationships between students performance at MIT and the admission inputs;
2) "Marketing Analysis" types of study to evaluate communication to the secondary schools in helping to formulate first impressions;
3) Investigation of secondary school students decision-making process in affecting college choice.

Students interested in these opportunities should contact Professor Roland B. Greetley, Room 3-008, X4799.

Professor Irwin J. Shapiro, Department of Physics and Earth and Planetary Sciences, Room 54-622, X7374, would like to work with undergraduate students interested in "experiments and analyses in general relativity, solar system dynamics, and very-long-baseline interferometry.”

Harvard Policy Memo which has been cancelled are 41-105, 41-006, and 41-116. All the others are open!

Students interested in joining an undergraduate seminar should check for openings in the Undergraduate Seminar Office, Room 7-005.

The following departments have new UROP coordinators:
Mathematics — Prof. Arthur M. Mattuck, Room 2-239, X4347; Chemical Engineering — Prof. Leland Rothbroth, Room 12-584.

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