

Week 1: Introduction—Media, Social and Cultural Change

- 3rd Media Revolution (Gibson)
 - Much more intense connectivity (e.g. hyper-networking and IOT)
 - Much higher and more sophisticated levels of engagement (e.g. AI, AR)
 - Intrusions into many more areas of social and cultural experience
 - Extension into much more of the world at large (it wants to take over the world, world and the media to become one)
- Are we going into 'post-media'?
 - E.g. fake news, digital disruption
 - We no longer disappear into digital worlds, or even think there's anything that unusual or special about the 'digital' per se
 - New questions are about how digital and networked media and communications come back out into the world at large: material, social, economic, feeling and action
 - These are intensifications and extensions of media/communications powers
 - Collision between capability of media/communications and the physical world
- One to moment marketing has risen to the fore – marketing that can adjust to a particular moment in your life

Three main concepts in the course:

1. The world itself as a medium for the transmission of feeling or of influences
 - a. *Events of mediation or communication are what make up the entire world, from a wave crashing on the rocks to a car and a road and you coming together in driving, to fashion, to what goes on in atoms, to in fact any event, whether large or small we cannot easily perceive it. This implies the world(s) as processes*
 - b. World is made up of processes rather than objects
2. The 'becoming environmental of power' (Massumi, Dieter)
 - a. The attempt to extend power as far as it can be extended, using media and communication to do so (i.e. drones, IOT), controlling elections via the use of data, from analytics to hacking to gerrymandering, via fake news – social media and mobile phones
3. The Third Media Revolution
 - a. The combination of the world as medium and the becoming environmental of power in new and very diverse ways. Tensions between the world as itself always having carried influences and feelings vs the newer media interventions and exploitations of the world as medium

5 key forms of media models

- Behaviours the media(s) are associated with (behaviourism)
- Feedback between people, machines, and the rest of the world (cybernetics)
- Thinking processes (cognitivism)
- The social relations that make them possible (constructivism, critical theory))

- The way they change our **embodied engagement with the world**
(embodied/extended mind, enactivism)

Week 2: Media Revolutions

Andrew Murphie, *The Third Media Revolution*

- New technologies are increasingly “changing the relation between **media**, **world**, and modes of living”.
- 3 media revolutions:
 - 1st: development of abstraction, i.e. invention of writing
 - 2nd: invention of new forms of reproduction, representation and the distribution of reproduction and representations
 - i.e.: printing press, photography, telegraphy, film, computing
- **The 3rd media revolution** concerns the massive intensification of what media and communications do in the world via increases in the power, reach, and complexity of *auto-adaption* to the world + the ongoing auto-creation of worlds by media and communications
 - Induces a ‘becoming-environmental of power’ (Masumi 2009) enabled by increases in the autonomy of media and communications, so that it both automates and intelligently modulates worlds e.g. drones, IOT
- In doing so, the 3rd media revolution aims to become a part of all aspects of worlds