GIMM 300 In Class Exercise

1. Read Chapter 7 of the MARSHALL McCLUHAN
2. Discuss with a partner and answer the following questions:
   1. What does McLuhan mean by ‘artist’?
   2. What knowledge or abilities does McLuhan think artists have that sets them apart from others?
3. Write your answer and your names on the sheet of paper and turn it in at the end of class.