

New Explorations

Studies in Culture and Communications



Editor's Welcome

Robert K. Logan

Volume 3, Number 1, Spring 2023

URI: <https://id.erudit.org/iderudit/1097580ar>

DOI: <https://doi.org/10.7202/1097580ar>

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Publisher(s)

New Explorations Association

ISSN

2563-3198 (digital)

[Explore this journal](#)

Cite this document

Logan, R. (2023). Editor's Welcome. *New Explorations*, 3(1).
<https://doi.org/10.7202/1097580ar>

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Editor's Welcome

Robert K. Logan

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Welcome to our first issue of 2023: Vol 3 No 1. We began our journal 3 years ago in 2020 publishing our first issue on May 15, 2020. Vol 3 No 1 represents the 7th issue of this journal. Back issues are available at <https://jps.library.utoronto.ca/index.php/nexj/issue/archive>.

This issue introduces an innovation for our journal, a new section which we call Probes that joins our two other sections Articles and Reviews. Probes are not as fully developed as Articles but they indicate areas where future research and probing is being indicated and called for. Probes involves an introduction to a new area or topic of research. The idea for Probes follows directly from McLuhan's research *modus operandum*, which was that of probing. Probing for McLuhan was a natural response to the age of electric media as he suggested during his first Playboy interview: "Electronic man becomes a hunter, a prober once more. He begins to live by 'feedforward,' not 'feedback'" (https://archive.org/stream/MarshallMcLuhanPDFCollection/The%20Reversal%20Of%20The%20Overheated%20Image%20%28Playboy-Dec.%201968%29_djvu.txt, accessed Jan. 24, 2023).

Our Probes Section attempts to follow in spirit McLuhan's understanding of a probe as he described in his second 1969 Playboy interview talking about his books,

We offer our probes in the same spirit that McLuhan offered his thoughts and his understanding of media and their effects. It is also offered in the spirit of our mission statement where we wrote: "*New Explorations*, like the original *Explorations*, is designed: not as a permanent reference journal that embalms truth for posterity, but as a publication that explores and searches and questions."

The decision to introduce the Probe section to the New Explorations Journal was the result of an extensive conversation carried out by members of the Editorial Team. We invite you to view

that discussion which can be accessed at the New Explorations Weblog at <https://newexplorations.net/launching-and-naming-the-probe-section-a-report-from-the-editor/>. There you will find an extensive conversation about the value of Probes and probing.

We hope you enjoy our new issue and would like to hear from you regarding the new Probe section. In fact we have created a new section of our blog at newexplorations.net. The subsection of the blog entitled **Probes** has been changed to **Probe Responses and Reader's Notes**. It is a place where you can submit your responses to the probes in the Probe section of the journal. It can also be used to comment on any of the articles that we publish. Feel free to drop me a line by email with your responses or comments for the new **Probe Responses and Reader's Notes** at logan@physics.utoronto.ca.

Bob Logan, Editor